



DATA SHEET

Polycom® Video Content Management SmartStart Solutions

Create a company “YouTube” and capture content from your entire video network for less than 5¢ per user, per day.

Challenge

Across industries, from healthcare to education, from global enterprise to local governments, organizations are expanding online communications, training, and educational initiatives for a more connected, informed, and effective workforce.

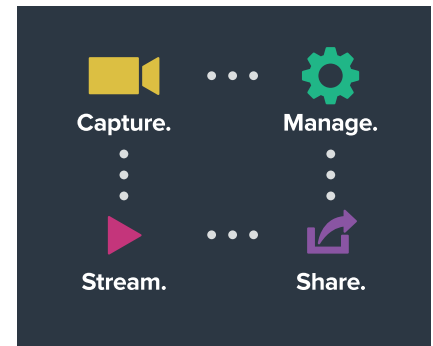
Now more than ever before, organizations are aware of the importance of training, knowledge management, and impactful communications to their success and bottom-line performance. Business leaders are increasingly concerned with collecting and protecting their organization’s tacit knowledge—the proprietary information that’s difficult to document because it’s only learned through on-the-job experience. Meanwhile, training managers need to onboard new hires and keep staff and employee skills up-to-date, often facing challenges of distance and time zones, with subject matter experts and trainees in far-flung locations. Corporate communications teams need to connect employees to campaigns, marketing videos, advertisements, promotions, and product announcements, in order to align every customer touch-point to the brand image and key messages.

Given the fast-pace of business today, how many organizations can afford long learning curves and communications lead times? More and more organizations are embracing video as a means to collect, distribute, archive and protect their most valuable asset—knowledge.

Solution

For organizations who have invested in video conferencing, the Polycom Video Content Management (VCM) SmartStart solutions are vital to solving these challenges, because they effectively address business pain points around training, knowledge management, corporate communications, and live events.

We start by enabling recording (and streaming) from your entire video network, which includes standards-based video conferencing solutions, desktop and mobile devices. It’s hard to predict where knowledge and expertise will come from, and leveraging existing video endpoints or familiar desktop tools is a cost-effective way to achieve this objective. Many people are unaware of the knowledge they possess or how it can be valuable to others, so it’s important to create a knowledge sharing culture by encouraging informal best practice sharing, user-generated content, and mobile videos to distribute knowledge and foster innovation.



Benefits

- **Increase Training Impact**—Asynchronous video-based training and testing for onboarding new hires, developing top talent, and meeting compliance and certification requirements
- **Improve Knowledge Management**—User-generated video content, informal best practice sharing, and mobile & desktop recordings reduce learning curves and foster innovation
- **Connect Employees to Key Messages**—A customized Video Portal (Corporate YouTube) builds the brand from the inside-out and enhances corporate culture
- **Increase Strategic Alignment**—Live events, executive webcasts, and town hall meetings engage employees to impact bottom line performance
- **Align with IT requirements**—Choose from virtualized software or hardened appliance deployment options

Next, Polycom’s VCM SmartStart solutions help organizations standardize processes (like how videos are organized, and who can see what) across the organization. It’s important to allow managers the ability to approve submitted video content, apply metadata to enable users to search for specific tutorials, and file videos in the appropriate archive section. Administrators are able to manage a growing content library with rules and logic. Organizations enjoy a single video repository for both formal training and informal tutorials.

In a BYOD world, organizations can now provide complete, secure mobile access to their entire video content library. Polycom’s comprehensive support for mobility provides access to the right information in the right place at the right time.

Results

Polycom’s VCM SmartStart Solutions provide immediate impact across the organization. Initially, organizations enjoy an improved ROI from their video conferencing investments,

by using them to record and capture video and content for a wide variety of business applications. Training departments experience a reduction in time and cost of training program creation, and extend training reach to remote audiences on their preferred device using just a browser. Moreover, centralized video capture empowers all subject matter experts across the organization to share best-practices (and tacit knowledge) using familiar video conferencing, UC or desktop tools, but governs content with enterprise controls (approval workflows and viewer permissions).

Corporate communications departments are able to increase brand awareness internally with a “Company YouTube”, and enjoy a significant reduction in time and cost of development of communication programs. The entire organization benefits from consistent and compelling delivery of messages, and content managers can quantify impact through a greater measurement of communication consumption and effectiveness.

Deployment Option	Virtual Edition SmartStart	Appliance Edition SmartStart
Ideally suited for	<ul style="list-style-type: none"> Organizations with virtual data centers wanting to launch or expand training, educational, or corporate communications initiatives RealPresence® Platform, Virtual Edition or RealPresence One™ customers wanting to add video content management capabilities 	<ul style="list-style-type: none"> Organizations who require appliances and need to launch or expand training, educational, or corporate communications initiatives RealPresence Platform customers wanting to add video content management capabilities
Concurrent Users	<ul style="list-style-type: none"> Choose 250 or 500 concurrent users Options to scale up to 1,000 users 	<ul style="list-style-type: none"> Choose 250 or 500 concurrent users Options to scale up to 1,000 users
Products Included	<ul style="list-style-type: none"> RealPresence® Media Manager, Virtual Edition RealPresence® Capture Server, Virtual Edition Premier Maintenance (choice of 1 year or 3 year) 	<ul style="list-style-type: none"> RealPresence Media Manager, Appliance Edition RealPresence Capture Server, Appliance Edition Premier Maintenance (choice of 1 year or 3 year)
Additional Required Services	<ul style="list-style-type: none"> Remote Installation 	<ul style="list-style-type: none"> Remote Installation
Finance Options through Polycom Capital Finance	<ul style="list-style-type: none"> 0% for 12 months 2.99% for 36 months 	<ul style="list-style-type: none"> 0% for 12 months 2.99% for 36 months

About Polycom

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

Polycom, Inc.
1.800.POLYCOM
www.polycom.com

Polycom Asia Pacific Pte Ltd
+65 6389 9200
www.polycom.asia

Polycom EMEA
+44 (0)1753 723282
www.polycom.co.uk

