



PROGRAM GUIDE

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# Polycom® Technology Partner Overview



## Contents

Program Overview . . . . .	1
Why Partner With Polycom . . . . .	1
The Polycom Partner Network . . . . .	1
Program Goals . . . . .	1
Polycom Technology Partners . . . . .	2
Polycom Technology Partner Participation Levels . . . . .	2
Polycom Technology Partner Requirements . . . . .	3
Polycom Technology Partner Program Benefits Overview . . . . .	3
Technology Partner Program Benefits Described . . . . .	4
Polycom Branding Opportunities . . . . .	5
Polycom Ready™ . . . . .	5
Polycom® Powered™ . . . . .	5
Right to Use Polycom Ready or Polycom Brand Marks and Logos. . . . .	5
Branding Right-To-Use . . . . .	5
Branding Right-To-Use Fees. . . . .	5
Sales and Delivery . . . . .	5
Life Cycle Management for Technology Partners . . . . .	6
Onboard Phase . . . . .	6
How to Join the Program. . . . .	6
Program Membership Fees. . . . .	6
Membership Enrollment and Renewal . . . . .	6
Solution Development and Validation Phase . . . . .	6
Solution Launch Phase . . . . .	6

## Program Overview

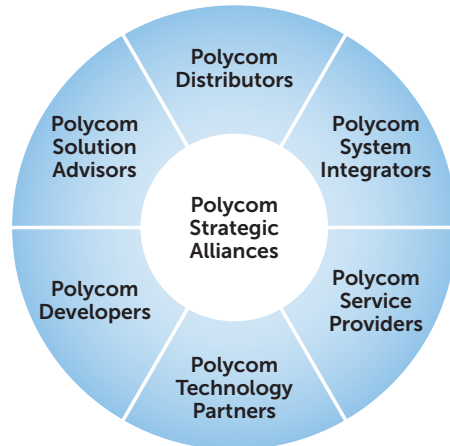
### Why partner with Polycom

- Align with an industry leader in the rapidly growing Unified Communications market – Polycom, a proven market leader with over 400,000 customers worldwide.
- Expand your market reach – Join a thriving ecosystem of partners who develop and sell a broad range of integrated solutions.
- Partner with a company committed to driving integrated solutions to market – Polycom delivers customer satisfaction, and enables the most innovative products to reach the market.
- Identify your added value–Market your ability to deliver a highly differentiated solution to thousands of Polycom customers.
- Build a high growth business – Leverage the Polycom brand to deliver high value integrated solutions and services to a growing market.
- Maximize revenue and your Return On Investment – Accelerate your go-to-market efforts by partnering with Polycom to rapidly develop, market, and sell scalable integrated solutions.

### The Polycom Partner Network

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 utilize Polycom solutions to collaborate and meet in any environment for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom’s vision is to make video collaboration ubiquitous. Achieving ubiquity does not lie in the power of any one organization, it takes an ecosystem.

Customers choose Polycom based on seven key differentiators that make Polycom’s value proposition the most compelling in the industry. One of these differentiators is the Polycom Partner Network. Focusing on core competencies, Polycom and its partners work together on solutions that allow your customers to implement their solutions with confidence. Polycom and our partners work together on solutions that allow customers to implement UC solutions with confidence. The Polycom Partner Network includes Polycom Strategic Alliances, Polycom System



The Polycom Partner Network is a global partner ecosystem framework. The Polycom Partner Network creates the most open ecosystem of best-in-class unified communications (UC) innovators. Together this unified partnership framework delivers the most comprehensive, open, interoperable, and seamlessly integrated UC solutions in the market with investment protection for and the best-of-category UC experience for customers.

Integrators, Polycom Distributors, Polycom Solution Advisors, Polycom Service Providers, Polycom Developers and Polycom Technology Partners.

While both Polycom Developers and Polycom Technology Partners are able to leverage the Polycom open integration framework and utilize published integration assets, only Polycom Technology Partners have access to the complete co-development, co-marketing, co-sales and co-delivery resources available through the Polycom Technology Partner program.

### Program goals

The goals of the Polycom Technology Partner Program are to:

- Collaboratively deliver value to customers by enhancing Polycom UC solutions.
- Promote, support, and validate third-party product and applications integration and interoperability.
- Deliver solutions to market that allow customers to implement UC solutions to fully address their business and business process requirements.
- Provide customers maximum investment protection.
- Offer the greatest choice, flexibility, and performance for customer UC deployments.

