

A POLYCOM WHITEPAPER



Improving Time-to-Value:

Engaging Polycom® Professional Services for Your Polycom Microsoft® Unified Communications Integration Project

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Executive Overview

It is clear that productivity increases with the use of unified communications (UC) solutions. Extending integrated UC to include video conferencing brings additional productivity benefits using the same familiar Microsoft® interface. However, the path for a successful deployment and real impact on productivity involves careful preparation and expertise. Professional Services are highly recommended to ensure optimal results and reduce the adoption learning curve. Once the case for video has been approved, the pressure is on to get the technology rolled out so the business can obtain the promised benefits. Video integration is often business-specific, addressing focused use-cases within the enterprise. The complex interaction of hardware and software modules from multiple vendors must be properly designed, deployed, and configured to get the right functionality to address enterprise needs. During this complex task, the operational tasks of the IT team must continue to be supported.

“Polycom Global Services definitely saved us time and got us operating sooner.”

Dalton Brooks, Video Engineer, Colorado Department of Transportation
Polycom® Professional Services offers dedicated team members with experience and expertise in supporting a video conferencing and UC integration task. Team members are specifically trained in Polycom and Microsoft technologies and can provide design, pilot deployment, rollout, and training services to support the in-house team and help ensure a successful outcome.

The enterprise does not benefit from its investment in video and UC until the technology is working correctly and workers integrate its use into their daily business activities. Ensuring a timely implementation, an excellent first experience for users, and rapid user uptake can substantially reduce the time from investment to value realization. Reducing ‘time-to-value’ can be accomplished by partnering with Polycom Professional Services.

The Challenges of Integrating UC and Video Conferencing

Today’s business environment demands ever increasing productivity for our information workers. UC pulls together different modes of communications, simplifying collaboration, reducing human latency, and increasing the speed of business. Integrating video conferencing with a UC platform further extends this productive environment by adding the positive values of visual communications to the collaboration experience.

In today’s market, best-of-breed UC and video conferencing solutions are not available from the same vendor, so integration of these solutions is required. This integration task provides significant challenges to an enterprise IT team in terms of the time needed to design, test, and deploy the integrated solution. In addition, the learning curve for deploying these new technologies can be substantial.

A further challenge is to get the user community to integrate the use of the video conferencing capabilities into their daily work flow, so the value it provides can be realized by the enterprise. Workers grow accustomed to their daily business practices and resist change, unless tools are easy to use and provide clear advantages.

The investment made to integrate video and UC, both in capital costs and time, does not deliver full value to the enterprise until the integration is complete and fully operational, and until the users incorporate this new capability in their daily workflow. Figure 1 below shows graphically that this time, referred to as ‘time-to-value’, includes both deployment time and user uptake time.

Reducing time-to-value will increase the return on investment (ROI) for the company by enabling user productivity sooner. It is possible to reduce both the deployment time and user uptake time by applying the right experience and expertise.

