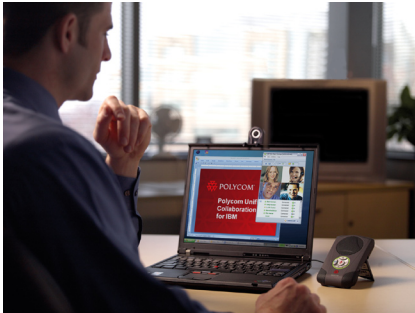


## IBM Converged Communications Services – video communications – desktop video

### *Working with Polycom® unified communications solutions*



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#### Highlights

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- ***Enhances communication and collaboration among widely dispersed employees, clients, partners and vendors for increased productivity and faster decision making***
- ***Minimizes the financial and environmental impact of business travel and commuting***
- ***Combines IBM expertise and industry-leading Polycom conferencing solutions for a seamless, smooth integration with your existing IT and video environment***

#### **Facilitating efficient communications through a reliable desktop video solution**

As budgets tighten and travel costs soar, organizations are looking for more efficient, cost-effective ways to promote communication among geographically distributed employees, suppliers and customers. Real-time, interactive video communications offers a fast, easy way for your employees and business partners to schedule, manage and attend meetings without incurring high travel costs and the associated reduced productivity. In addition, video communications helps organizations “go green” by reducing carbon emissions due to reduced travel. With a robust desktop video solution in place, your organization can:

- *Build closer working relationships.*
- *Increase client interaction.*
- *Enable instant, global collaboration.*
- *Empower a distributed workforce.*

Careful planning and implementation with a trusted partner can help you realize the most benefits from your desktop video solution while achieving faster time to value. *IBM Converged Communications Services – video communications – desktop video*, when partnered with Polycom, delivers a video collaboration solution that combines market-leading video collaboration technology from Polycom with proven networking and infrastructure expertise and global delivery and services capabilities from IBM. IBM’s extensive services include strategy and assessment, architecture and design, and integration and deployment for multiple hardware and software solutions, including those using IBM Lotus® Sametime® and Lotus Notes®. The result is a video solution that meets your specific business needs, and supports an effective unified communications environment that can provide a clear return on investment through both reduced travel expenditures and improved employee productivity and performance.

### **Enhancing collaboration to increase productivity and speed decision making**

Desktop video allows your organization to bring people and teams together—whether they're around the globe or across the street—to drive productivity through greater, more efficient collaboration. By providing a consistent, easy-to-use interface, desktop video offers a superior alternative to individual telephone calls and group teleconferences, significantly improving the quality of communication and enabling increased effectiveness when conducting meetings, workshops and training sessions. Video communications also helps foster innovation and speed time-to-market by enabling employees and business partners to share information and collaborate on projects, regardless of their location. Through the ability to provide instant two-way communication, desktop video can improve business responsiveness, enabling teams to quickly communicate project changes, evaluate requests and speed decision making.

### **Minimizing travel expenses—and carbon emissions**

As business travel becomes increasingly expensive, desktop video can help your organization realize significant cost, time and energy savings by reducing the need for frequent travel by employees. Desktop video provides communication capabilities to enable every individual and team member to participate in meetings—impromptu or scheduled—despite their physical location and time zone, while also completely eliminating the time spent traveling to and from meetings. As a result, employee availability, access to subject-matter experts and the quality of participation are greatly enhanced, benefiting your employees as well as the business. In addition to reducing time and financial costs, desktop video significantly reduces carbon emissions. With international concern over global warming and increasing environmental regulations, desktop video technology can promote alternative ways to communicate with limited environmental impact.

### **Leveraging IBM expertise and Polycom Solutions**

IBM's superior networking, infrastructure and systems integration expertise in delivering complex enterprise communications solutions, combined with Polycom's market-leading technology and global reach, provide an ideal match for organizations looking to employ unified communications solutions to boost productivity, develop improved working relationships among distributed teams and provide a more interactive environment. In addition to deep knowledge of IP networking and unified communications, IBM has the experience necessary to help successfully design and integrate multivendor video components with existing enterprise video communications infrastructure and new immersive video solutions while minimizing the impact on existing applications, infrastructure and budgets. In addition, desktop video can leverage IBM Lotus Sametime or Lotus Notes, providing you with an additional layer of security-rich software that contains a range of advanced features and functions. With more than 14,000 customers, Polycom, Inc. is the global leader in video and voice solutions, and a visionary in communications that

empower people to connect and collaborate everywhere. Polycom offers a full portfolio of voice and video solutions, delivering end-to-end rich media unified collaborative applications that enable users to connect anytime, anyplace. Ease of management and simplified systems integration enable organizations to scale to meet evolving business needs without adding complexity. Together, IBM and Polycom offer best practices to help you plan, deploy, implement and maintain high-performance video communications applications that can ensure immediate return on investment, faster time to market and improved performance.

### **Why IBM?**

IBM offers breadth and depth of experience integrating multivendor technologies with an existing, complex network and adding desktop video capabilities in a timely, reliable, security-rich manner. With extensive knowledge gained through hundreds of customer engagements, IBM can help your organization use leading-edge technology—including Lotus Sametime and Lotus Notes products—to meet your organization's unified communications goals. And with a global presence, IBM has the reach to design and deploy a desktop video solution anywhere around the world.

### **For more information**

To learn more about IBM Converged Communications Services – video communications – desktop video and Polycom unified collaboration solutions, please contact your IBM representative or visit the following Web site:

[ibm.com/services/networking](http://ibm.com/services/networking)



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