



Polycom® RealPresence® Mobile Video Collaboration Is a 'Vital Tool for Development and Success' for Leading High-End Kitchen Appliance Manufacturer Boretti

Boretti sales teams bring showrooms to customers via video conferencing with Polycom RealPresence Mobile for tablets; product experts collaborate face-to-face with customers to solve issues in real time

Netherlands, 22, January 2013 — [Polycom, Inc.](#) (Nasdaq: PLCM), the global leader in open standards-based unified communications and collaboration (UC & C), today announced that Boretti, a leading manufacturer of high-end kitchen appliances based in the Netherlands, is using Polycom® RealPresence® video solutions, including Polycom® RealPresence® Mobile 2.0, to streamline its operations, enhance customer service, and deliver mobile showrooms to customers wherever they are.

"My sales team is home-based and on the road all day," said Bob Brillman, CEO of Boretti. "Polycom video solutions enable us to have regular and secure face-to-face meetings no matter where they are."

Each member of the Boretti sales teams has a tablet with Polycom RealPresence Mobile 2.0 installed, enabling them to dial into a meeting anytime, or show the latest appliances to the customers instantly from anywhere by video calling the product showroom. In addition, the service team has improved customer service by connecting customers with product experts at the call centre via video to help identify, diagnose, and repair or troubleshoot in real-time.

"We use Polycom RealPresence video in every part of our business," said Brillman. "Video collaboration is a vital tool for the development and success of Boretti and has become the standard of communication throughout the organisation. I am now asking my suppliers, resellers and distributors, based across Europe to use video conferencing for all our meetings. I prefer to communicate via video instead of over the phone or via emails, as I find video promotes honesty, trust and efficiency."

Delivered by Polycom partner Imotions, the requirements of the project included a secure and stable system with maximum user convenience, interoperability and high scalability. Polycom's RealPresence solutions met Boretti's requirements by providing an easy-to-use and reliable solution, with the capacity for multi-site collaboration. With about 40 employees, the Polycom and Imotion solution was also cost-effective for Boretti, and is helping the company increase productivity and sales. As the demand increases for video collaboration, Imotions will provide its expertise to Boretti and continue to help them expand their video collaboration solutions.

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About Polycom

Polycom is the global leader in open standards-based unified communications (UC) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment. Polycom and its ecosystem of over 7,000 partners provide truly unified communications solutions that deliver the best user experience, highest multi-vendor interoperability, and lowest TCO. Visit www.polycom.co.uk or connect with us on [Twitter](#), [Facebook](#), and [LinkedIn](#) to learn how we're pushing the greatness of human collaboration forward.

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