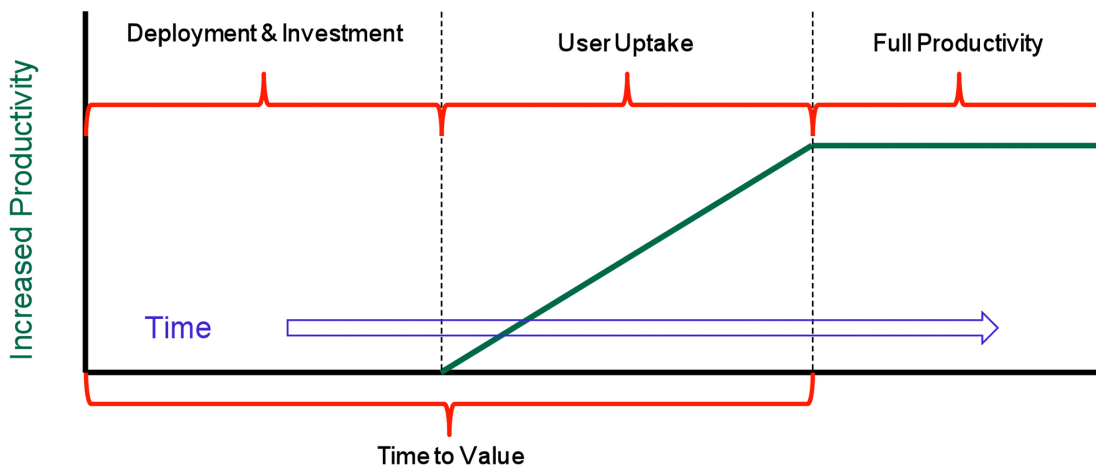


Figure 1: Time-to-Value Timeline

Polycom Professional Services has the experience and skills to help reduce both components of time-to-value. In this paper we will review both the challenges of a video and UC integration and the ways in which Polycom Professional Services can reduce schedule-risk and enhance the final outcome, providing better time-to-value.

Obstacles to Success

Software integration across vendors is a complex process, requiring detailed knowledge about both vendors' products and interactions between them. Video conferencing and UC are no exception. A plethora of features provide many opportunities for focusing the solution on specific business issues of the company. This means that each integration and deployment is configured to the specific needs of the enterprise, creating integration issues that differ from standard deployments. To build these solutions efficiently, a team with deep knowledge of all components is needed.

Let's review the potential challenges facing an enterprise which is about to integrate best-of-breed Polycom video with a Microsoft® UC solution.

Business Specific Challenges

The highest return on investment for voice and video deployments is often from Communications-Enabled Business Processes (CEBP) the intent of which is to reduce the human latency in a business process. These solutions focus the integrated video and UC infrastructure on specific use cases within the enterprise to shortcut the existing process and make it more responsive to the internal or external customer.

These CEBPs often require integration that has features specific to the implementing enterprise, which may not fit the standard categories defined by vendors of the UC or video conferencing equipment. These creative business solutions often require creative integration solutions to work.

In addition to the CEBP requirements, an enterprise may have specific corporate goals for video conferencing service delivery, such as availability, set-up time, the need for ad hoc conferencing as well as scheduled conferencing, integration with existing scheduling approaches or integration with existing legacy video conferencing, support for remote offices through the enterprise WAN or through VPN connections. Video conferencing with remote participants over the Internet may also be required.

Mixed vendor equipment environments are also common. The best strategic plan for having a single vendor solution across the enterprise may be thwarted by an existing infrastructure or by corporate acquisition, mandating "inter-vendor" interoperability.

Video Conferencing Is Different

On the surface, video conferencing looks as if it should be very similar to telephony, with the additional bandwidth requirement in the network and the need for an MCU for multipoint conferencing. The reality of a real video conferencing deployment is more complex.

Video endpoints need to be managed through a management

console. Executive level conferences may need to be managed: to place calls ahead of meeting-time start, to frame the participants correctly on the screens, to support recording, streaming or security protocols, and/or to establish calls outside the organization. The legacy video conferencing infrastructure may require deployment of an ISDN gateway or H.323 gateway, and a different type of dial-string for connecting to those endpoints. Placement of critical video conferencing components must take into account their availability, access, bandwidth requirements and global latency incurred by topology and call patterns. These and other issues require video conferencing-specific knowledge to ensure that the design is highly reliable and meets the ease-of-use and functionality goals of the enterprise.

Multivendor Complexity Challenge

In today's rapidly changing market, multivendor solutions promise to bring broad value while still providing best-of-breed functionality. But these integrations bring with them the risk of complexity and multivendor interoperability issues. Vendor-to-vendor interoperability may change as software revisions change. Interfaces may not behave the same way they did in a previous version, or in the version demonstrated during the sales process. And even if access to the right personnel within the two companies is possible, they may not have the same focus which can lead to delays in resolving issues or compromises in functionality.

Real-Time Network Challenge

Converged IP networks that support data, voice, video, and collaboration traffic must be properly designed to make sure that all applications perform with sufficient quality to meet the goals of the organization. Real-time traffic streams (voice and video) require a different design approach than supporting traditional data applications, an approach that affects bandwidth allocation, traffic classification, and quality of service (QoS) deployment, and may also require new measuring and monitoring tools. Video conferencing is the toughest application being carried on these networks today, requiring both high-bandwidth and low-loss, low-jitter transport.

Making sure the corporate network will properly support the video conferencing traffic is critical to a successful deployment. Network teams that have not previously supported video conferencing must learn the approaches necessary to support and monitor video conferencing traffic within the enterprise network.

