Why should you be interested?

Value of a Typical Deal
Small deal: $800k
Average deal: $2m
Large deal: $5m

Time to close
Typical sales cycle for ITP is between 9 – 18 months, so an early engagement is essential.

- Telepresence is often the tip of the iceberg, leading to additional endpoint sales from ITP to room systems to desktop, and a huge potential increase in video core
- Polycom maintains a strong position from audio through to ITP and UC; engaging early with ITP will help establish a long-term relationship
- Polycom competed with Tandberg in the “Anything But Cisco” space, but this is no longer true. We have a huge opportunity for growth and ITP can lead the way into these customers
- Emerging markets are seeing dramatic reductions in infrastructure costs, and so we have a narrow window of opportunity to establish early in these areas

What’s in it for my Customer?

Globalization
Employee Satisfaction
Business Continuity
Environmental Responsibility
Increased Productivity
Accelerated Time to Market
Effective Meetings
With an ever-changing financial climate, the need to cut costs remains paramount while protecting the ability to develop and grow. ITP enables consistent costs savings, a reliable ROI and truly workable collaboration solution.

As the world continues its move towards UC and the “cloud”, Polycom’s ITP solutions are already compatible with UCIC solutions, such as Microsoft, and continue to develop along this strategy.

Organizations will have an existing infrastructure. Being truly based on open-standards, Polycom helps the customer to protect its existing investments and limits future risk. Buying Polycom ITP today will allow you to connect to your existing infrastructure without limiting your future choice.

Why Polycom?

Unlike some of its competitors, Immersive Telepresence is a fundamental core business to Polycom. Therefore, Polycom will continue to focus on developing industry-leading technologies to enhance its business and continue to provide industry-leading global support.

Polycom will continue to:

- Offer its customers a fully interoperable collaboration, incorporating voice, video and data from the desktop through to high-end fully-immersive solutions
- Invest heavily in its core architecture, ensuring high reliability through a redundant, highly-flexible and feature rich infrastructure

Polycom has a long pedigree in the video collaboration space, with long standing customers in enterprise and vertical markets. It has always been able to adapt and change to meet the changing needs of the market, and reassure its customers that it will continue to support them with all of their collaboration needs.

Solution Overview

What is Immersive Telepresence?

Since 2007, market forces have led manufacturers to use the term “telepresence” to refer to any video-conferencing system that is capable of offering 720p HD or higher video quality. Although this helped to define the benefits of the “new generation” of video conferencing applications, it was not able to differentiate the new and emerging room based, multi-codec immersive solutions that were becoming available.

It also had the unfortunate effect of associating the term “telepresence” with a solution, rather than what it actually is - an experience.

“Wainhouse Research took a different approach by claiming that telepresence is not a product or product category, but rather an immersive experience based on video conferencing technology that creates an illusion that the remote participants are in the same room with you. “ – Wainhouse Research, 2010
Wainhouse went on to indicate that to fulfill the criteria of this new “Immersive” Telepresence, the solution must:

- Provide life-size images of remote meeting participants
- Display remote images in the correct positions and with the correct perspective
- Provide high quality audio and video signals

Since these early beginnings, Immersive Telepresence (ITP) has evolved to become much more than this original description, but the fundamental building blocks remain the same; build an environment that creates the impression of being in the same room with remote participants. As video and audio technology continues to improve, this basic requirement from the solution remains the same, and manufacturers are constantly being told, “it’s good, really good! Now, make it better”.

ITP has really taken Video Conferencing back to its roots by asking the customer “What do you want?” The customer replies “I want to collaborate with my colleagues who work around the world and I want to do that face to face. Unfortunately, I don’t have the money to be flying them all over the world every week.”

Thanks to the telephone, since the end of the 19th century we’ve been able to communicate in real time with people on the other side of the world. However, despite the past one hundred years of technical evolution, we still remain human. We still expect to talk to another person who is standing approximately 1.3m away from us; less than a meter or greater than two meters and the situation feels awkward. Video conferencing has much to accomplish to make participants in a virtual meeting feel relaxed and able to work effectively together for long periods of time. Immersive telepresence is the key to making this work. Video conferencing expects the participant to work along with the technology to make the experience work. On the other hand, Immersive Telepresence makes the technology work for the participant so that it remains more or less transparent.

