

▶ The Polycom® Accordent® Media Management System™ and Polycom RSS™ 4000 Integrated Solution

Unify Synchronous and Asynchronous Video-based Communications for Scalable, Centralized Online Access through the Polycom UC Intelligent Core™ Solution.

With its acquisition of Accordent, Polycom now integrates additional capabilities within the Polycom® UC Intelligent Core™ infrastructure that enable customers to extend the value of their video conference and telepresence investments by seamlessly integrating the Polycom Accordent Media Management System (Polycom AMMS) with the Polycom RSS 4000 server.

The Polycom AMMS and RSS 4000 integrated solution provides an automated workflow that enables organizations to archive live video conferences within a centralized management system with automated workflows throughout the video asset lifecycle—from the point of video capture, to ingest and video content management and administration, to portal-based viewer access, to controlling the delivery and expiration of rich media across the network.

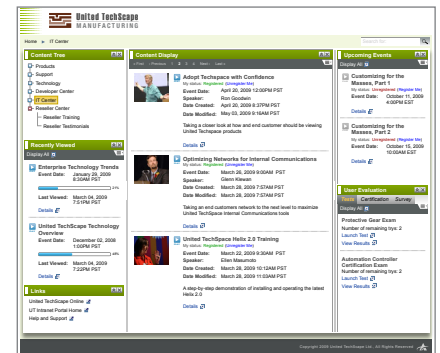
This integrated, enterprise-grade solution from the industry leader in video conferencing and enterprise streaming enables clients to:

- Transform video conference end points and telepresence systems into Webcast studios
- Automatically archive, organize and protect recorded meetings and events and provide ubiquitous online access
- Enable IT to standardize video processes organization-wide, from content ingest to transcoding, approval, storage, delivery and expiration

The Challenge

In organizations, agencies, and universities around the globe, managers and administrators now face unprecedented pressure to lower operational costs while simultaneously improving productivity and efficiency. Travel, training, and marketing budgets are being reduced, yet there is increased pressure to communicate quickly, effectively and ultimately, to deliver a positive impact for the organization.

Video conferencing recording and streaming enables organizations to achieve many of these objectives online, and provide the added benefit of rapid knowledge transfer, faster decision making, and the assurance of delivering a consistent message to widely dispersed audiences. However, more and more organizations demand solutions that also enable them to preserve high-value content, organize and manage their content libraries, and expand the audience for their communications and training initiatives via scalable streaming video delivery.



Solution Benefits

Centralization of all video assets: video conference recording, streaming, presentations, UGC

Scalable video delivery via reference architecture that draws from video servers, storage, and networks for optimal delivery

Seamless search, browsing, and viewing within Microsoft® SharePoint®, and content creation and upload through Microsoft Lync™

Polycom-integrated – Works seamlessly with Polycom RSS 4000™ server, end points, and the Polycom UC Intelligent Core™ infrastructure