User Learning Curve Challenge

The value of new tools is not realized until the enterprise employees have integrated their use into their daily business routines. User assimilation of the new technology is the second major component of time-to-value.

There are four key components that accelerate user assimilation, including:

- Familiarity
- Ease of use
- Initial positive experience
- Internal marketing

A large number of hardware and software components may be involved in Microsoft and video conferencing integration including:

- Microsoft® Lync™ Server 2010
- Microsoft Office Communications Server
- Microsoft Exchange Server
- Microsoft Outlook®
- Microsoft Active Directory®
- Video and ITP endpoints
- Desktop video
- MCUs
- Polycom® CMA™ and DMA™ solutions
- DHCP, DNS and NTP Services
- SQL Servers
- Public Key Infrastructure
- Firewall traversal
- Conference Recording
- Network Bandwidth
- Network QoS
- Dial Plan
- Legacy video

A series of services may be required for the video conferencing solution that requires integration between the Microsoft and Polycom components, including:

- Use cases
- Scheduling
- Presence
- Endpoint management
- Call negotiation and management
- Dynamic bridge management
- PSTN integration
- Resource management and planning

Familiarity: If the user interface for the new technology is the same or very similar to what is already being used, the learning curve is short and workers intuitively understand how to make use of the new technology. This is of course one of the primary goals of UC integration - to make video conferencing an extension of the communications tools and/or scheduling tools already in use by the organization. If video conferencing meetings can be scheduled the same way that other meetings are scheduled, users will quickly understand how to do it. And if setting up a video call is equivalent to setting up a voice call, users will understand it quickly.

Ease of Use: Making the user interface easy also supports rapid uptake. Keeping the required number of steps to a minimum, making each step lead to the next, providing directory services or buddy-lists so users do not have to know or dial extensions, providing links in scheduling notices, and providing a similar user interface both on the desktop and on the room-based equipment all lead to a simple-to-use and intuitive approach. The right integration strategy can provide this simplicity.

Initial Positive Experience: A user who has a positive initial experience with video is much more likely to come back and use video again. A poor initial experience is much harder to overcome, and users will be reluctant to depend on the system for important meetings. Having the system properly deployed and tested before exposing it to the users is critical to user uptake and time-to-value.

Internal Marketing: Promoting the use of the new technology within the company is important for raising awareness and increasing usage. Internal marketing may promote the value of the video experience, the reduced travel requirement, the contribution to the environment, or it may align video use with a key executive sponsor. A positive internal push to use the technology will embolden workers to give it a try and to incorporate it into their daily work flow.

The highest ROI for the video conferencing investment will come with high utilization—and thus with enabled workers. Getting it right the first time, making the user interface easy and familiar and promoting the use of the technology within the organization will accelerate user uptake and thereby shorten the time-to-value.

Technical Resources Challenge

While the deployment of an integrated UC and video conferencing solution may have a short ROI, have corporate sponsorship and be an exciting new endeavor, the IT team may not have the resources to dedicate to the integration and deployment effort. IT teams today are under heavy pressure to increase productivity and decrease costs, and often are operating with a flat or reduced budget. Team members are managing more operational tasks than they were last month or last year.

A new deployment often needs the best and the brightest of the IT team to learn the new technology, design a solution, pilot the design and then roll it out within the organization. This requirement could remove these key technical team members from operational tasks for months. Who is going to handle the priority 1 trouble tickets during this effort? Will the occurrence of priority 1 tickets mean the schedule for the video integration slips, delaying deployment and impacting its ROI?

Education Challenge

Specific knowledge of the video conferencing and UC environment are needed to successfully deploy the video/UC integrated solution in a timely manner. While enterprise teams will undoubtedly have bright and skilled team members, they don't know what they don't know until they encounter it. New concepts, new types of network traffic and new challenges in integrating disparate systems all require learning. Training time may be at a premium, and the schedule may not allow for it.

Challenge Summary: Improving Time-to-Value

Although the initial justification for deploying video conferencing may be based on hard dollar returns such as reducing travel costs, the real value comes with increased productivity, increased collaboration across geographic sites, better interpersonal relationships and increases in the speed of business. These 'softer' benefits are hard to quantify for a formal ROI analysis, but have returns that are much higher than travel reduction for enterprises that change the way they

do business through the use of video conferencing technology. These benefits are the strongest value provided by a video conferencing deployment.

