



# Polycom VVX Solution Overview

Name

Title

# Agenda



- Voice Market Perspectives
- Portfolio Summary
- Features & Specifications
  - Phones
  - Accessories
- Use Cases
- Sales Tools and Resources

# End User Perspective



“Our antiquated phone system is frustrating. Why can’t I just communicate with my team with the same ease at work as I do at home?”



“I don’t want to have to attend a training to learn a new phone system.”

“I expect to see and hear everyone in a meeting, regardless of where they are, what device they use and focus on the topic of the meeting—instead of worrying about the technology that connects us.”

# IT Perspective



“While our strategy is to move from voice telephony / IP PBX to unified communications, we are living with multiple voice communications platforms that are not integrated. I need a platform that is capable of bridging the short-comings of our legacy systems and help us get to UC, faster.”

“Our users are on different networks, working from many different locations. I need a platform that can simplify the deployment and management of communication tools.”

“In our business, time is precious – we cannot force our employees to lose time training and managing legacy phone systems”

# CFO Perspective



Finance

“Communicating with our customers and among our teams is critical to our business. We cannot afford our employees losing productivity using disparate, outdated, ineffective communication methods”

“Calls are still easier and often more productive than email. But our teams now communicate in many different ways (IM, Web-conferences, Cloud-team-applications, Social-Networks, Video collaboration, etc.) Are these making us better? What is the ROI? How does this all reduce our operating costs?”

“We need to reduce travel for meetings and easy, reliable and consistent voice, video communications is the only way to make this happen”

