

# Polycom® UC Solutions for Collaboration in IBM® Environments

Joint Polycom – IBM solution enables organizations to deliver enhanced social business and UC collaboration



## Polycom-IBM Solution Benefits

- **Enhanced Collaboration** – Visual communication adds breadth to instant messaging (IM) and Web collaboration
- **Simple Interface** – Since the integration happens at the server, the client user interface is left intact. Users can access Polycom solutions from within social business applications and e-mail clients
- **Location Liberation** – Join on-demand or calendared visual collaboration sessions from anywhere
- **Fast ROI and Improved Productivity** – Immediately enhance team collaboration and effectiveness for faster decision making and lower costs

## Social Business

The emergence of social networks has changed the way people communicate dramatically. Just as consumers have come to embrace social networks as a way to share and gather information, create communities based on shared interests, and stay connected with unprecedented ease, businesses have also come to realize the power of social business platforms as a means to stay agile, support and encourage communities across different geographies and departments, and keep dispersed workers engaged and connected. Organizations have also learned that social business platforms enable them to become more productive and competitive in the global market, while facing challenges such as widespread teams working across different time zones under pressure to deliver faster results with fewer resources.

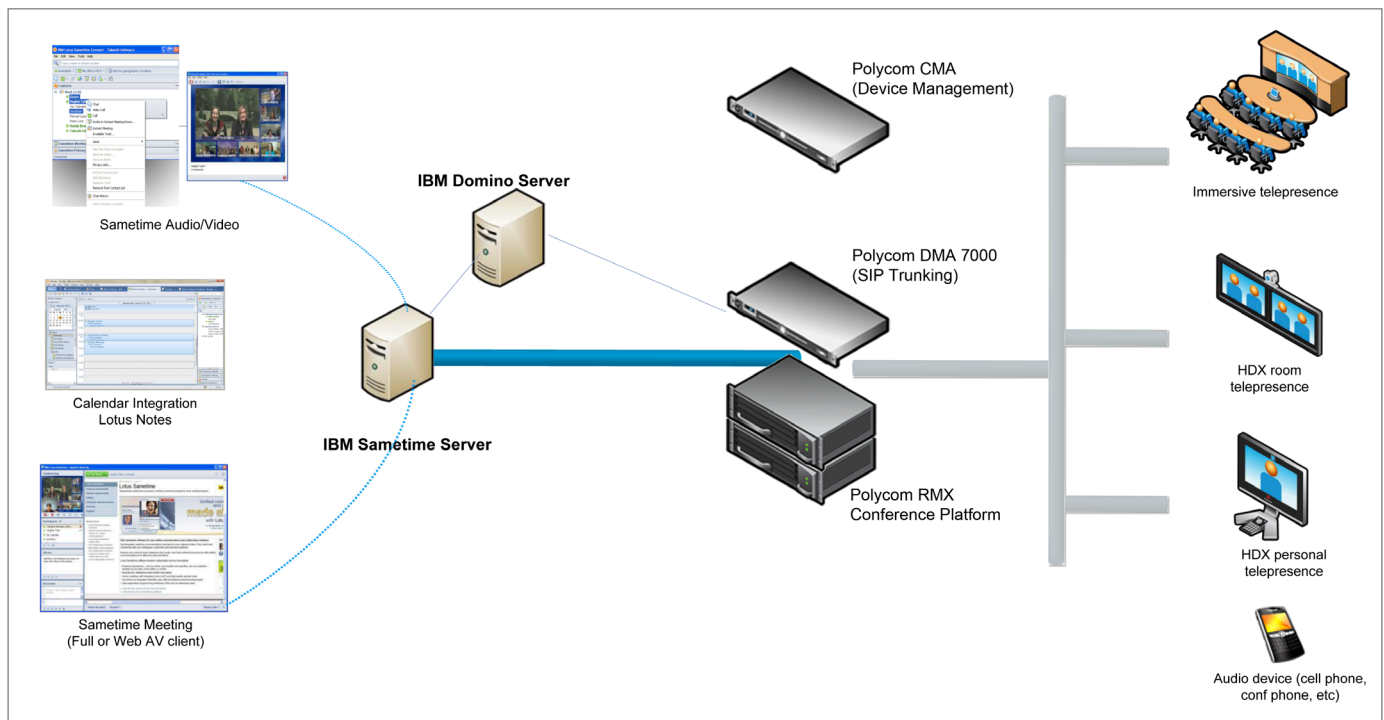
## Unified Communications and Collaboration

For businesses to truly leverage social business platforms, real-time voice and video communications and collaboration solutions play a key role. Social business applications such as IBM® Connections provide portals so employees, partners, suppliers, and customers can access information and subject matter experts quickly through a set of tools that include shared files, blogs, communities, forums, as well as people's profiles. Users can participate in faster, better-informed decision making, increased interaction and collaboration among stakeholders, which lead to improved business results. By having IBM Sametime® integrated with such social business platforms, users are able to find people's presence and start collaborating immediately, using IM, voice, video and Web conferencing. In particular, video collaboration has become essential as a way to engage in lively remote collaboration and to build closer relationships. In this way, real-time communications has become integral to business processes.

