

# Polycom® Solutions for Cisco® Environments

Organizations are faced with the challenges of globalization, worldwide competition, and the need for business continuity in a world of disruptions. To respond to these challenges and gain competitive advantage, they are migrating to unified communications (UC) to increase effectiveness and business productivity through collaboration. No single vendor has a solution for every UC need. This presents organizations with choices and challenges as they grow UC throughout their enterprise. Some businesses with multivendor environments today wish to reduce and remove problems with interoperability and interconnectivity in their networks. Other organizations want to increase video and telepresence usage and need load balancing, intelligent resource allocation, and redundancy options to minimize network upgrades and protect against service outages. Most organizations wish to utilize best-of-breed solution components based on open standards as they expand the use of video in their UC services mix. Budgets are often limited, so every organization seeks to leverage their existing communications investments with an eye on tomorrow. Open standards-based solutions offer the best strategy for addressing these challenges. Polycom's voice and video solutions powered by the Polycom® RealPresence™ Platform enable best-of-breed unified communications environments with the major UC and call control platforms, including Cisco.

## Polycom® RealPresence™ Platform

Polycom gives customers an open enterprise collaboration platform that natively interoperates with the broadest set of applications ranging from IM/presence, telephony, Web conferencing, video collaboration, mobile, social and more. With software enabling interoperability with Telepresence Interoperability Protocol (TIP), the Polycom RealPresence Platform gives customers more choices and options for open UC solutions and video collaboration, choices that work with existing Cisco products and protect investments. What's more, by implementing the Polycom RealPresence Platform at the heart of their UC solution, customers are no longer locked into a proprietary vendor solution that limits their UC solution choices and options. No other solution provides the open standards, interoperability, forward- and backward-compatibility, protocol agnosticism, scalability, and security than Polycom and its partner ecosystem provide.

## Polycom's Telepresence Interoperability Protocol (TIP) Support

In 2011, Polycom delivered another milestone in our commitment to open interoperability by adding support for the Telepresence Interoperability Protocol (TIP), a proprietary protocol developed by Cisco that is now available through the IMTC. For Cisco TelePresence users, this means the freedom to:

- Collaborate with millions of standards-based telepresence and video conferencing systems in use today.
- Scale their network with standards-based Polycom solutions that deliver flexibility, investment protection, and lower operating costs.
- Use their existing telepresence investments with new and innovative technology from Polycom.

TIP interoperability is a licensed option on selected Polycom HDX® visual communication solutions including the Polycom® HDX® 9006, Polycom HDX 8000 HD, Polycom HDX 7000 HD and the Polycom HDX 4500 solutions. On these systems, an affordable software option is purchased to enable native TIP interoperability. Polycom RealPresence Experience™ (RPX™) and Polycom Open Telepresence Experience™ (OTX™) immersive telepresence systems also can support TIP interoperability—and on these models, the TIP software option is available at no charge. Polycom native TIP support with Polycom RealPresence Video Collaboration (Polycom RMX®) enables Cisco CTS rooms to collaborate with Polycom personal, room, and immersive video solutions and eliminates the need for expensive gateways, licenses, and management costs that the competitor solution requires.



Seamless collaboration across voice, video, and wireless platforms

Easy to use solutions with choices to meet every budget, space, and application requirements