The goal of a UC integrated video conferencing deployment is to bring these key benefits to the enterprise in an integrated manner so that the cost of administration is low, use of the technology is easy and intuitive, and users will quickly learn to take advantage of video and integrate it into their daily work. Once users are on board and using UC integrated video conferencing, the company will experience its benefits and value.

The deployment task is to invest money and resources to move the company from its present communications approach to one using video, and to get the users on board. Figure 1 shows the two components of this process, implementation of the technology and user uptake. If these two phases can be shortened, the enterprise will experience the value of video conferencing sooner, and time-to-value is reduced.

Polycom offers experienced professionals to support this transition, with exactly that goal in mind. Using the experience and expertise of the Polycom Professional Services team and learning from them during this transition can ensure a rapid, on-time deployment and a positive initial experience for users. Let's next take a look at the solutions provided by the Polycom Professional Services team.

Solutions Using Polycom Professional Services

The role of Polycom Professional Services is to apply focused manpower and expertise to a strategic initiative to support a successful deployment. Polycom Professional Services can provide a number of valuable benefits during the deployment of a strategic video conferencing initiative.

Business Specific Solutions

Polycom Solution Consultants are engineers with in-depth experience and training on both Microsoft solutions and the Polycom solution suite. Time is spent with each enterprise to clearly define requirements, which are then translated into a custom configuration that addresses the specific needs of each enterprise. Team members can leverage the key values in each solution, but are also knowledgeable of the limitations of each component and can thus steer the design in the right direction to get the best value possible directed towards the use cases of each enterprise.

Video Is Different – Solutions

Polycom has been supporting top enterprises in the deployment of video and voice conferencing for twelve years, and has been a market leader in providing high quality video products and services. Polycom Professional Services team members have extensive experience in both large and small video conferencing deployments.

Disciplines needed for successful video conferencing include audio/visual integration expertise, video conferencing domain knowledge,

and understanding of IP networks and components. Polycom Professional Services personnel have experience in all three of these areas and understand how to integrate these disciplines to create a successful deployment. Polycom Professional Services team members are implementing video conferencing integrations on a daily basis, and thus have experienced many integration issues previously, and have well understood solutions.

The Polycom Professional Services team is also trained in best practices of managed service delivery, and is tasked to those processes by a trained project manager. Processes such as project management, milestones, accountability and focused communications lines are built into the work product, managed by the project manager and deployed by team members throughout the service delivery.

Multivendor Solutions

Deployment team members are trained in the capabilities of Microsoft and Polycom solutions. An extensive interoperability lab within Polycom is constantly verifying functionality between Polycom solutions and those of other vendors working within the video conferencing and UC standards environment. The correct solution for each legacy environment can be designed as part of the Professional Services engagement. The resulting open standards design will also provide flexibility in the future should the business need to integrate other vendor solutions into the proposed video deployment.

Polycom and Microsoft have created a strong working relationship to make sure the Polycom and Microsoft products interoperate with high levels of functionality and ongoing alignment. This relationship helps ensure that Polycom team members are up to date on software releases, functionality enhancements and their impact on specific customer deployment solutions.

Real-time Network Solutions

Network consultants who are well versed in the needs of a video conferencing deployment are available to assess an enterprise network and make recommendations to ensure consistent high quality video delivery. Polycom network consultants have extensive experience with all types of networks and with video solutions from the desktop up to the heavy demands of a telepresence deployment. Test tools can be deployed to rapidly assess the network and find trouble spots for detailed analysis. Tactical and strategic recommendations resulting from the engagement provide short term fixes as well as long term planning information to support the growth of video use.

Learning Curve Shortcuts

As the new integrated deployment becomes operational, it is important for the enterprise IT team to understand the details of the system integration structure and the configuration of each component, so they can provide ongoing support for service delivery within the enterprise. Polycom Professional Services delivers orientation to the enterprise IT staff to ensure a smooth transition from the Polycom Professional Services team to the operational team of the enterprise.

In addition to training the IT team, Polycom supports communications with end users of the technology. Making the enterprise user comfortable with the technology is critical to rapid uptake. Many enterprises deploy an active internal marketing effort to encourage users to take advantage of the new services. Materials and techniques for promoting the service within the enterprise are provided by the Polycom Professional Services team.