**Product Lines**

**Polycom Real Presence Experience – RPX**

Polycom’s RPX is, without doubt, the ultimate example of the Wainhouse Research definition of Telepresence. Like for like, it has no direct competitor in the marketplace, and has set the standard for immersive telepresence. The solution is available in two series, 2xx and 4xx. The 2xx series uses two video streams to provide full-height ITP for up to eighteen people, the 4xx series providing full-height ITP for up to twenty-eight. All RPX solutions offer full HD ITP, with Polycom’s own Siren 22 HD audio quality and content sharing in a “room-within-a-room” solution, available in the following models: RPX 204 (where “2” indicates the series, and “04” indicates the number of seats in telepresence mode; this nomenclature is consistent across the range), 208, 210, 218, 408, 418, 428.
Illustrated: RPX 418

**Polycom RPX Highlights**

Unlike other ITP solution on the market, the RPX range offers a seamless video wall, unrestricted by the standard LCD / Plasma technology. Using this technology, the RPX allows full-height ITP, with unrestricted video real-estate. Surprisingly, Polycom is one of the few manufacturers of ITP solutions who build in HD Stereo audio as standard, and the RPX is a good example of how effective this is. Every aspect of the Polycom RPX is designed to enhance the “experience” of a face-to-face meeting; walls, ceiling and floor are engineered to provide an unsurpassed feeling of “being there”.

Add to that, industry standard video protocol, the Polycom intelligent redundant core and UC compatibility, it’s difficult to see why anyone would choose anything other than Polycom’s RPX.

**Polycom Open Telepresence Experience – OTX**

The latest edition Polycom’s ITP solution range, the OTX is the direct replacement of the TPX. Designed for the 21st century, the OTX provides industry standard ITP in a sleek package, with all of the features you’d expect from a Polycom solution.

Illustrated: Polycom ITX 300
Polycom OTX Highlights

The OTX is available in three, two or one screen versions, allowing the customer to select the best available option for the environment. Of course, the OTX is fully compatible with all Polycom (and all industry standard) ITP solutions, and so can be incorporated into an existing video infrastructure and works seamlessly with Polycom’s RPX and non-ITP solutions.

Also available for the OTX is the “Experience pack” which provides the customer with a lighting and wall upgrade to enhance the ITP experience.

Polycom Architected Telepresence Experience – ATX

The Polycom ATX provides Polycom’s solutions integrator partners the ability to build a unique ITP experience using the Polycom “ITP engine”. Providing the core equipment and software, we provide the partner with the tools they need to build a bespoke system for their customer with the reliability and confidence of “Polycom Inside”.

Based on the Polycom OTX, the partners have a number of options, and with the Polycom ATX “options” are key. The ATX is available in two, three or four codec configurations and the software can be provided in “Polycom flavor” or, using our software developer’s kit (SDK), specifically designed by the partner to meet their own needs.

Illustrated: Polycom ATX

Highlights of the Polycom ATX

As the software and hardware is similar to the Polycom RPX and OTX products, full compatibility is assured, along with full open standards.
ITP Services

Polycom is fully committed to offering best in class global services, and this is well illustrated in the services offered alongside the ITP solutions. Business development, planning, professional services, implementation, maintenance and operations (VNOC) are business as usual for Polycom and are available globally by Polycom or via one of our selected partners.

Although services are always a vital part of any solution, never is this truer than with ITP. Enabling the customer from the start of the sales cycle, during implementation and through to operation and maintenance of their selected solution, no one is able to do this better than Polycom.

- Solution Design Consulting
- Advanced Network Assessment
- Customized Assessment Offerings

- Worldwide immersive telepresence deployment methodology
- System deployment managed from initial order to production readiness

- Industry leading standard deliverables
- Elite support option

- VNOC Service - Complete outsource option
- AOS Service - Partial outsource option
Business Development

As the sales cycle begins many customers are bombarded with information from manufactures and the industry in general. Products and solutions are illustrated and demonstrated, and often it’s difficult to see through the constant barrage of data to the valuable information underneath.

This is where Polycom can provide the necessary support with its dedicated Immersive Telepresence Business Development team. Designed to assist you in making the correct choice for your business, the ITP BD team will assist you in selecting the right solution for your needs, advise you on how best this can be implemented in your organization and how to ensure adoption throughout your organization.

Planning & professional Services

“Small print” is the ugly phrase of the 21st century, and this can often be true when selecting an ITP solution. Although ITP can provide an efficient and valuable tool for your business, selecting the right one is more than just checking the price tag. Some (and nowhere near all) of the questions faced by customers (often too late) are:

- How much will this cost me in network charges?
- What changes do I need to make to my real estate?
- If I decide to change strategy in the future, will this allow me to do so?
- I’m not sure how long we’ll be in this building, what will happen if we move?
- What implications will this have for my other IT services?

