



## SOLUTION BRIEF



# Your Cloud Powered by the Polycom® RealPresence® Platform

The Polycom® RealPresence® Platform is the most comprehensive software solution for ubiquitous video collaboration, delivering carrier-grade provisioning, management, interoperability, and scalability that service providers require, along with the reliability, security, and quality that their customers demand.

Key Benefits to Cloud Service Providers:

- **Carrier Class Features**
- **Built for Carrier Environments**
- **Easier Integration and Differentiation**
- **Fast Track Services**
- **Broader Services Portfolio**
- **Risk Reduction**

The Polycom RealPresence Platform provides the infrastructure to power Video-as-a-Service (VaaS) cloud services, and combined with our strategic partners and comprehensive offerings that provide secure, easy-to-use video collaboration across any combination of environments – whether on the go with RealPresence Mobile for tablets and smartphones, at home with RealPresence Laptop or Desktop, at work with RealPresence Desktop or RealPresence Room, in conference rooms with RealPresence Room Systems, or immersive theaters with RealPresence Immersive – enables Service Providers to quickly and profitably deliver end-to-end solutions to their customers.

Private, public, or a hybrid cloud services are expected to have a profound impact on the future delivery of video and unified communication (UC) services. The move toward cloud services is ushering a new generation of business opportunities for service providers seeking to offer innovative services, while providing a new means of accessing these solutions by businesses customers of all sizes. These new services can include:

- Video-as-a-Service (VaaS) delivery to multiple verticals
- Business-grade HD mobile video conferencing
- Cloud services leveraging Broadsoft, Ericsson, Acme Packet, Metaswitch, Genband and other Polycom alliance partners
- Business-to-Business cloud services through federated, carrier-grade core infrastructures
- Cloud Virtual Meeting Room Services

### Why Today's Service Provider Must Offer Cloud Services

Businesses of all sizes want to acquire cloud communications capabilities to expand or enhance their existing investments, and there are important reasons why.

- **Economics** – Businesses are looking to quickly gain the benefits of video collaboration, but often need more flexible payment options with lower barriers to entry. With the clear advantages of selecting communications capabilities in an operating expenses model (OpEx), as opposed to a large capital expenditure spend (CapEx), service providers can help business customers overcome these challenges.
- **Strategic Focus** – Businesses need to focus on their core business. When an end customer outsources their communications to a service provider, they not only gain functionality but also expertise, scale, reach and reliability. This enables them to free up their IT resources to concentrate on key business areas for growth.

- **Technology Management** – Cloud deployment models for VaaS help businesses realize the benefits of cloud extensibility, scale and the latest technology, while giving them the flexibility to pay as they grow. This gives business customers faster access to new and innovative applications while avoiding the added cost for maintenance and upgrades.

With Polycom cloud solutions, service providers can deploy with confidence, differentiate their products and services, and drive revenue growth for video services, while helping their customers achieve reduced costs and greater productivity.

### **The Polycom Difference**

Spanning more than 20 years of industry leadership, a history of pioneering technology innovation with over 700 patents, and 400,000 customers worldwide including 100 percent of the Fortune 100, Polycom is a trusted partner in helping service providers sell into this base for new or expanded services.

With the Polycom Partner Network, including Broadsoft, Ericsson, Acme Packet, Metaswitch and Genband, to name a few, Polycom gives service providers greater flexibility and investment protection. Our open approach and strong integration with multiple partners further expand the market opportunity for service providers.

In addition to video service revenues, Polycom's expansive portfolio of endpoint devices – from desktop, room, and mobile applications to immersive theaters – enable end-to-end competitive differentiation for an unmatched user experience and greater revenue opportunities for service providers.

Polycom offers a clear choice with our open, standards-based Polycom RealPresence platform providing secure, scalable, interoperable feature-rich solutions designed to mitigate risk and fast track new services while protecting existing investments. Polycom delivers a comprehensive portfolio of infrastructure and endpoint products, integrated software solutions, and global services that address a wide range of service provider technical and business needs.

### **Key Benefits to Cloud Service Providers:**

**Carrier Class Features** – The Polycom RealPresence Platform delivers carrier-grade scalable clustering with physical redundancy, non-service impacting failover and secure management that powers reliable, revenue generating cloud services.

**Built for Carrier Environments** –The RealPresence Resource Manager helps enable shared resource cloud environments for hosting multi-tenant customers in isolated secure domains on the same infrastructure, lowering per hosted user costs.

**Easier Integration and Differentiation** – Open Application Programming Interfaces (APIs) for OSS/BSS integration for scheduling, billing (CDR), directory support, user management, conference control and management, with software development kits (SDKs) for user application development. APIs also provide the opportunity for custom application development for differentiation and value add services.

**Fast Track Services** – Faster time to revenue and return on investment with low total cost of ownership enables service providers to offer cloud VaaS, UCaaS, and white-label hosted solutions with a secure, interoperable, non-disruptive solution that easily integrates with existing service environments.

**Broader Services Portfolio** – Take advantage of strong market growth and revenue opportunities for public, private, and hybrid cloud services by providing managed or hosted cloud video solutions to enterprise customers or wholesale services to other service providers.

**Risk Reduction** – Polycom's feature-loaded RealPresence Platform mitigates risk by providing industry leading interoperability with TIP, MS Lync, and other standards-based protocols and codecs over fixed or mobile networks and OVCC member networks.

For more information, please visit Polycom at [www.polycom.com](http://www.polycom.com) or contact your Polycom representative.

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## About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence® Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, specialists, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security for video collaboration, whether on-premises, hosted, or cloud-delivered. Visit [www.polycom.com](http://www.polycom.com) or connect with Polycom on Twitter, Facebook, and LinkedIn.

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