Technical Resources Augmentation

The Polycom deployment team brings resources to the integration and deployment tasks to reduce or eliminate the impact of removing the enterprise team from their operational responsibilities. It's a rare enterprise where the IT team has sufficient available resources to dedicate to a new initiative of this size. Polycom Professional Services team can augment the enterprise team by providing additional short-term resources focused on the strategic video conferencing initiative.

Polycom Professional Services Work Product

The key outputs an enterprise can expect from a Polycom UC Professional Services engagement are 1) a needs assessment and an integration design, 2) operation of a pilot or trial to demonstrate capabilities and true-up the design, and 3) support for a full enterprise deployment.

Needs Assessment/Discovery: The Solution Consultant conducts careful interviews with stakeholders of the enterprise to accurately determine the use-cases for video conferencing and the functionality requirements for the proposed video UC integration. Where conflicts about functionality exist within the enterprise, the Solution Consultant will work with enterprise stakeholders to resolve these issues and will then create a comprehensive requirements document outlining the specific needs of the enterprise.

Integration Design Solution: The Solution Consultant creates an integration design that leverages the functionality of the existing infrastructure and the proposed video conferencing solution, and best meets their needs requirements as previously determined. This documented design solution is used as the go forward strategy for the pilot phase. The Polycom Solution Consultants are familiar with best practices design approaches including design simplicity, availability, redundancy, verification, pilot deployments and design checks. Each of these is included in the design phase of an engagement as dictated by the needs of each enterprise.

Demonstrate Integration and Functionality: The Polycom Professional Services team works with enterprise stakeholders to deploy a pilot solution using the major components of the integrated design solution. Enterprise stakeholders can review this deployment, test its capabilities, and true up the rollout requirements, use cases and the design as needed.

Support Deployment: Polycom engineers and technicians will support the enterprise IT team in deploying video conferencing

endpoints and infrastructure and configuring those devices to meet the needs of the integrated solution. Support of a Polycom Professional Services deployment continues after the integration is complete to make sure that the enterprise team is well oriented and the service delivery is stable, and to support any software upgrades that occur on any related component during that time period.

Polycom Professional Services Process

Polycom uses a well-defined engagement process to ensure consistent high-quality service delivery. Microsoft integration is supported with three offerings within Polycom Professional Services as follows:

- Full Solution Deployment
 - Polycom Conferencing for Outlook (PCO) Integration with Exchange Server
 - Office Communication Server (OCS) Integration
 - Lync Server 2010 Integration
- Solution Planning and Design
- Pilot Solution Deployment

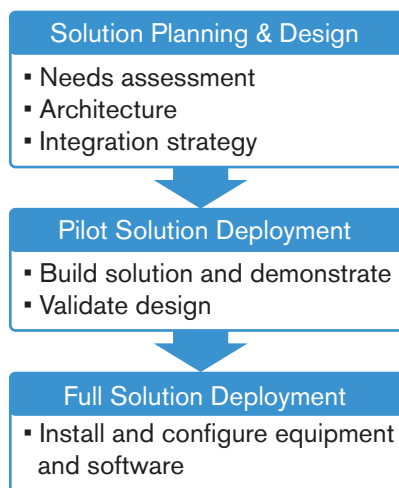


Figure 2: Polycom Professional Services Solution Phases

Let's take a look at each service offering and what solutions they provide.

For each engagement, a project manager is assigned to manage the consulting engagement. The project manager becomes the primary communications focus between the Polycom consulting team and the enterprise. The project manager's role is to coordinate resources, meetings, schedules, product deliveries, on-site visits, deliverables, and presentations to ensure a consistent and timely delivery of the consulting engagement.

Full Solution Deployment

This service offering is the design and full rollout of the technology to the targeted user base within the enterprise.

Requirements Design and Planning Phase

This first phase assesses requirements, creates the design and lays the groundwork for the rest of the engagement. Requirements design and planning is the architecture phase where all the requirements of the enterprise are carefully reviewed and a solution is planned to support those needs in the final integrated deployment.

