

# Polycom ReadSeries – Conferencing Infrastructure Products

Rich Media Conferencing and Collaboration Solutions for IP-based Networks



## The Move to IP-based Conferencing Services

From executives to managers, everyone in today's organizations are challenged to do more with less in today's competitive, fast moving and globally dispersed work environment. The ability to spontaneously collaborate with colleagues and partners when, where and how the user dictates, is essential for the success of today's organizations.

As the migration to IP as a single network for all media – voice, video, data and Web – continues, on-demand conferencing services that can be deployed over the existing, secure corporate IP-based network will become an integral part of business communications.

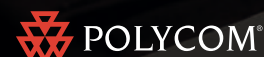
End users are becoming increasingly comfortable with using IP-based services such as Web-based collaboration, and desktop video, combined with

IM and presence capabilities. Voice conferencing has already moved to a "self service" unattended type of environment and video/data/Web conferencing is following suit. With on-demand converged applications, users become empowered to access people and data in real-time, speeding up the transfer of information and knowledge across the organization, helping to foster faster and better-informed decision making.

The Polycom ReadSeries suite of integrated, IP-based conferencing infrastructure products, including ReadiConvene™, ReadiManager™ SE200 and ReadiRecorder™, provide the foundation for cost-effective, on-demand conferencing and collaboration on the enterprise IP network. The ReadSeries products also include advanced scheduling tools for both administrators and end users, for the formal, scheduled conferences required in many organizations.

## Conferencing infrastructure products that access the power of Polycom unified collaborative communications solutions

With the greatest breadth and depth of integrated video, voice, and Web solutions, only Polycom delivers the ultimate communications experience. Our market-leading conferencing and collaboration technologies, supported by world-class service, enable people and organizations to maximize their effectiveness and productivity. Add to that the most experience and proven best-practices in the industry, and it's clear why Polycom has become the smart choice for organizations seeking a strategic advantage in a real-time world.

