

VIDEOCONFERENCING ADOPTION BY SMBs - THE NEXT BIG THING
A FROST & SULLIVAN PERSPECTIVE ON POLYCOM QDX 6000



A Frost & Sullivan Article

Conferencing technologies are experiencing strong adoption as the value of real-time collaboration rises on the enterprise radar. Economic conditions around the globe and rising environmental concerns are creating a new level of awareness and demand for collaboration. As organizations look at ways to survive during a tough economic climate, cost control is becoming top of mind. Small and Medium sized businesses are waking up to the benefits of virtual collaboration to replace travel. Additionally the exponential increase in consumer use of video has opened up avenues for video adoption among business users. As a result of these developments, the SMB segment is becoming the next potential target market for a myriad of business technologies ranging from IP telephony to mobility solutions to videoconferencing.

Polycom, a leading unified collaboration solution provider, is specifically initiating strategies to target the SMB market. Polycom's recently introduced QDX 6000 is the first videoconferencing product of its kind to address the cost-conscious SMB segment that at the same time seeks ease of use and high quality. Offering high resolution videoconferencing at low bandwidths, QDX 6000 is a full featured product that offers plug and play functionality for simplified setup and ease of use. It is targeted at small deployments (10 or less units) and at new users of video conferencing as well as at the education and healthcare markets. Available at a list price of US \$3,999 and a lower street price, the QDX 6000 offers rapid ROI as the unit will essentially pay for itself in one or two business trips.

QDX 6000 offers industry leading robust benefits and functionality including –

- Wide screen, DVD quality video in high resolution and full motion (30fps)
- Sharp, clear video images even on congested networks or over the Internet with Polycom LPR technology
- Secure video conferencing using the latest AES encryption
- Share multimedia content using wired or wireless broadband connection as standard feature
- Crisp, clear conversations and multi-media from high-definition stereo audio
- Flexible, powerful work sharing with support for dual monitors and up to five high-res video sources (PC, cameras, document cameras, DVD player)

Solution like QDX 6000 will be especially attractive to SMBs as it enables them to focus on their core business by offering an easy to use system with minimal IT support that can leverage public Internet for cost effective IP bandwidth rather than allocating expensive IT resources to implement videoconferencing. It also empowers them to reduce operational overheads, implement advanced technologies to create differentiation, and improve communications between geographically dispersed locations. As vendors like Polycom fine tune their strategy to further address new and emerging growth opportunities, we expect to see new growth levels to emerge from the mid market and small businesses.

SMBs have widely represented an untapped market where videoconferencing has been too expensive and difficult to use. For videoconferencing vendors to advance in the SMB space, it is critical that they gain a deep understanding of SMB needs and how collaboration can address SMBs' operational challenges. With QDX 6000, Polycom is extending the reach of videoconferencing to a bigger end user base leading to an early stage of technology democratization.

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