Polycom understands what’s involved with a long-term ITP strategy and will work alongside you to ensure that your chosen solution is exactly what you need; not just now, but three years down the road.

Polycom’s professional services team are especially trained to ensure that the solution you provide is right for you. They will work with you through the planning stage as a key member of that team. In addition to the questions above, some of the aspects they cover are:

- Do you have seismic considerations?
- Are there specific building codes that limit the use of your facility?
- What sort of weight does your floor support?
- Can this solution be delivered and transported?
- Do you have the correct power and network access?
- Does your network meet the additional needs or does it need re-designing?

Implementation

Polycom is committed to services, and as a result we have a trained team of installers dedicated to ITP. Once your ITP solution has been delivered, our team will ensure that it is installed and operational as soon as possible and to your satisfaction.

Having great experience in ITP, the implementation engineers will work with you on site to ensure that you’re happy with the installation and any questions are answered.
Maintenance

Polycom will work closely with the customer to ensure that we have a clear SLA outlining what would happen in the event of a fault. We use the same engineers for maintenance as we do for implementation, so you can be sure that the service you receive is the best possible.

But break-fix is only one aspect of maintenance. Polycom believes that the best maintenance is the one you never need, and so we perform preventative maintenance as part of your service contract to ensure that you experience remains as exceptional as it was the day it arrived.

Operations (VNOC)

Immersive Telepresence is a CxO solution. It’s positioned as a concierge service for high-end executives who have no interest in remote controls and technology. Providing a seamless experience is essential.

We can provide Video Network Operation Centre service to our customers which provide many services, a few of which are:

- Call management
- Endpoint Management – preventative maintenance
- In-call assistance

These are designed to provide the customer with an experience that fits the basic understanding of the ITP experience; walk in, have your meeting, walk out.

Of course, Polycom believes in choice. In addition to our VNOC service, we also:

- Help to enable our partners to offer VNOC services of their own
- Provide the customer with our automated call control system (Meeting Composer) so that they can create and manage their own point to point and multipoint calls

Why your customer will be interested

International business travel accounts for a large percentage of an executive’s time, and the majority of that is wasted. Consider a two day visit to New York.

- Monday morning, leaves the house at 5am to arrive at the airport at 6am in time to check in for the International flight at 8am
- Arrives at JFK Airport around 12pm US East Coast time
- Clears security, collects baggage and arrives at hotel around 2pm

Already this journey has placed them out of touch for fourteen hours, and now double that for the return Journey and half the working week has disappeared. Add to this the fact he / she is operating in a different time zone, away from family and suffering jetlag, how much time has actually been lost? What is the dollar value of that wasted time? Add to that dollar value the price of the hotel, flights, taxis, meals, etc.
Now consider an alternative. This time our executive wakes at 6am and arrives in the office at 7:30am. His company has invested in Immersive Telepresence and so he’s able to start his day with a meeting with three members of his local sales support team along with the eleven staff of his sales team in Singapore. The meeting goes one for three hours, discussing the forecasts for the following six months. At 2pm he has a similar meeting with his sales teams in New York and Chicago, and at 4pm his sales team in San Jose. He arrives home at around 7pm and reads his six year old daughter a story before she goes to sleep.

The cost of a fully Immersive Telepresence solution is equal to around three to four international business trips per month. Our executive still travels; you can’t match the value of meeting your customers face to face. However, now he selects where and when he travels, and in reality he travels more. How? Instead of visiting his sales teams once per quarter, he is now able to “visit” with them once per week, using his ITP solution. Costs are reduced, productivity is increased, and everyone wins.

The question really should be, “why would your customer not invest in Immersive Telepresence?”
Market Trends

Immersive Telepresence is set to continue its growth. Rather than becoming closed down by the financial climate, global organizations are seeking innovative ways to reduce travel expenses without compromising efficiency in their organizations, and ITP is a powerful tool to make this happen.

**Multi codec market growing from 16% to 30% of total endpoint market by 2012 - Wainhouse Research**

**2.1 million airline seats per year will be displaced by telepresence by 2012 - Gartner Research**
Growth Drivers

ITP growth drivers fit into three main categories, globalization, productivity & travel costs and environmental concerns.

Globalization

Global organizations offer great opportunities, but also present challenges. Staying connected with dispersed teams, clients, partners, students, patients etc. is difficult to achieve effectively. Attracting the best staff and keeping them motivated as part of a global team is difficult, especially as having a line manager in a different country is quickly becoming the norm. Acceleration of business processes to reach global markets first is also a challenge. With organizations looking to make efficiencies by using the global marketplace, the priority is ensuring that quality remains high, time to market is reduced and costs are carefully managed.