The Solution

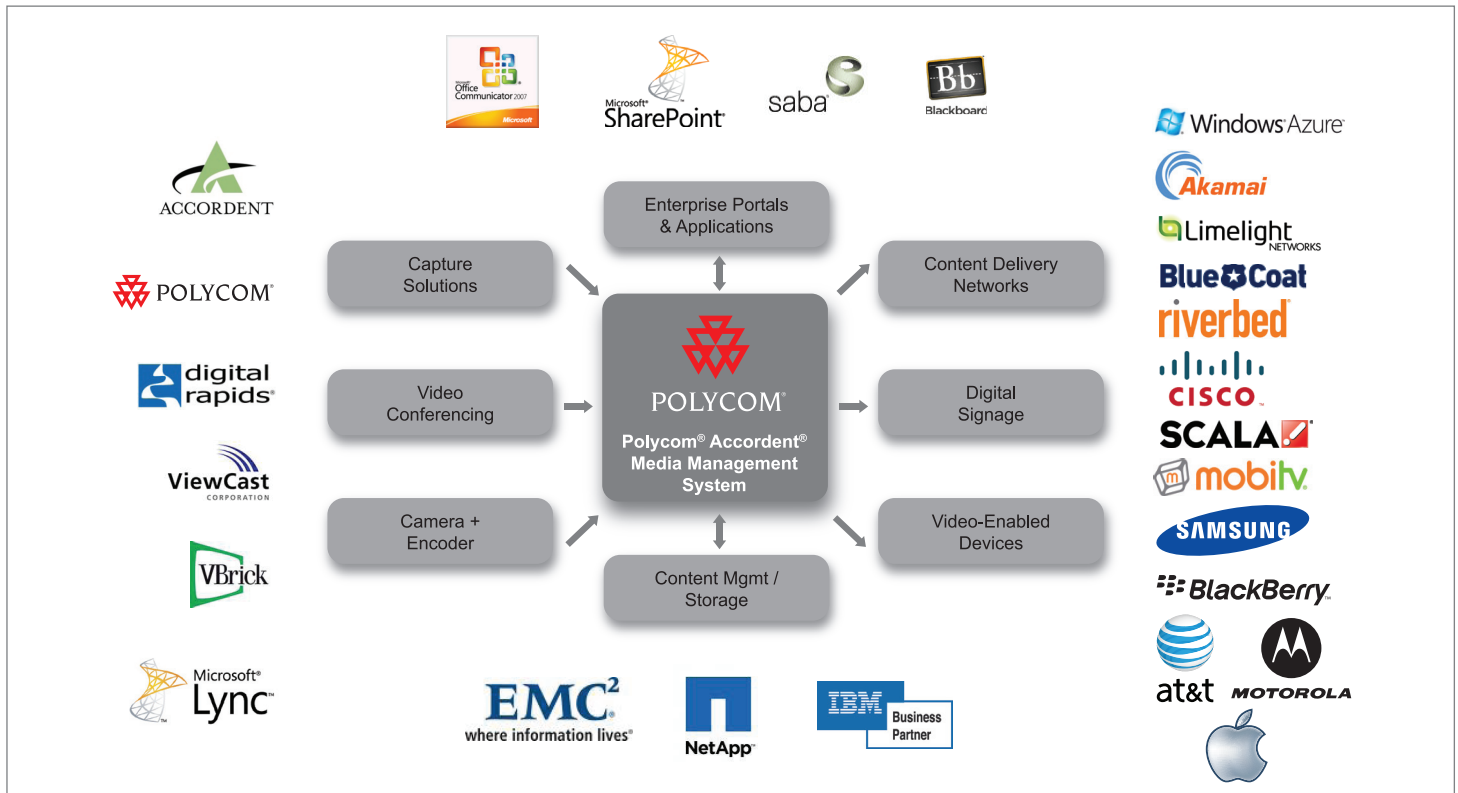
The Polycom AMMS and RSS 4000 integrated solution meets this increased demand for distributed video content creation and archival—along with centralized management, tracking, and scalable network delivery. With one workflow, organizations can now archive video conferences and live events using the Polycom RSS 4000 server and import and publish using the Polycom AMMS solution, carrying over content metadata for asset categorization and keyword-based search.

This integrated, standards-based solution provides:

Centralized Video Conference Recording – Users can record/stream their telepresence conferences, training, and CXO Webcasts leveraging their existing investments in the conferencing network infrastructure. The Polycom RSS 4000 solution can record up to 15 simultaneous sessions and stream five (5) of those live per unit and can be combined with Polycom AMMS for a scalable solution.



Centralized Video Asset Publishing and Management – End users can access all video assets—whether recorded from the video conferencing network, classroom, the desktop, or from third-party sources—through the Polycom AMMS solution. Seamless integration with Microsoft® SharePoint® enables in-application, term-based searching and browsing of video assets. IT staff can set rules for video approval, formatting, publishing, storage and retention and proactively track viewership reporting for business and IT reporting purposes.



Enterprise Video Ecosystem

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