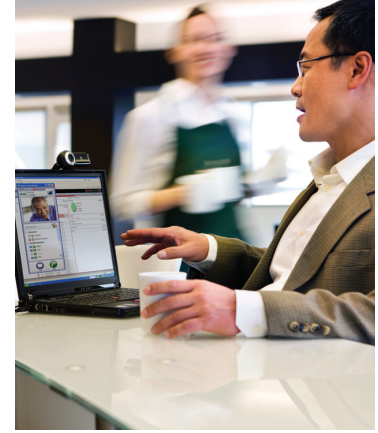


▶ Polycom Small and Medium Business Solutions

Simple to Use. More Efficient.
Better Company Image



In today's economy, small and medium businesses need easy-to-use, cost-effective technologies that improve operational efficiencies and accelerate growth.

In a challenging business environment, small and medium-sized businesses (SMBs) must be flexible enough to nimbly respond to global market demands while maintaining solid financial control. With geographically-dispersed work teams spanning different locations—including headquarters and branch office, home and mobile environments—SMBs need innovative ways to get in front of their customers more frequently and to empower remotely located staff to work more efficiently and effectively without the time and costs associated with travel. The result is a high-performance workplace with easy access to information and faster decision-making.

In a global business world, SMBs also need the right tools to both compete against and work with larger organizations. You need solutions that allow you to operate as a larger company while maintaining the flexibility of a smaller company. Furthermore, since SMBs often partner with large organizations to more effectively deliver products and services, they have a critical need to integrate seamlessly with the global supply chains of these larger organizations.

With communications at an affordable price, small and medium businesses can improve operational efficiencies while simultaneously increasing the bottom line.

Integrating Voice, Video, Content, and Wireless

Polycom offers SMBs the broadest range of collaborative solutions—voice, video, and wireless—so anyone can successfully connect and conference, no matter what their environment. SMB customers can choose the right solution to meet their business needs for an immediate investment return—and in many cases they achieve ROI in one to six (1 – 6) months.

An open, standards-based approach ensures seamless product interoperability, facilitates integration into today's unified communications environments and protects existing investments as SMBs grow. All Polycom solutions are backed by a network of certified partners and a world-class service and support organization, which Polycom delivers from its global network of 55 offices in 25 countries.

Voice. From a desktop to an attendant's desk to a conference room, Polycom voice solutions make audio sound clear and natural. Polycom offers both premise-based and hosted IP phones that are easy to use and install, at an affordable price. IP phone connectivity between headquarters and remote locations provides high quality, reliable, secure communications. Applications can be embedded into IP phones to transform them into powerful productivity tools. Conference speakerphones are ideal for corporate meetings and keeping in touch with customers. Best of all HD-quality sound ensures accuracy and full comprehension, which is critical to fast decision making in any small and medium business.

Benefits

- Improved operational efficiency
- Solid return on investment (ROI)
- Minimized travel costs
- Shortened time-to-market
- Enhanced corporate image
- Faster decision making
- Reduced carbon footprint

Key Applications

- Company-wide communications
- Vendor/supplier relationships
- Employee training/distance learning

Polycom Small and Medium Business Solutions

Video and Infrastructure. Polycom video solutions deliver powerful, high definition experiences across desktops and meeting rooms. In today's business environment, face-to-face communication is crucial to success, regardless of the business' size. By combining HD video, HD voice and HD content-sharing capabilities, Polycom's telepresence solutions create a truly life-like remote meeting experience that dramatically increases the productivity of virtual teams and facilitates instant access to resources wherever they may be located—for maximum global competitiveness. With Polycom, SMBs can bring remote offices, customers and suppliers together to share information in real-time and make decisions more rapidly. Polycom also provides powerful video infrastructure tools for management, gatekeeper, scheduling and recording features.

Wireless. Polycom offers the most durable, feature-rich, and cost-effective wireless telephony solutions to streamline communications across the facility. Polycom wireless seamlessly integrates with a business' existing PBX and Wi-Fi and offers customized integration to many applications such as inventory systems, security systems and others. Employees can address customer requests in real-time regardless of their location in the building resulting in improved business efficiency.

Key Application Areas

Corporate Office

SMBs have the ability to collaborate with staff, customers and suppliers regardless of their location—whether they are in the same city or across the world. Video conferencing provides regular face-to-face communications between office locations allowing products to be brought to market quickly

and shortening sales cycles. The need to travel is reduced resulting in significant time and financial cost savings as well as reduced carbon footprint. IP telephones provide staff with high-quality, secure communications at a fraction of the cost of leased lines. Wireless telephones allow staff to communicate from anywhere in the building regardless of their location.

Branch Office

With collaboration solutions, branch offices now have access to key resources, such as remote product experts, distance learning instructors, and other headquarters support personnel. Interactive, engaging discussions become the norm rather than the exception. Training and strategy implementation become consistent (especially when streaming or on-demand training are used). This makes the branch office a more productive extension of the corporate location.

Executive Desktop

Executives, whether in large corporations or SMBs, often participate in board meetings, customer discussions, and legal negotiations. Video at the desktop enables these executives to build face-to-face relationships while maintaining the privacy required for confidential discussions.

Virtual Worker

Finally, remote office workers or vendors now have the ability to stay connected visually. The result is a true sense of “team” resulting not only in increased productivity, but also improved morale.

Learn More

Visit www.polycom.com/smb to learn more about how Polycom solutions address the specific needs of SMBs.

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