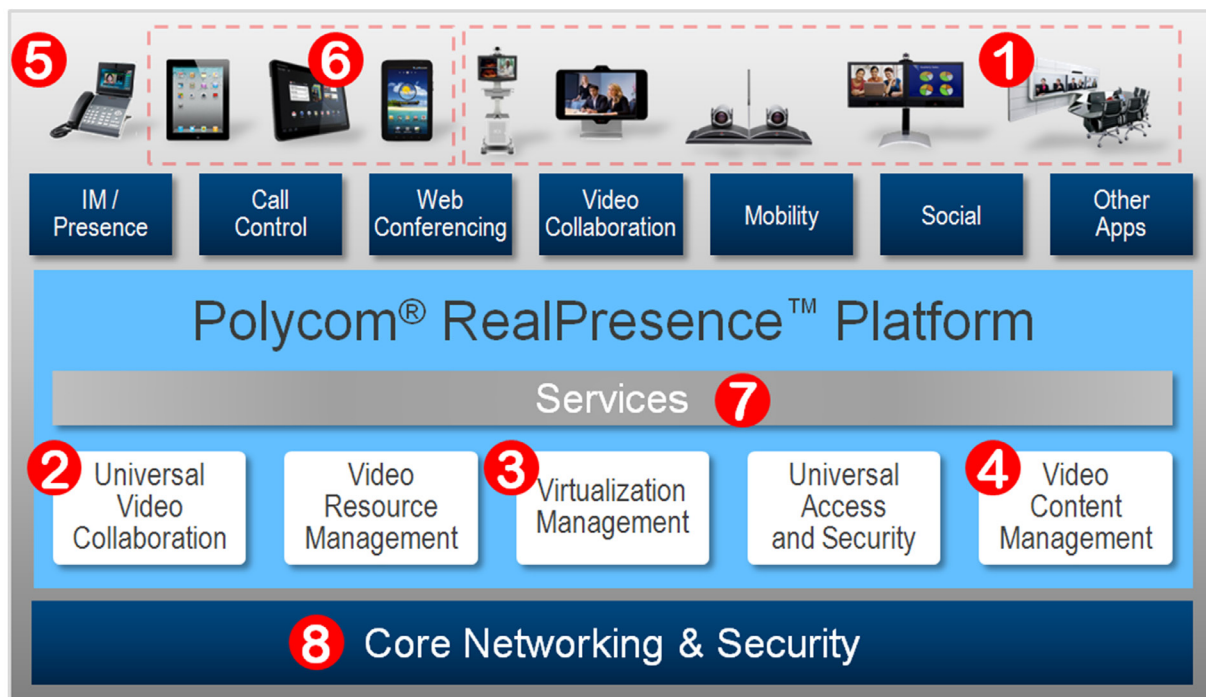
Existing investments are leveraged using open standards-based technology that combines to support your network today and for the future

Fast ROI – Immediately enhance team collaboration and effectiveness for faster decision-making with less travel

Investment Protection – Investing in open standard-based end points ensures more deployment options as companies merge and change both organizationally and geographically

## Polycom RealPresence Platform: Extending Interoperability with Cisco

The Polycom RealPresence Platform interoperates with Cisco and hundreds of products and services offered by Polycom's global ecosystem of partners so that you can choose best-of-breed solutions that are right for your organization. Some specific areas providing benefits with Cisco are illustrated below.



### 1 Native TIP Interoperability on Polycom HD Telepresence and Video solutions

- Connect directly to Cisco TelePresence Systems (CTS) without a bridge or gateway
- Connections are in HD video at data rates of 1Mbps+ and share standards-based content
- Add Polycom EagleEye Director and Polycom SoundStructure® solutions, and other advanced technology in Cisco environments

### 2 Native TIP Support with Polycom RealPresence Video Collaboration (Polycom RMX)

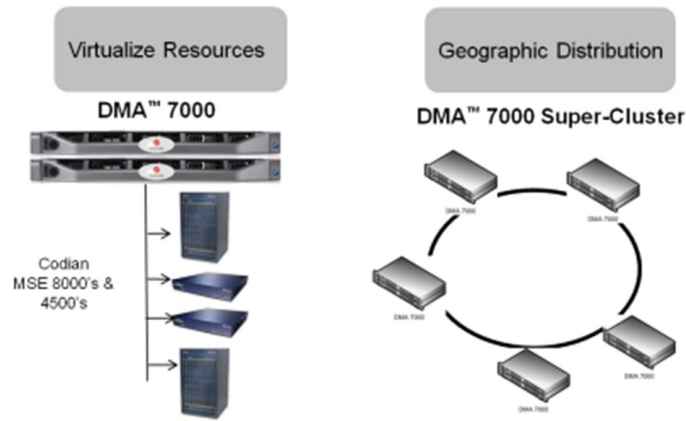
- Video collaboration service connects all supported Polycom users seamlessly, including Cisco Telepresence Systems (CTS) rooms, natively with no external gateways
- Native TIP support eliminates the need for expensive gateways - no extra costs, licenses, risks; simplifies management