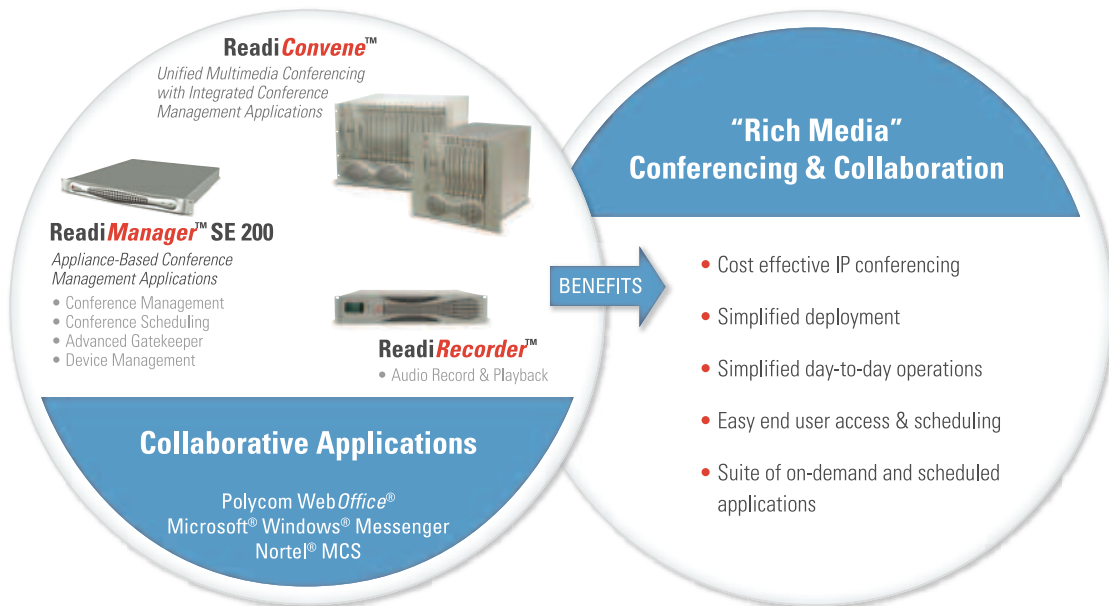


**POLYCOM**®

**Connect. Any Way You Want.**

# Polycom ReadSeries – Conferencing Infrastructure Products

Polycom ReadSeries conferencing infrastructure products – including Read*Manager* SE200 management system, Read*Convene* conference bridge and Read*Recorder* audio conference recorder – provide organizations with a complete solution for both on-demand and scheduled conferencing and collaboration. New integrated conference scheduling, deployment and network management applications – available both on the stand-alone Read*Manager* and on Read*Convene* – simplify the conferencing experience, allowing administrators to deploy a network in half the time, and providing easy to use access for end users.



## On-Demand Video increases Employee Ease of Use, Reduces IT Administrative Overhead

A leading supply chain company, with 1100 employees dispersed around the globe, was looking for a cost-effective solution for their ever-increasing internal demand for video conferencing.

Always looking for ways to increase their competitive edge, the company initially deployed room-based conferencing to reduce travel expenses, yet still provide dispersed employees with a way to see each other face-to-face. Software developers dispersed around the world frequently used video to collaborate on issues, and sales people who worked in different offices, but shared the same client account, also had a need to connect with each other over video.

It wasn't long before employees had branched out from simple point-to-point video calls to include multipoint video calls. As the effectiveness of their meetings increased, the IT staff was beseeched with requests for both audio and video meetings. The set up and management time soon became too much for the small staff, and they needed a way to simplify the process without hiring additional personnel.

To solve the problem, the company decided to switch selected work groups to a Polycom on-demand conferencing trial, using their existing Polycom video and audio endpoints, and deploying the Polycom multipoint conference bridge.

Each employee in the select group was issued a personal **unified calling card** that allowed them to launch and manage their own voice, video or unified conference. Each card had a **simple 4-digit number** for conference initiation and access – which in fact was an IP alias; a **local number** for when access to the corporate IP network was not possible; and a **1-800 number** for toll-free service for outside customers and vendors. Employees were also encouraged to use the toll-free number when traveling, which reduced long distance calling charges by using the company's own conferencing infrastructure.



With the implementation of on-demand unattended conferencing, the IT staff estimated that they spent no more than an hour per week maintaining the Polycom conference bridge. The only work they had to do was adding new accounts, as more and more employees discovered the benefits of the new service. After an initial phased deployment, the company has now switched over to 100% on-demand conferencing, thanks to the advanced features of Polycom conferencing solutions.

### End User Benefits – Easy to Access, Easy to Use

The ultimate goal in deploying rich media conferencing services is to provide users with an easy-to-use and reliable conferencing experience in order to increase usage and improve productivity. The ReadSeries products provide end users with simplified access to conferencing services, both through on-demand access features as well as through familiar scheduling interfaces.

- Single number dial-in provides simple access to any type of conference – scheduled or on-demand – from either audio or video endpoints
- Once in a conference, users are presented with consistent and easy-to-use conference features
- Entry queue services with IVR/DTMF control can help guide users through conference set up and management
- On-demand conferencing is always available with the use of “virtual conference rooms”, enabling users to initiate real-time conferencing and collaboration sessions with their own personal dial-in number at any time
- End-user scheduling, when required, becomes straightforward with familiar Microsoft® Outlook®, IBM® Lotus Notes® or Web-based scheduling tools
- Access to global user directories makes finding and inviting colleagues faster and easier
- Web collaboration applications that include IM and Presence capabilities are available with Polycom WebOffice®, which also integrates with Microsoft Windows® Messenger and Nortel® Multimedia Communications Server (MCS)

