



Education Honors & Honors Advantage Programs

Global Education Market Team

Education – Honors & Honors Advantage Programs Overview

- ▶ What are the “Polycom Honors & Honors Advantage Programs”?
- ▶ Objectives of the programs
- ▶ Program eligibility
- ▶ Where can these programs be offered - duration?
- ▶ What are the program components (the offer)?
- ▶ How it works – end-user, channel scenarios
- ▶ Product details

What are the Polycom Honors & Honors Advantage Programs?

- ▶ Long-term comprehensive marketing programs targeting the education segment
- ▶ Intended specifically to allow educational institutions to purchase Polycom solutions at an affordable rate while taking advantage of value-added service options which include specialized application training, and mission critical content and collaborative resources.
- ▶ Designed to increase the utilization, adoption and optimization of selected solutions

Objectives of the Programs

- ▶ To increase awareness of Polycom solutions in the education community that can create more educational equity, enhance instructional design, provide access to content/culture, stimulate professional development and increase student enrollment
- ▶ Offer a combination of technology and other mission critical elements to facilitate comfort and confidence with users
- ▶ Create more customer success!

Program Eligibility

- ▶ These programs will be offered through our channel partners to the following institutions:
 - Any registered college, tertiary institutions, library, university, teaching hospital, education consortium, education association, primary/secondary (K-12) schools and non-profit entities that deliver education/training services.

Where Can These Programs be Offered - Duration?

▶ Duration

- Launch Feb 1, 2012
- Ongoing education program with quarterly reviews.

▶ Location

- North America & Australia

What are the Program Components (the offer)?

- ▶ An “Educational Manufacturer’s Discount” offered as a pass through the channel for education end-users
- ▶ Specialized applications training
- ▶ Access to Industry whitepapers/assets/Flagship Special Events

Content and Training: Mission Critical

▶ **Goal: Increase utilization of the equipment!**

No longer will equipment sit in the corner unused

- **Applications training (IVC Awareness Session)** – live and on-demand

▶ **Goal: Polycom provides educational opportunities for utilization**

- Polycom Programs and Resources
 - **Content Searchable Database** – Access to over 2200 programs from content providers around the globe
 - **CAPspace** – Global directory and professional network of educators for video conferencing project collaboration
 - **Special Events** – Free curriculum-rich content to Polycom customers to enhance learning and student achievement

What Products and Services are Eligible?

A discount is offered on certain products from the areas below. An extensive equipment list can be found at www.polycom.com/education/Honors

- ▶ **Network Infrastructure**
- ▶ **Voice Solutions**
- ▶ **Video Solutions**
- ▶ **Vertical Solutions**
- ▶ **Firewall Solutions**
- ▶ **Services**

How Does it Work

1. Qualified educational institution works with a Polycom territory or channel manager to complete the [Honors Program Application](#). Territory or Channel Manager must sign off on all Honors Program Applications.
2. Education Institution submits a purchase order and a completed copy of the Honors Program Application to the channel partner of choice.
3. The channel partner submits a new purchase order and the Honor claim form to Polycom Order Management for fulfillment.

Terms and Conditions

1. Channel Partner must submit a NEW purchase order and claim form to Polycom Order Management with copies of the completed Honors Application Form.
2. This offer may not be combined with other promotional offers with the exception of the Polycom Preferred Program.
3. The order must be shipped from Polycom directly to a single end-user location.
4. This offer is available only to certified Polycom channel partner. This offer is void where prohibited or otherwise restricted by law.
5. Polycom reserves the right to cancel or modify this program at any time.
6. Sales to non-educational entities. Polycom channel partners and/or employees or family members do not qualify.
7. Shipping costs of drop shipment are the responsibility of the end-user.
8. No exceptions to this program will be allowed. Polycom has the right to deny all orders that do not meet the criteria outlined in this document.
9. Program commences 2/1/12 and shall continue until terminated by Polycom

Program Source Documents Location

- Honors application
- Approved equipment and services list
- Academic training description
- Customer presentation

www.polycom.com/education/Honors



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Thank You!

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