A Polycom Solution Consultant is assigned to each integration engagement. These team members are experienced engineers who have training both in the structure and details of the video conferencing components as well as the components of the Microsoft solution. The strong relationship between Microsoft and Polycom enables Polycom Solution Consultants to be up-to-date on functionality, interoperability and integration methodologies for the Polycom and Microsoft product lines.

Use Cases and Requirements: The first task of the Solution Consultant is to interview stakeholders of the enterprise to understand the use-cases, or how the video conferencing solution will be used by different departments of the enterprise. From these use-cases the consultant will then determine the detailed requirements and functionality for the proposed integration, and understand the existing infrastructure, dial plan, network and other details to fully capture the requirements of the proposed integration.

The Solution Consultant records this information in a requirements document that becomes one of the deliverables of this phase.

Integration Design Solution and Best Practices: Once discovery is complete, the Solution Consultant creates an integration design, proposing the optimal architecture to address the needs of the enterprise given the functionality constraints of the existing infrastructure and the proposed additional video conferencing components. Polycom Solution Consultants are versed in industry best practices including high-availability design, redundancy, monitoring and reporting, documentation, and support interfaces.

Deliverables: The Solution Consultant and project manager provide three written documents that capture the information learned and generated during the requirements design phase, as follows:

- Complete report of findings based on the use cases, functionality requirements, and discovery of existing infrastructure
- Project plan detailing the optimal video architecture and integration of the Polycom solution within the existing or planned Microsoft solution infrastructure
- High-level requirements design and plan to be used by a trained integration deployment specialist for the Full Solution Deployment phase

Full Solution Deployment Phase

This phase is the full rollout of the technology to the targeted user base within the enterprise. Deployment specialists knowledgeable

in the configuration and verification of the Polycom video equipment and the Microsoft integration are assigned to this phase, along with the original project manager and Solution Consultant. All team members are available to support the deployment, and have direct access to Polycom Tier 3 support personnel to resolve any issues that arise. Polycom continues to support the roll-out after integration is completed, including supporting any new software upgrades by either Polycom or Microsoft during that period. A customized support interface is provided by Polycom so that Polycom support personnel have immediate access to the details of the specific enterprise deployment, to ensure a smooth transition from deployment to operations.

Deliverables: The output from this phase includes the following items:

- A working integration solution within the customer test environment
- Verified test plan results
- Orientation on operation and management of the integrated solution

Solution Planning and Design

This service offering assesses requirements, creates the design and provides a detailed deployment plan and design to customers who wish to assess all activities necessary to affect the integration prior to making a decision to deploy. Solution planning is the architecture phase where all the requirements of the enterprise are carefully reviewed and a solution is planned to support those needs in the final integrated deployment.

All of the activities defined above in the “Requirements Design and Planning Phase” of Full Solution Deployment are performed. In addition, the customer is provided with a detailed deliverable providing exhaustive step-by-step instructions of all the configuration changes required for each component to support the integration in their particular environment.

Deliverables: The Solution Consultant and project manager provide three written documents that capture the information learned and generated during the solution design phase, as follows:

- Complete report of findings based on the use cases, functionality requirements, and discovery of existing infrastructure
- Project plan detailing the optimal video architecture and integration of the Polycom solution within the existing or planned Microsoft solution infrastructure
- Detail-level solution design to be used for a Pilot Solution Deployment and/or Full Solution Deployment

Pilot Solution Deployment

Pilot Solution Deployment is an evaluation deployment that supports a subset of the enterprise with the new integrated video conferencing functionality.

All of the activities defined above in the “Requirements Design and Planning Phase” and “Full Solution Deployment Phase” (renamed

Pilot Solution Deployment Phase) are performed. In addition, the project team supports this pilot phase for a 30-day period to demonstrate the integrated functionality in the video conferencing/Microsoft environment, to test out assumptions about use cases and requirements, and to verify the design before a full roll-out to the enterprise. The Polycom team has direct access to Tier 3 support for any unfamiliar issues that arise during deployment.

