

## ▶ EMEA Polycom® SMB Market Acceleration



Small to Medium businesses need easy-to-use, cost-effective technologies that improve operational efficiencies and accelerate growth. SMBs need innovative ways to get in front of their customer more frequently and to empower remotely-located staff to work more efficiently and effectively – without the time, hassle and costs associated with travel.

Video Collaboration addresses multiple SMB characteristics:

- Single location connected to remote offices, external partners, larger companies
- Cost-conscious
- Limited resources (manpower)
- Intimate business relationships with customers
- IT emphasis on ease-of-use and flexibility

Video collaboration solutions from Polycom help SMBs maintain a competitive advantage and stay connected with customers, partners and suppliers - Polycom delivers best-in-class visual communication solutions that are not only easy to use but cost-effective!

## Polycom® HDX 7002 XLP Promotion

The Polycom HDX 7002 XLP is being offered with an incremental discount resulting in an *effective* list price of €9,999 / £8,599 / \$12,999 for a limited time.

This offer provides an ideal opportunity to transition customers into the best platform in the industry—the HDX Series.

### How it Works

Purchase the Polycom HDX 7002 XLP solution and reference NST # 2009-11-33866. The HDX 7002 XLP offer expires 31<sup>st</sup> of March 2010. The offer may not be combined with other offers and may not be used for stocking orders.

- ✓ HD video conferencing
- ✓ Content sharing
- ✓ Multi-point
- ✓ €9,999 / £8,599 / \$12,999



Create the ideal SMB solution and combine the HDX 7002 XLP with the Polycom HDX 6004 – only €4,999 / £4,299 / \$6,499 for each additional HDX 6004 system!

## Customers making video conferencing investments today are investing in the future of their business. Polycom solutions make good business sense for today and tomorrow.

### Polycom offers faster ROI and better investment protection

- Standards-based interoperability offers faster ROI by providing a larger video network and offers greater flexibility for evolving applications, infrastructure and network requirements
- Polycom infrastructure helps customers get the most out of their existing video investments as they migrate to HD video conferencing, telepresence, and other UC business applications
- Polycom solutions are optimized for performance over the public internet with Polycom Loss Packet Recovery

### Partnering with Polycom is Common Sense

- Polycom is the leader across voice, video and telepresence
- Our depth of solutions and alliance partnerships ensure that collaborative solutions are integrated seamlessly into line-of-business applications and interoperability in any UC environment
- Polycom provides worldwide support with 40 offices in 20 countries, an extensive network of training facilities and technical support centers to ensure the fastest possible response time.

## Polycom strengths to leverage when competing against LifeSize

- Polycom wins on solution value - LifeSize can only win on price
- Polycom remains focused as only independent provider delivering solutions; distraction and disruption from Logitech acquisition in coming months
- Global service and support available with Polycom – LifeSize support extremely limited
- Polycom solutions optimized for performance over public internet/low bandwidth with LPR – LifeSize struggles on compromised networks (high packet loss)
- Polycom is the only solution in the industry that is fully redundant, providing maximum QoE for end users and high reliability for network administrators - LifeSize has no solution for redundancy and resiliency
- Polycom's unique management platform, the Polycom CMA, allows users to scale as their network grows through software updates and blades bringing down the total cost of ownership – LifeSize only offers the ability to add room systems one at a time
- Polycom has a complete and robust solution to fit the voice and video needs of any organization, from endpoints to management to bridging to streaming/recording and more! LifeSize has no true "solution" – only a few OEM agreements
- Polycom is poised to be the leading vendor that enables UC environments, with direct integration, standards-based solutions, and true interoperability – LifeSize products are not built for easy integration into UC environments

## Tips to demonstrate Polycom superiority

- Audio –The most important benefit of Conversational Stereo is when multiple parties speak simultaneously. Have several people talk in the same room on both sides of the table, and they will be captured, processed and clearly reproduced on the far side in high fidelity stereo.
- Camera – show the 12x zoom and highlight benefits (i.e. zoom into small print on a white board)
- LPR – demo the solutions on an actual network, ensure customers demo LifeSize solutions on an actual network
- Content – press the content button to demonstrate the simplicity of content sharing and how quickly a presentation or website responds
- Make video calls at different data rates – experience the video quality and how good it is, even at 384Kbps and highlight how quickly a call disconnects and then reconnects.