## Polycom Technology Partners

Polycom Technology Partners are hardware, software, or vertical market companies committed to teaming with Polycom to improve the customer experience by adding unique value to Polycom solutions. Polycom Technology Partners serve our mutual customers and provide solutions that interface with Polycom products to deliver complete, customer-focused solutions by leveraging the Polycom® RealPresence® platform and endpoints. By focusing on our specific core competencies and innovation, both Polycom and our Technology Partners deliver the best possible solutions for very specific customer needs, while enhancing our respective portfolio offerings. The Polycom Partner Network utilizes the expertise and the broad range of unique solutions developed by Polycom Technology Partners to solve customer business challenges, and sell validated solutions that work.

### Polycom Technology Partner participation levels

Within the Polycom Partner Network framework, the Polycom Technology Partner Program provides two discrete participation levels for partnering with Polycom. Program partners at either level are able to reach the global installed base of customers already deriving value from Polycom solutions. The two partnering levels include Polycom Foundation Technology Partners, and Polycom Premier Technology Partners. All Technology Partners gain access to Polycom's industry leading integration assets including APIs and SDKs. You are also provided defined technical resources to support your development efforts. In addition, Premier Technology partners also receive 360 degree partner management benefits. The 360 degree partner benefits provide a holistic relationship structure encompassing co-development, co-marketing, co-selling, and co-delivery, all within the context of meaningful business planning. In coordination with our Premier Technology partners, we design a path for solutions, once developed, to be jointly marketed, sold and delivered to the market.

### Polycom Technology Partner requirements

Technology Partners are providers of innovative, added value solutions that meet Polycom's standards for quality, reliability, and usability. In order to be a Polycom Technology Partner candidate, you must meet the following minimum criteria:

- Product interoperability with one or more Polycom products through standard interfaces or APIs, verified to the appropriate degree based on solution type as described in Polycom test plans.

- Demonstrable and incremental customer value with the combined solution utilizing the partner products or applications as decided via business alignment objectives set for all new partnerships.
- Solutions must be complementary to the Polycom portfolio (non-competitive).
- Commitment to an ongoing partnership, innovation exchange, and creating and maintaining customer value as perceived by our mutual customers.
- Commitment to joint 360 degree business planning inclusive of supported development, and fully defined co-marketing, co-selling and co-delivery strategies (available for Premier Technology Partners).
- Execution of a Polycom Technology Partner Program Agreement

Polycom Technology Partner program benefits overview  
Program members benefit from association with Polycom's market-leading UC solutions and from Polycom's endorsement of your products working in conjunction with Polycom solutions. Customers and channel partners are made aware of these joint solutions and can be confident that they work together to deliver improved capabilities and functionality. Program benefits are provided based on your participation level in the Polycom Technology Partner program.

Partner Benefit	Program Level Benefit	Foundation Level	Premier Level
Participation Fee		US \$2,500	US\$5,000
Development	Access to Polycom Partner Community and Forum, and relevant integration design frameworks, including documentation of relevant APIs, SDKs, reference design specifications and test plans. Access to wikis/blogs/message boards. Communicate, collaborate and access support from Polycom and Partners.	•	•
	Access to pre-release software (alpha/beta releases)	•	•
	Partner discount on Polycom hardware/software solutions pertaining to Partner's designated development area	•	•
	Eligible for Polycom approved self-validation test	•	•
	Eligible to leverage Polycom testing labs and resources (3 day and 5 day options available)	•	•
	SDK Developer Support (provided by Polycom Global Services)	•	•
	Eligibility for a la carte developer support case bundles	10 cases	20 cases
	Online bug logging and tracking		•
	Access to Polycom product roadmap presentations and invitations to quarterly product updates		•
Marketing	TEAM Polycom - Invitation to attend Polycom's highly rated annual Expo. Engage with Polycom sales teams and align with Polycom channel partner community. Eligible to participate in targeted education track and present to Polycom partner community	•	•
	TEAM Polycom – Eligible to receive sponsorship discount	•	•
	Access to marketing collateral on Polycom PartnerConnect	•	•
	Polycom Branding – Eligible to utilize Polycom Ready logo (subject to solution approval and availability)	•	•
	Polycom Branding – Eligible to utilize Polycom Powered logo (subject to solution approval and availability)		•
	Partner Showcase displayed on Polycom's corporate website ( <a href="http://www.polycom.com">www.polycom.com</a> )	Partner Logo with 25 word description	Logo with 25 word description, and link to online partner showcase
	Eligible to have solution featured on Blog displayed on Polycom Community site		•
	Partner press release (subject to Polycom approval) and opportunity to nominate case study candidates		•
Sales and Delivery	Access to Polycom Partner Resource Management (PRM) - Manage partner profile (add/change partner contacts, lead entry and joint opportunity and sales tracking, collaborative sales resource enablement)	•	•
	Access to training resources found on Polycom University	•	•
	Web placement on Polycom Sales Resource Center (SRC) including a comprehensive customer facing Solution Guide	•	•
	Web placement on Polycom SRC of a Partner Sales Playbook, customer-facing PPT and elevator pitch		•
	Co-develop comprehensive go-to-market (business) plan		•
	Conduct quarterly business reviews		•