# How Is Our Industry Responding?



Unified Communications



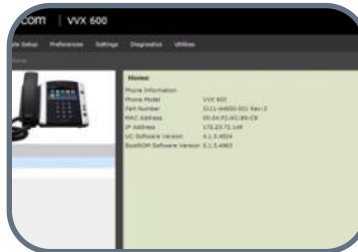
Open Standards



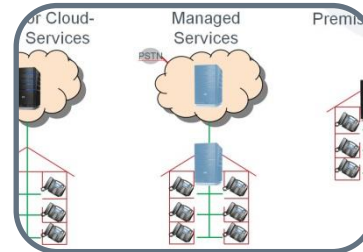
Simplified user interfaces



Productivity tools



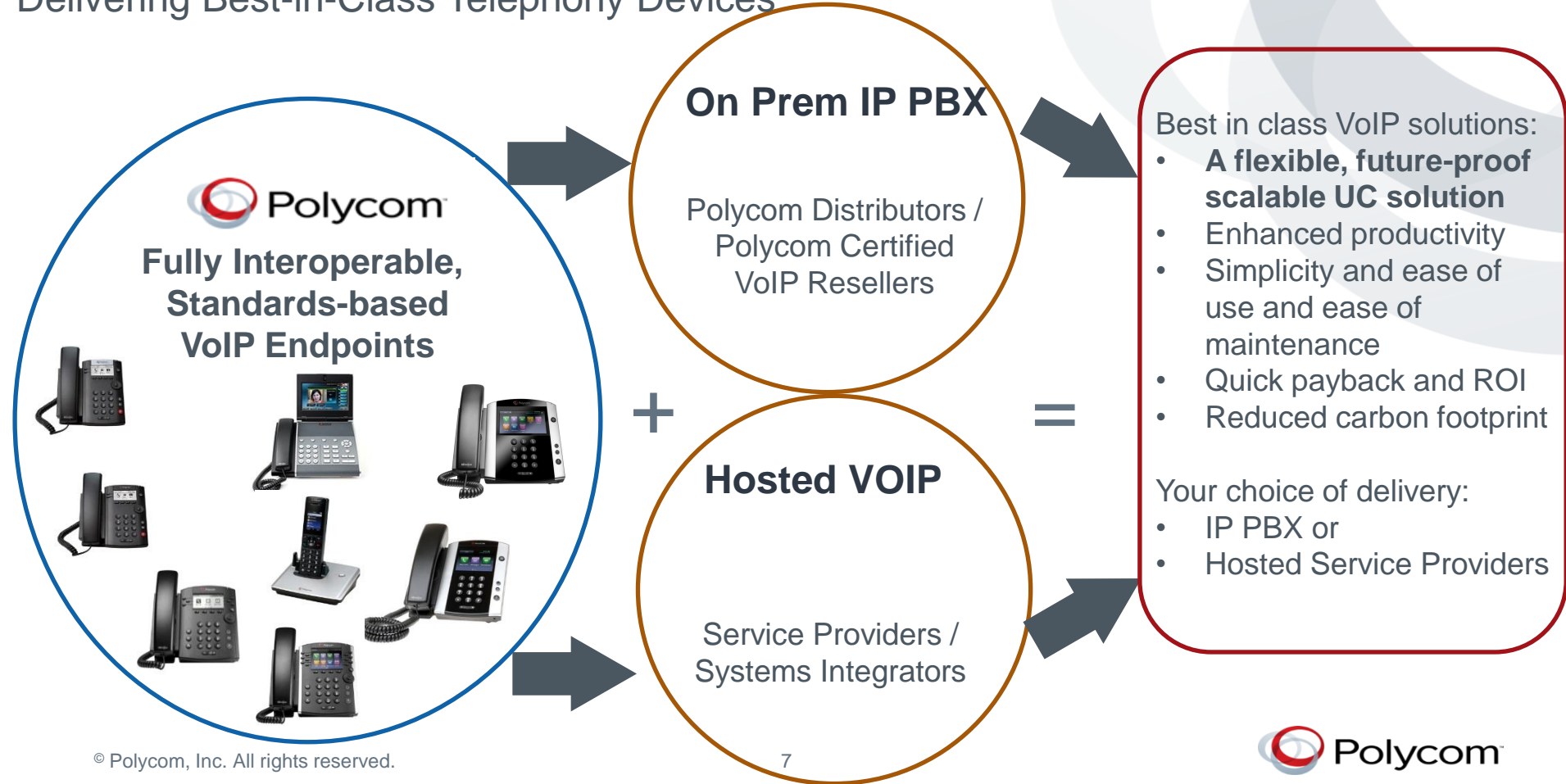
Simplified management



New deployment options

# How Does Polycom Fit In?

## Delivering Best-in-Class Telephony Devices



# How Does Polycom Fit In?

## The Polycom Difference



### Choice & Flexibility

- Broad partner ecosystem
- Multiple deployment options
- Complete endpoint portfolio

### Productivity & Value

- Deepest set of Open SIP features
- Value add extensions

### Quality & Reliability

- Innovator in audio quality
- Proven reliability rating



# Innovative Portfolio of VVX Solutions

## VVX Portfolio

HDvoice Lync  
VVX 600



HDvoice Lync  
VVX 500



VVX Camera



HDvoice Lync  
VVX 300



HDvoice Lync  
VVX 400



Expansion Modules



HDvoice Lync  
VVX 101



VVX 201

VVX D60



## Overview

- Smartphone-like touch screen
- HD audio and video support
- APIs for third-party applications
- Enterprise-grade reliability
- Support for SIP, H.323 and Lync
- Complete portfolio

## Benefits

- Simple to use, no training required
- Cost-effective, face-to-face collaboration
- Real-time information at your fingertips
- Simple to deploy, operate and maintain
- Broad interoperability for investment protection

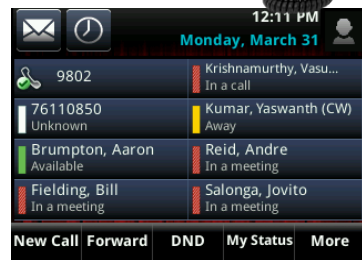
# VVX Portfolio Summary



	VVX101	VVX201	VVX300	VVX400	VVX500	VVX600	VVX D60
MSRP	\$119	\$159	\$179	\$259	\$379	\$479	\$129 - \$229
Lines	1	2	6	12	12	16	16
Screen Size	132 x 64 monochrome LCD	132 x 64 monochrome backlit LCD	3.2" Backlit Graphical LCD	3.5" Color LCD Display	• 3.5" Touch Screen Color Display	4.3" Touch Screen Color Display	2" TFT (178x220) color display with LCD backlit
Camera Support					Y (720p)	Y (720p)	
Exchange Calendar		y	y	y	y	y	
Bluetooth						y	
EM Support			y	y	y	y	
Navigation	4-way nav cluster	4-way nav cluster	4-way nav cluster	4-way nav cluster	Touch screen	Touch screen	4-way nav cluster