Deliverables: The outputs from this offering are as follows:

- Complete report of findings based on the use cases, functionality requirements, and discovery of existing infrastructure
- Project plan detailing the optimal video architecture and integration of the Polycom solution within the existing or planned Microsoft solution infrastructure
- High-level requirements design and plan to be used by a trained integration deployment specialist for the Pilot Solution Deployment phase
- A working integration solution within the customer test environment, whether that be a lab or a partial deployment
- Verified test plan results
- Ongoing technical support throughout the pilot deployment period
- Revision of the solution design and full deployment plans, where applicable, based on the experience of the pilot phase

UC Professional Services Competencies

A wide range of skills and knowledge are available on the Polycom Professional Services team. The following team members will be involved in supporting the typical video integration with Microsoft:

Solution Consultants

Solution Consultants are engineers who are well versed in the features and interfaces of all the Polycom equipment and software, as well as the key Microsoft components. These consultants hold certifications from Polycom and Microsoft, and have training and experience with integrating Polycom video conferencing into a Microsoft infrastructure. Experts in Microsoft Lync Communications Server, Microsoft Active Directory®, Microsoft Exchange and Microsoft Outlook® solutions are all available on the team. Solution consultants understand both the benefits and limitations of the integrated solution. Because of Polycom's strong working relationship with Microsoft, these team members stay up-to-date on the best integration solution approaches as the hardware and software evolves.

Deployment Specialists

Deployment specialists are experienced technicians trained to install and configure Polycom solutions and to properly configure Microsoft components per the design specification. Deployment specialists are also trained to execute test plans to verify the functionality per the original design specification. Integration experience allows these team members to rapidly configure

equipment and solve integration issues to keep the project on schedule.

Project Management

Polycom project management professionals are experienced practitioners of a well defined management process and hold PMI certifications. They know how to coordinate a complex set of tasks and resources, to ensure each component of the engagement is completed per the schedule. They are also trained to identify risks, create contingency plans and to assist the enterprise IT organization in rolling the new video functionality and solidifying enterprise support models for these new capabilities. Project managers keep the lines of communications open to all professional consulting team members and to the designated enterprise coordinator. A full suite of project management tools is available to the project managers, and they are trained in their use.

Real-Time Network Design

Network consultants are engineers with extensive experience in Quality of Service and the support of real-time traffic in IP networks. These network professionals have sophisticated test tools to analyze networks for their ability to support video conferencing traffic. Network consultants are trained in the needs of the video conferencing application and in the details of network configuration necessary to support it. Network consultants can bridge the information gap between the video support team and the enterprise network support team.

Benefits of Using Polycom Professional Services

The primary benefit of using Polycom Professional Services for video conferencing integration is in getting it right the first time. Because the Polycom team has the knowledge and experience to properly implement video conferencing integration, they can prevent missteps and ensure timely delivery of the promised functionality.

- A dedicated team provides focused work effort exclusively on the UC video conferencing integration without the distraction of operational issues or crisis
- Internal resources are not overburdened by layering a development process on top of operational tasks
- The PS team provides domain expertise specific to UC video integration
- The PS team has extensive experience with both the UC and the video conferencing components, and has a direct line to T3 service technicians and solution architects, so issues are quickly resolved
- Using Polycom Professional Services shortens the learning curve both for getting the integration task complete as well as orienting the enterprise staff
- Reduce risk of deployment and schedule slip because of deep knowledge and experience of the Polycom Professional Services staff and careful project management processes
- Reduce exposure to unknown issues that arise during deployment. You don't know what you don't know until you

stumble over it. Polycom's team will either have the answers, will have avoided the issues, or will have access to the answers in a timely manner.

- Careful design and knowledgeable deployment means getting it right the first time. A schedule slip means the time and capital investment don't return value as soon.
- Correct deployment ensures a positive initial experience with

the technology by enterprise users. A good initial experience is critical to rapid uptake of the technology and realization of the related productivity enhancements.

- Deployment with a predictable schedule ensures return on investment, and meets expectations of management. The process, experience and expertise brought by the Polycom team minimize disruption and ensure schedules and expectations are met.