## Technology partner program benefits described

### Development and validation

*Alpha/Beta Releases:* Polycom Technology Partners have access to relevant pre-release software to promote integration development and enhancement, and to allow seamless support of existing integrations.

*Product Roadmap Reveals:* Polycom Premier Technology Partners are provided with roadmap presentations and quarterly product updates. This close collaboration helps ensure that Polycom's Premier Technology partners can develop and maintain a strategy in alignment with the long term development direction of the Polycom solution suite.

*Demonstration Product Discounts:* Polycom provides significant discounts for products purchased by Polycom Technology Partners in order to encourage innovation, accelerate development, and facilitate ongoing support. Polycom Technology Partners are provided with a 50 to 65 percent discount (based on current promotion guidelines and subject to change) on Polycom hardware/software solutions that pertain to their designated development area. All purchased demonstration is Not for Resale (NFR) and may not be resold at any time.

*Self-Test:* All Technology Partners are eligible to conduct Self-Validation Testing. Self-validation testing includes a two hour consultative meeting with a corporate quality control representative to align partner with the appropriate test plans and procedures. Fee: US\$1,500

*Assisted Test:* All Technology Partners are also eligible to leverage Polycom certified testing labs and engage in a three day assisted test, which includes a consultative meeting. Assisted Testing includes additional support for testing in-house using Polycom labs and in conjunction with partner far-end lab resources. This offer comes with an included 1-3 days of in-house testing and may also include additional Polycom site participation to effect larger scale testing. Fee: \$5,000

*In-House Test:* This process is in addition to both the self-test and assisted test processes described above; including the following additional services for testing both in-house and using Polycom labs and Polycom acting as far-ends to partner labs. This offer includes up to five days of in-house testing. This program may also include Polycom participation from multiple testing labs/sites world-wide to support larger scale testing. Fee: \$7,500

*Re-validation Testing:* Pricing is based on one of the prices set forth above and is contingent on the establishment of a test plan. Polycom works with each partner to determine the most appropriate test solution to best meet the recertification requirements.

*Development Services:* Partners may engage with Polycom Global Services (PGS) to provide SDK developer services. These services may require a scope of development services to develop or co-develop particular technology integrations.

*Online Bug Logging and Tracking:* Technology partners have access to an online system for both logging and tracking bugs and their fixes, including the modification or revision to the Supported Developer Product (SDP).

*Development Support:* Development support is designed to assist with the development lifecycle and to expedite delivery of solutions to market. Through development support, developers from our Technology partners have access to quality support delivered by engineers and other subject matter experts; as well as access to tools and resources available on the Polycom Partner Community site and forum.

*Polycom Partner Community and Forum:* Through the Community and Forum, all Technology Partners have access to the documentation of relevant APIs, SDKs, reference design specifications and test plans available at: [developer.polycom.com](http://developer.polycom.com). All partners have the ability to collaborate with Polycom and other Polycom partner developers to leverage a thriving development community. The Polycom Partner Community and Forum provides access to wikis, blogs and message boards for communication and collaboration between Polycom and its community of developers. Lastly, partners have access to support tools and resources available on the Polycom community site and forum.

### Marketing:

*TEAM Polycom Annual Event:* All Polycom Technology Partners have the opportunity to exhibit and demonstrate their solutions to Polycom's global sales team and Polycom's worldwide channel partner community at the annual Team Polycom event. This event provides a high level of exposure, and the opportunity to interact with thousands of Polycom sales partners from across the globe. Partners can significantly develop and enhance their own channel partner relationships through exhibiting and additional sponsorship opportunities available at the TEAM Polycom Expo.