# UC Software – Get the Most From Your Phone

## The industry's leading unified communications software



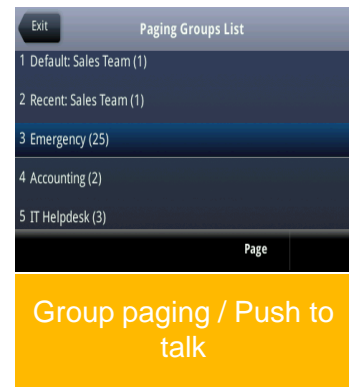
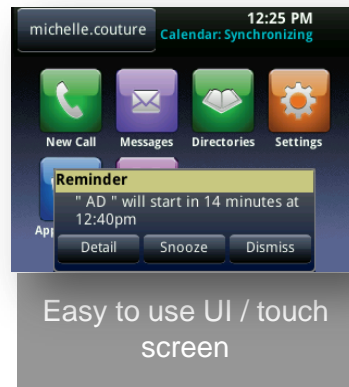
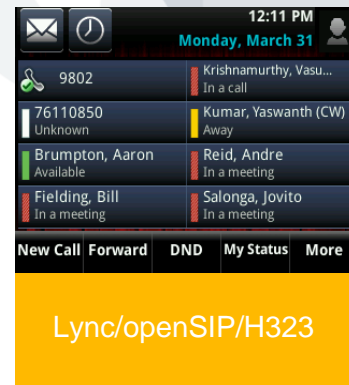
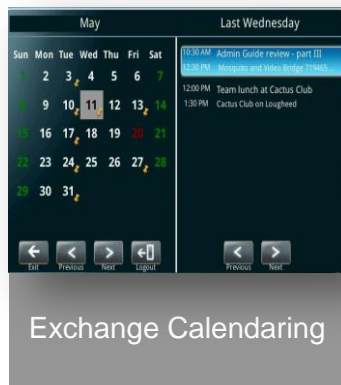
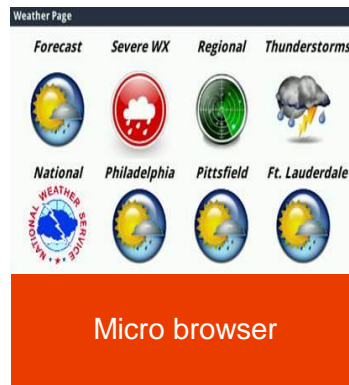
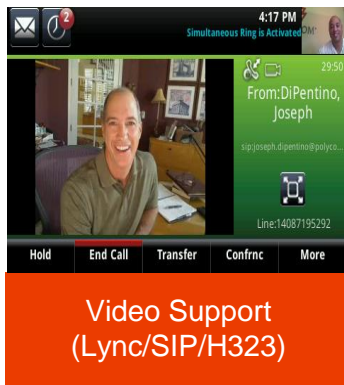
## Overview

- Polycom UC Software
- Extensive features supporting a wide variety of OpenSIP or Lync Platforms
- Open-standard software architecture
- 3<sup>rd</sup> party UC and productivity applications
- Consistent, simple user interface

## Benefits

- Robust security reduces downtime
- HD Voice and life-like audio experience
- Interoperability for investment protection
- Simplified deployment, and management to reduce support costs

# Productivity Enhancing Application Examples



# VVX Features and Specifications

# Polycom VVX 101 Business Media Phone

For a home office or shared/common areas, such as lobbies, hallways and break rooms

- Product Overview

- High-quality entry-level phone
- 1 line
- Built-in speaker phone for casual conferencing
- Supports Open SIP platforms

- Key Benefits

- Make more efficient and productive calls
- Deploy the VVX 101 in hosted or premise-based environments
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in call control platforms
- High reliability for investment protection



# Polycom VVX 201 Business Media Phone

For retail environments, call centers or shared/common areas, such as lobbies, hallways and break rooms

- Product Overview

- High-quality entry-level phone
- 2 lines
- Built-in speaker phone for casual conferencing
- HD Voice
- Supports Open SIP, and will support Microsoft Lync platforms (Q3-15)

- Key Benefits

- Make more efficient and productive calls with Polycom's HD Voice technology
- Deploy the VVX 201 in hosted or premise-based environments
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in call control platforms
- High reliability for investment protection



# Polycom VVX 300 Business Media Phone

For today's office workers that handle a low to moderate volume of calls

- Product Overview

- High-quality entry-level phone
- Six lines or speed dials
- Built-in speaker phone for casual conferencing
- HD Voice and expansion options
- Supports Open SIP, and Microsoft Lync platforms

- Key Benefits

- Improves productivity - simple operation
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in call control platforms
- High reliability and expandability for investment protection





# Polycom VVX 300 Business Media Phone

## Tech Specs

### Connectivity

2 x Ethernet 10/100  
GigE option  
RJ-9 Headset (w/EHS)

### Telephony

6 lines or speed dials

Open SIP/ Microsoft Lync  
Compatible

**HD Voice** up to 7KHz on all  
audio paths:

- Speaker
- Handset
- Headset



### Display & UI

Backlit graphical LCD

208 x 104

Asian character support

### Key Pad

**Navigation Key Cluster:** a 4-way  
navigation key cluster with center “select”  
key

**Key Expansion Support:** Supports  
Paper Label or Color/Button expansion  
modules (32 buttons/keys) x 3 modules

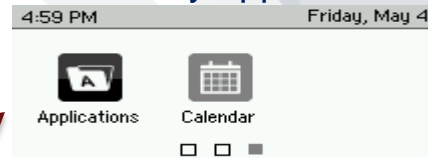
**Hard Keys:** 12-key keypad, home,  
speaker, mute, volume, headset, back,  
messages, hold, redial