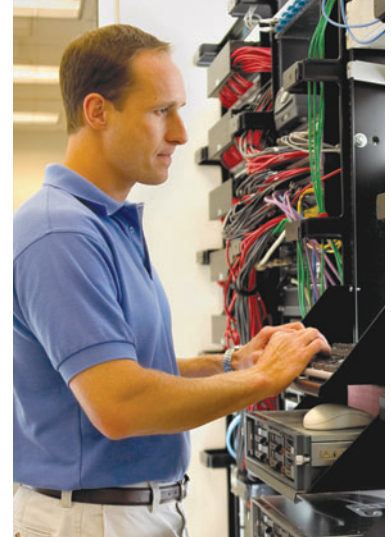


### Conference Management Solutions – Simplifying Operational Overhead

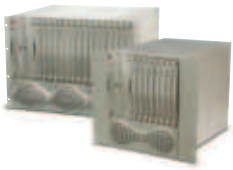
As conferencing moves away from unmanaged, isolated devices to a connected, monitored, and managed network model, administrators require a sophisticated set of conferencing management tools. Polycom ReadManager SE200 management system offers IT administrators a suite of integrated scheduling and management applications on a single pre-provisioned, pre-installed network appliance.

The entire suite is accessible by an intuitive Web-based interface for easy set up and is supported by a single database, which houses user, device and configuration data for all applications, significantly reducing data entry tasks.

This same suite of scheduling and management applications is also integrated into the new ReadConvene conferencing platform on the new Integrated Application Module (IAM), for an “all-in-one” conferencing solution.



- Scheduling, conference management, device management and advanced gatekeeper applications are now integrated onto a single platform
- Management application suite is available on either the stand-alone ReadManager SE200 network appliance, or on ReadConvene's Integrated Application Module (IAM) for a complete “all-in-one” conferencing solution
- Cost-effective, self contained platform - on either ReadManager or ReadConvene – eliminates the expense of multiple stand-alone servers
- Single database houses all user, device and configuration data to facilitate one-time data entry across management applications
- Web-based scheduling wizard provides both administrative staff and power users with a familiar, easy-to-use interface



## Polycom RediConvene

Polycom continues to offer superior return on investment with the introduction of RediConvene, an “all-in-one” unified conferencing platform that includes integrated scheduling and management applications.

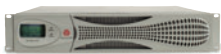
The RediConvene multipoint conference bridge and gateway is an all-inclusive, ready to deploy IP-based conferencing solution, which offers a suite of sophisticated on-demand applications for true self-service conferencing. RediConvene can optionally be configured to include a suite of conference management applications, available on the Integrated Application Module (IAM). Alternatively, this same suite of management applications is also available on the stand-alone appliance-based platform, Polycom RediManager SE200.



## Polycom RediManager SE200

RediManager, an appliance-based video communications management system, is designed to simplify conferencing deployment and management.

The Polycom RediManager SE200 offers a full suite of integrated scheduling and management solutions, including scheduling and conference management, advanced gatekeeper, and device management. One box, one database, and an intuitive user interface for access to multiple different management applications and services!



## Polycom RediRecorder

Round out your conferencing capabilities with RediRecorder, offering audio recording and Web-based playback services for Polycom MGC™ and Polycom RediConvene.

Polycom RediRecorder is a conference recording solution that enables recording and play back of important audio conferences. Authorized users can start, stop, or pause conference recording through simple touch tone commands, making it simple for both end users and administrators to control. RediRecorder is also tightly integrated with RediConvene's configuration manager, simplifying system configuration and management.



## Collaborative Applications

A suite of enterprise web collaboration solutions, including Polycom WebOffice and industry-leading desktop collaboration solutions from Microsoft and Nortel.

Polycom WebOffice desktop conference portal provides Web collaboration solutions that include IM capabilities and presence detection for both people and devices. With an easy to use 'buddy list' for launching audio, video and Web conferencing sessions, employees can instantly start a collaboration session from their desktops. Via personal WebOffice URLs, even external partners and clients can securely log on over the Web, for collaboration and sharing of information, documents, and applications.

Polycom WebOffice also seamlessly integrates with Microsoft Windows Messenger and Nortel Multimedia Communication Server (MCS) environments.

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