Polycom Technology Partners are eligible to participate in a targeted education track and present their integrated solution to the Polycom partner community. Active partners receive a 15 percent discount on all sponsorship levels available at TEAM Polycom. Additional information about TEAM Polycom is available in the TEAM Polycom Event Program.

*Polycom PartnerConnect website:* Polycom Technology Partners have access to the Polycom PartnerConnect portal, which is a password protected site containing in depth and up to date materials relating to the Polycom product portfolio, sales tools, marketing materials, photos, logos, collateral and support information.

## Polycom Branding Opportunities



### Polycom Ready™

Polycom Technology Partners, who have validated the interoperability of their application or product with Polycom products, may be eligible to use the Polycom Ready™ brand mark.

These solutions can utilize the Polycom Ready brand mark to leverage Polycom's market leadership position.



### Polycom® Powered™

Polycom Premier Technology Partners who directly embed Polycom applications or technology in their own solutions may be eligible to use the Polycom® Powered™ brand mark. The

Polycom Powered logo shows that their product uses Polycom's enterprise-grade technology to provide enhanced performance, functionality, and competitive advantage. Polycom works directly with Polycom Premier Technology Partners to mutually validate and deliver the optimal Polycom Powered solution and determine appropriate support levels as well.

## Right to use Polycom Ready or Polycom brand marks and logos

Polycom Technology Partners may advertise and promote their applications and solutions as "Polycom Ready™" and Polycom Premier Technology Partners may promote their embedded solutions as "Polycom Ready" and/or "Polycom Powered", signifying they have validated interoperability with Polycom platforms and /or products.

## Branding right-to-use

Polycom Technology Partners are entitled to use the Polycom logo and refer to their validated solutions as "Polycom Ready" and or "Polycom Powered" subject to the terms and conditions in the Polycom Technology Program Agreement, the Polycom Ready Brand mark agreement or Polycom Powered Brand mark agreement.

## Branding right-to-use fees

All Polycom Technology Program members must have an executed Polycom Technology Program agreement for the use of the Polycom Ready or Polycom Powered brand marks.

*Technology Partner Showcase on www.polycom.com:* All Polycom Technology Partners provide their logo and a 25 word description of their integrated solution. Additionally, Premier Technology Partners may allow Polycom customers to link from this solution overview, to an in depth virtual showcase, which provides detailed information about that partner, their integrated solution offering, relevant case studies, and the value their solutions provide in the market. Customers visiting this showcase can complete an online form to request more information about the solution. All leads generated from the virtual showcase are automatically forwarded to their respective host members.

*Polycom Blog:* Premier Technology Partners are eligible to have a solution featured on a Polycom Blog displayed on the Polycom Community site. Polycom's Community site is accessed through Polycom.com and accessible to all Polycom customers, partners and prospects.

*Partner Press Release:* Polycom works closely with Premier Technology Partners to highlight customer deployments that convey the value derived from the Polycom/Partner solution, and may elect to include customer mentions when their application implementation emphasizes the market applicability of the successfully deployed team solution.

## Sales and delivery

*Polycom Partner Resource Management:* All Polycom Technology Partners have access to the Polycom Partner Resource Management (PRM) platform which provides partners with a single website for managing their partner profile, including adding and changing partner contact data. Further, Technology Partners may enter leads, collaborate with Polycom sales and Solution Advisor partner teams, and track the progress of those opportunities as they progress through the system. Ultimately, The PRM system provides partners with joint sales and opportunity collaboration, the means to track sales, and measure the effectiveness of their partnership with Polycom.

*Polycom University:* All Polycom Technology Partners have password protected access to the extensive online catalogue of courses on Polycom's complete line of products. Courses found in Polycom University provide both introductory and advanced level curriculum. Polycom University courses are designed to support both the sales, specification and in some cases the deployment of Polycom products.



*Polycom Sales Resource Center:* All Polycom Technology Partners receive exposure on the Polycom Sales Resource Center (SRC), through a comprehensive customer facing solution guide. This guide allows the Polycom global sales community to thoroughly understand the applications and value proposition our partners' integrated solutions provide customers.

Polycom Premier Technology Partners gain additional exposure on the SRC. They are also able to display a Partner Sales Playbook, customer facing PPT presentation and elevator pitch.