As part of the Polycom Open Collaboration Network™ ecosystem of partners, IBM has joined with Polycom to form a strategic alliance to deliver standards-based, extensible, scalable, and cost-effective unified communications (UC) and collaboration solutions that leverage Polycom's industry-leading telepresence, video, and voice collaboration products and IBM's UC collaboration platforms, as well as its vast industry, business process, and implementation expertise.

Together, Polycom and IBM enable organizations to facilitate efficient communications through reliable enterprise desktop video solutions and services that seamlessly integrate with personal, room, and immersive telepresence video solutions.





*Polycom and IBM Sametime and Lotus Notes Integration Flow*

## Leveraging Open, Standards-based Innovation and Integration

Direct integration of Polycom solutions with IBM Sametime makes it easier for organizations to deploy, manage, and use Polycom collaboration solutions along with desktop UC clients. Standards-based voice and video solutions empower collaboration and realize substantial benefits from both IT and user perspectives. Furthermore, Polycom® UC Intelligent Core™ solutions enable organizations to confidently address growing demands for real-time group collaboration while delivering reliable, high-quality user experiences throughout your organizations.

### Direct Server Integration with IBM Sametime

Polycom UC solutions are based on direct integration with the IBM Sametime server, leaving the clients intact. This means that Sametime users maintain their familiar user interface and workflow, as well as the flexibility of devices including mobile OS, Linux, Mac®, and Windows clients, as well as browser-based AV clients. On-demand and scheduled conferencing options enable users to initiate video-enabled calls directly from the Sametime client or from Web collaboration meetings using their familiar existing interface, and to join high-quality video conferencing from anywhere, using any device.

### Support for Enhanced IBM Sametime 8.5.2 Functionality

The Polycom – IBM collaboration solution now supports the Sametime 8.5.2 release, which has added strong functionality such as network bandwidth management, Web-browser-based

A/V clients, and Sametime Unified Telephony Lite clients. The joint solution has added new use cases and further flexibility for users, so they are now able to join audio- and video-enabled collaboration from Web browsers, or make and receive calls to standards-based video conferencing systems and meeting rooms on conference servers directly from Sametime Unified Telephony clients. The support for Sametime 8.5.2 SIP bandwidth management policies ensures that the network integrity is maintained and enables IT administrators to design video network for desktop and conference room systems.

### Simple Solution to Solve Business Challenges

Polycom collaboration solution for IBM Sametime and Lotus Notes® provide location liberation for knowledge workers for on-demand calls as well as scheduled meetings. Users may simply escalate and IM session into on-demand multipoint calls, or dial directly to a video endpoint from their desktop client. For more structured meetings that are scheduled, Polycom DMA™ 7000 and Lotus Notes calendar integration allows users to include their meeting room number for video, and audio dial-in numbers from a desktop client as well as video and audio endpoints. Participants to the meeting may join from any device regardless of where they are at that particular moment.

### Deployment Services Help Ensure Successful Implementation

Proper planning and integration of video into your UC solution directly impacts company success, saving you valuable time and money while helping to realize a faster return on investment.

In response to customer needs to improve communication while reducing costs, Polycom Professional Services and our certified Partners such as IBM Global Technology Services provide expertise to address the intricacies of integrating Polycom video solutions into complex communications environments. For IBM, Polycom Professional Services provides integration with IBM Sametime software.

As with most successful technology adoption, you should consider the following to support your company's 24/7 communications needs:

- Evaluation of your company's business goals, usage levels, types of technologies, and geographic diversity
- Planning and design to help ensure maximum utilization of your current infrastructure
- Project-managed deployment to help ensure timeliness and optimization of technology implementation and adoption

Polycom and our Partners can help simplify your world by offering a range of services that will maximize usage and reliability while helping you to move more quickly towards return on investment.

### Solution Components

Components of the IBM and Polycom Unified Communications Solution include:

- IBM Domino® Server and Lotus Notes
- IBM WebSphere Application Server
- IBM Sametime Server and Sametime Connect clients
- Polycom HDX® high definition telepresence solutions and standards-based H.323 systems
- Polycom RMX® 1500, 2000, and 4000 conference platforms
- Polycom Distributed Management Application™ (DMA™) 7000 solutions for SIP trunking with Sametime Server, for Sametime Unified Telephony calls
- Polycom Conferencing Add-in for IBM Sametime
- Polycom Converged Management Application™ (CMA®) Server 5000/4000 for management and monitoring of Polycom endpoints
- UC Professional Services – Consulting and deployment services offered by Polycom and certified partners

For more details regarding the solution components for each solution release, visit our support page at [www.polycom.com](http://www.polycom.com).



### Learn More

For more information on the joint Polycom – IBM UC Solution, visit us at [www.polycom.com/ibm](http://www.polycom.com/ibm) or send an e-mail to [IBM@polycom.com](mailto:IBM@polycom.com).

### About Polycom

Polycom, Inc. (Nasdaq: PLCM) is a global leader in unified communications solutions with industry-leading telepresence, video, voice, and infrastructure solutions built on open standards. Polycom powers smarter conversations, transforming lives and businesses worldwide.



**Polycom Worldwide Headquarters**  
4750 Willow Road, Pleasanton, CA 94588  
1.800.POLYCOM or +1.925.924.6000  
[www.polycom.com](http://www.polycom.com)



**IBM Corporate Headquarters**  
1 New Orchard Road, Armonk, New York 10504-1722  
914.499.1900  
[www.ibm.com](http://www.ibm.com)