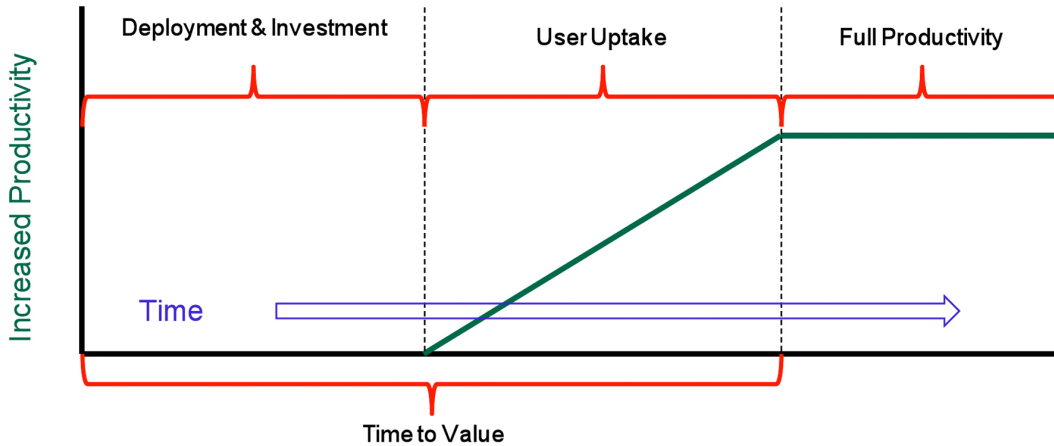


Figure 3 - Time-to-Value Timeline

Summary – Improving Time-to-Value

UC-based video conferencing is being deployed to provide a well-recognized value to the enterprise in terms of improved productivity, reduce travel and increased collaboration. The money being invested in equipment, integration, network resources, and staff time is expected to be paid back through these benefits. The sooner the new technology can provide that value, the greater its financial impact will be. The time from project commitment until the technology is installed and running and being used successfully by the majority of enterprise users is the "time-to-value". Figure 3 again shows the time-to-value timeline.

Using Polycom Professional Services will reduce deployment time by creating a customized, experience-tested design based on

specific verified requirements and goals, and by providing the right trained and focused manpower to accomplish the integration tasks. The deployment period will be rapid and predictable.

Polycom Professional Services will also reduce user uptake time by ensuring users initial experience of the video solution is positive, by orienting the support team on the new infrastructure, and by supplying materials for user training and internal marketing of the new video conferencing service.

The reduction in deployment time and user uptake, as shown in Figure 4 below, substantially reduces time-to-value. Reduced time-to-value translates into a higher ROI, increased user satisfaction, cost savings and a competitive advantage for the enterprise.

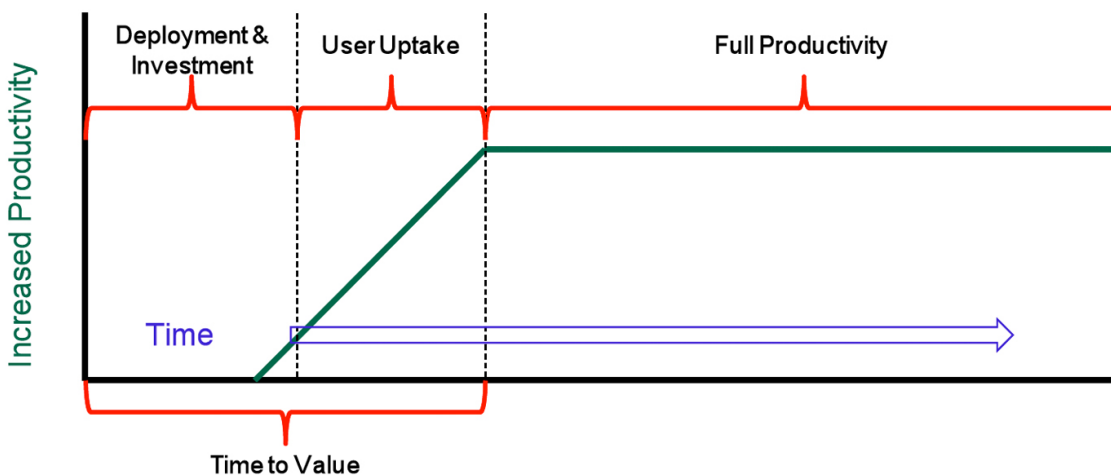


Figure 4 - Improved Time-to-Value Timeline

Engaging Polycom Professional Services

For more information, please contact your authorized Polycom representative, email ucps@polycom.com, or visit http://www.polycom.com/services/professional_services/unified_communications.html. Your Polycom representative will engage the Polycom Professional Services organization and arrange a call or meeting to determine the right service components to support the goals of your enterprise.

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