Productivity & Travel Costs

Inherent to travel are periods of low productivity that reduce output, especially as delays increase and overbooked flights become more common, while travel costs continue to increase and become less efficient. Added to this, security concerns remain while people are travelling, especially highly visible executives.

Source: Wainhouse Research (July 2010)
Environmental Concerns

Green is the current fashionable color and carbon emissions and energy consumption remain a major concern. One person’s share of carbon from a transatlantic flight is greater than the global emission of an automobile for a year. While these arguments are largely emotive, governments are under enormous pressure to reduce their impact on the environment. The result is that taxes and other duties are being introduced that will have a knock-on effect for global organizations.

Target Customers

Deploying ITP in an organization has unending possibilities, and Polycom has developed a suite of ITP solutions that provide the widest choice in an open-standards environment.

Applications stretch across multiple vertical markets

- Earnings reviews
- Portfolio discussions with clients
- Business continuity
- Disaster recovery

Executive staff meetings
- Time to market initiatives
- Project management
- Development reviews

Multiple solutions needed to fit the variety of applications

- Corporate training
- Higher education
- Tenant services
- Telco service providers
Talk to the right people

Positioning ITP into an organization is a new challenge to most sales staff who are used to selling traditional video conferencing. Typically, ITP will be positioned at the C-level rather than the IT manager. Everything about an ITP sales cycle is different, from the people involved, the time it takes, the issues that become important and interaction between Polycom, the channel and the customer.

Sales Cycle

Expect the sales cycle to be longer. Typically, this can take nine to twelve months from initial interest to the close of the deal, and sometimes much longer. During this time, you can expect to demonstrate the solution to a number of different audiences; each one having a different set of drivers and priorities. This cannot be over-stated: speak to the ATG group early in the process!

It’s not me, it’s you

As a manufacturer, we’re often tempted to focus on our own solutions; the many ways they’re superior to our competitors. However, with an ITP prospect, the emphasis should be on satisfying the key business drivers of the customer, it has very little to do with us. Most customers have very little interest (if any) in the technology. They are used to manufacturers selling the benefits of their systems, and assume that your competitor will probably do the same thing given the opportunity. You are the unique element in the deal. Only you can offer a tangible difference to the customer between Polycom and its competition, and here are some points that might help:

Sales person: “Let me talk about price and performance”

Customer: “I don’t care, I’m interested in value and profit”

Sales person: “Let me tell you about our competitors…”

Customer: “I don’t care, I’m interested in MY competitors”

Sales person: “When will you buy?”

Customer: “When will you leave?”

Remember: you are there to help the customer to achieve better business results. They are not interested in what your capabilities; they’re interested in being more capable themselves. Can you help them?

Letting the solution sell itself

“You really should have been there” is a phrase that really does apply to Immersive Telepresence. Trying to describe the difference between ITP and traditional video conferencing is hard to do if the customer hasn’t experienced it; remember that ITP is not a solution, it’s an experience. Therefore, one of your first goals should be to get the customer to experience it themselves. Creating the right environment for the demo and running it successfully is fundamental to helping the customer to see how operating the solution in their business could change it for the better.
**Don’t explain the trick**

You’ve probably seen a magician performing a trick and wondered how it was done, and been disappointed when it was revealed just how simple it was. The illusion is more powerful than the reality.

ITP can be a similar experience. Remember that we’re creating an experience; we’re trying to create the illusion of being somewhere when we’re not. Reflect this in your demo and treat the technology as transparent. The customer isn’t interested in cameras, codecs and three letter abbreviations, so leave them to experience how they can collaborate with their colleagues using this environment.

Focus on the business benefits, the experience and the multiple ways that a solution could be used to enhance the organizations operation.

**Prepare!**

If you expect to just walk in to demo to a customer ten minutes before it begins you deserve to fail. Preparation is everything. Testing the solution, rehearsing with the demo team, identifying the customer’s drivers should be number one priorities to you. Expect to do three hours preparation for each hour of demo.

**Don’t demo**

Asking a busy executive to travel to a demo is sometimes a challenge. It’s the “chicken and egg” issue; you have to see it to appreciate it, but you won’t see it until you appreciate it. One option that proves increasingly popular is to offer the use of the facilities to the customer for their use.

If the customer has a monthly board meeting which includes flying executives into a central location, offer to host this using our ITP solutions globally. The customer may not feel that the time is justified to travel for a demo, but a one-hour car journey instead of a six-hour flight is a different story. Host the customer, feed and water and leave them in the room to have their meeting. Smelling the inside of a new car is much more powerful than reading a brochure.