Cisco CTS 3000 connecting to Polycom RMX

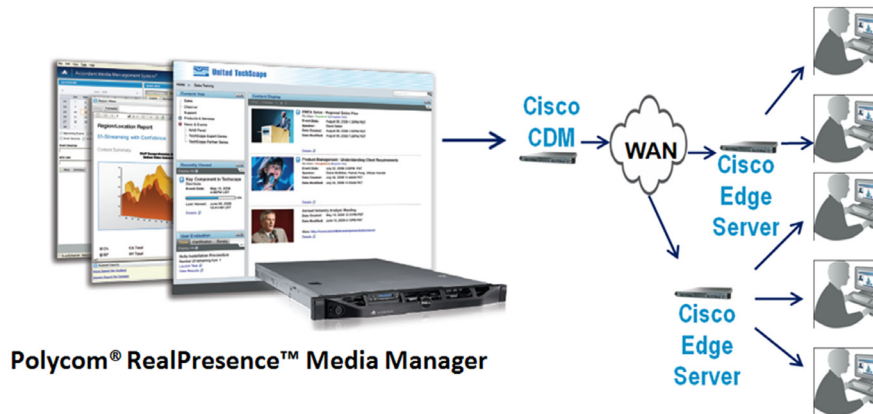
### 3 Virtualization Management

- Bridging infrastructure virtualization provides load balancing, including support for both Polycom and Cisco Codian bridges
- Intelligent routing optimizes bandwidth usage; redundant geographic super-clusters reduce outages
- DMA 7000 SIP and H.323 gateways unify dialing plans



### 4 Polycom Rich Media Delivery through Cisco ACNS

- Polycom RealPresence Media Manager is integrated with Cisco (ACNS), Blue Coat, and Riverbed solutions
- Active and passive (on-demand) caching to content routes greatly reduces the bandwidth that is required



### 5 Verified Interoperability with Cisco Unified Communications Manager (CUCM)

- Direct registration with CUCM allows sharing a common dial plan with Cisco IP telephony or video endpoints
- Expands endpoint choices in Cisco or mixed vendor environments
- Wireless telephones deliver enterprise-grade quality, reliability and performance for onsite mobile workers



### 6 Polycom® RealPresence™ Mobile

- The Polycom RealPresence Platform enables software-based mobility options on industry leading tablets
- An alternative to Cisco proprietary CIUS tablets

## 7 Polycom Global Services

- Polycom can assist with integrating the Polycom RealPresence Platform with existing Cisco deployments.
- UC Professional Services includes solution planning and design, pilot deployment, and full deployment of Polycom solutions

## 8 Deploy on Any Network

- The Polycom RealPresence Platform deployment is vendor agnostic with respect to core network infrastructure
- Deploy with Cisco, Juniper, HP and any other network vendor

## Open Visual Communications Consortium (OVCC) Promises New B2B Options

Extending the Polycom RealPresence Platform in a cloud deployment will enable our Open Visual Communications Consortium (OVCC) Service Provider partners to deliver the benefits of UC interoperability from private enterprises using private line QoS networks or the public Internet and promises a consistent B2B experience that is not dependant on proprietary solutions. The consortium plans to support H.323, SIP, H.264 Cisco, Microsoft, BroadSoft, and IBM solutions in mixed interaction. Organizations will no longer be confined to islands of proprietary connectivity. To learn more about the Open Visual Communications Consortium, visit [www.polycom.com/ovcc](http://www.polycom.com/ovcc).

## Polycom RealPresence Platform Unlocks Collaboration for Cisco Customers

The Polycom® RealPresence™ Platform is the most comprehensive software infrastructure for universal video collaboration. It enables best-of-breed unified communications interoperable in mixed vendor environments, including Cisco. Whether prompted by economic concerns, the need to foster collaboration among a dispersed workforce, security issues associated with global travel or a simple desire to reduce their environmental footprint, enterprises worldwide are using Polycom unified communications, Polycom video conferencing solutions, and Polycom video content management solutions to conduct day-to-day business operations. Contact your Polycom channel representative to learn more about how Polycom's recent Cisco interoperability developments make an already great open standards based solution story even better. Again and again, customers who want flexibility, choice, and investment protection without limiting themselves to the constraints of single vendor strategies are turning to Polycom. Customers are choosing Polycom because of Polycom's commitment to open standards and interoperability and unsurpassed interoperability with leading UC partner solutions. They are choosing Polycom because of Polycom's vision, strategy, product quality, performance and service. They are choosing Polycom and the Polycom RealPresence Platform to deliver on the promise of communication anywhere, on any device, on any network.

## Learn More

Find out how Polycom UC solutions interoperable with Cisco can help your organization. Visit us at [www.polycom.com](http://www.polycom.com), contact your Polycom representative, or e-mail us at [cisco@polycom.com](mailto:cisco@polycom.com).

## About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence™ Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security—on-premises, hosted, or cloud delivered.

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