*Business Planning:* Polycom will work closely with Premier Technology Partners and jointly develop a business plan inclusive of comprehensive co-development, co-marketing, co-sales and co-delivery activities (360 degree relationship). The joint plan will ensure that Polycom and our Premier Technology partners are developing and driving solutions to market, and executing against a clearly defined set of business objectives.

*Quarterly Business Reviews:* Polycom conducts quarterly business reviews with our Premier Technology partners. These reviews include a review of the defined business plan and goals, and an assessment of any changes and resources required to help ensure that our partnership continues to thrive.

## Life Cycle Management for Technology Partners

### Onboard phase

Potential Technology Partners gain access to Polycom's Developer website ([developer.polycom.com](http://developer.polycom.com)) through a simple sign-up process and Polycom Developer Community click-through agreement.

The [developer.polycom.com](http://developer.polycom.com) community site provides access to Polycom's published APIs, SDKs, reference designs, and interface specifications. These documents are maintained on the community portal for the use of our Technology Partners to evaluate and initiate development of applications or for interoperability testing. Support is provided through the online community which is moderated by Polycom subject matter experts.

### How to join the program

All Polycom Technology Partners must sign the Polycom Technology Program Agreement. This agreement provides the terms and conditions of your membership in the program. Technology Partners are required to fill out an application describing your solution and its value proposition to Polycom customers, markets, the theaters you operate in, and contact information. The instructions are available on both Polycom

[PartnerConnect](http://PartnerConnect) and the [developer.polycom.com](http://developer.polycom.com) community site.

### Program membership fees

All Polycom Technology Partners must provide a purchase order for the admittance into the Polycom Technology Partner Program which includes the approved use of the Polycom Ready or Powered Brand mark. The annual program fees are determined by the partner program participation level selected, and is reflected in an executed program agreement.

Membership is granted for a period of one year from the date of execution of the Program Agreement. The Program Agreement will automatically renew each year, and members will be bound by the terms of membership defined in the current Polycom Technology Partner Program. Polycom will notify members that a renewal is taking place prior to expiration. Upon renewal the member will continue to have all the benefits and access provided through the Polycom Technology Partner Program.

Members who choose not to renew will be rendered inactive and access will be revoked on the last day of expiration, and an email notification to this effect will be sent to your primary contact.

### Solution development and validation phase

All Technology Partner solutions must have interoperability documented in detail; either through a partner self-validation process or Polycom validation process. Polycom validation is done at Polycom's discretion only and is subject to additional commercial terms. Development of a Solution Guide is required for all solutions in the Program.

The partner is responsible for drafting the Solution Guide as a prerequisite for entering the solution validation phase. The Solution Guide documents the extent and results of the validation testing performed by the member company or an independent lab. The Solution Guide must provide sufficient evidence that the solution has been tested and is subject to Polycom's approval. Polycom may require periodic re-validation based on design complexity and/or updates to the Polycom technology leveraged.

### Solution launch phase

Upon successful completion of the required on boarding and test and verification processes, Polycom supports the promotion of Polycom Technology Partner solutions to our customer and partner community. Polycom Foundation Technology Partners can leverage discrete sales and marketing resources to promote their integrated solution to Polycom sales teams, Polycom partners and Polycom customers. These assets and promotional vehicles include:



- Approved use of the Polycom Ready logo
- Eligible to exhibit at annual TEAM Polycom Expo
- A brief 25 word description on the Partner Showcase found on the Polycom.com website
- Placement of a Partner Solution Guide on the Polycom Sales Resource Center (SRC)
- Mutual Polycom/Partner press release (subject to approval)

Should you have any questions regarding the Polycom Technology Partner Program, contact your Polycom Relationship Manager, or email us at [businessdevelopment@polycom.com](mailto:businessdevelopment@polycom.com).

In conjunction with the joint development of a comprehensive business plan and ongoing quarterly business reviews, Polycom Premier Technology Partners can leverage all the resources above, and receive additional go-to-market resources and support including:

- Approved use of the Polycom Powered logo (for solutions that embed Polycom applications or technology)
- Link from Partner Showcase to web pages which contain detailed solution information, and other supporting sales and marketing materials
- Placement of a Partner Sales Playbook, PPT presentation and elevator pitch on Polycom SRC
- Eligible to submit a solution to be featured in a Blog displayed on the Polycom Community Site

## 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, specialists, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security for video collaboration, whether on-premises, hosted, or cloud-delivered. Visit [www.polycom.com](http://www.polycom.com) or connect with Polycom on Twitter, Facebook, and LinkedIn.

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