# VVX 300/310 Productivity at The Desktop

## Simple User Interface



## Productivity Applications



## Microsoft Exchange Integration

Next Monday	
10:30 AM	Vino Software Te...
12:00 PM	Bridge 729432
2:00 PM	FW: Sub-Vino Core Te...
3:00 PM	NEW BRIDGE: Video 7225...
3:00 PM	Weekly SubVino Core ...
Month	Previous Next

## Visual conference management

Contact directory			
Malbec .	4547		
Maroo-line2	4542		
Maroo	sip:172.23.66.184		
Maroo Line 1.	4541		
Call	Search	Add	Info



Polycom  
Desktop  
Connector



# Polycom VVX 400 Business Media Phone

For today's cubicle workers, call center operators and small businesses

- Product Overview

- Mid-range, color business media phone with Gigabit Ethernet option
- Twelve speed dials for quick access
- Combines key system ease-of-use with advanced user interface

- Key Differentiators/Benefits

- Improves cubicle worker's productivity via simple operation
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in SIP/Microsoft call control platforms
- Easy integration with third-party UC productivity applications
- Expandability options for investment protection



# Polycom VVX 400 Business Media Phone

## Tech Specs

### Connectivity

2 x Ethernet 10/100  
Gigabit Ethernet option  
RJ-9 Headset (w/EHS)

### Telephony

12 lines or speed dials

Open SIP/ Microsoft Lync  
Compatible

**HD Voice** up to 7KHz on all  
audio paths:

- Speaker
- Handset
- Headset

### Display & UI

3.5" color TFT  
320 x 240 pixel  
16:9 LCD  
Asian character support

### Key Pad

**Navigation Key Cluster:** a 4-way  
navigation key cluster with center "select"  
key

**Key Expansion Support:** Supports  
Paper Label (3x40 keys) or Color/Button  
expansion modules (28 keys) x 3  
modules

**Hard Keys:** 12-key keypad, home,  
speaker, mute, volume, headset, back,  
messages, hold, redial



# VVX 400/410 a Key-System Phone with Powerful Desktop Capabilities

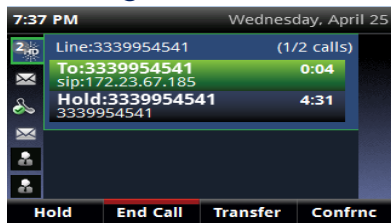
## Productivity Applications



## Microsoft Exchange Integration



## Visual conference management



Polycom  
Desktop  
Connector



# Polycom VVX 500 Business Media Phone

For today's busy managers and knowledge workers

- Product Overview

- Performance Business Media Phone
- 12 line appearances
- Interactive color touch screen UI
- Streaming media video playback
- Built-in speaker phone
- HD Voice, video accessory and expansion options
- Supports Open SIP, and Microsoft Lync platforms

- Key Benefits

- Improves desktop productivity
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in call control platforms
- High reliability and expandability for investment protection



# Polycom VVX 500 Performance Business Media Phone

## Tech Specs

### Connectivity

**2 x Ethernet 10/100  
GigE option  
Dedicated RJ-9 headset  
port (w/EHS)**

### Telephony

**12 appearances** (up to 24 simultaneous calls)

**Video conferencing**

**Open SIP/ Microsoft Lync  
Compatible**

**HD Voice - 100 Hz–20  
kHz** on all audio paths:  
Speaker  
Handset  
Headset



### Display & UI

**3.5-in TFT LCD display** at QVGA (320x240 pixel) resolution

**Asian character support**

### Key Pad

**Gesture-based**, multitouch-capable, capacitive touchscreen

**Key Expansion Support:** Supports Paper Label or Color/Button expansion modules (32 buttons/keys) x 3 modules

**Hard Keys: On-screen virtual keyboard**

12-key keypad, home, speaker, mute, volume, headset, back, messages, hold, redial

# VVX 500 Productivity at The Desktop

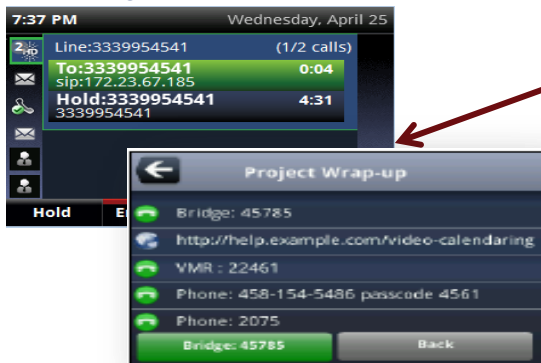
## Productivity Applications



## Microsoft Exchange Integration



## Visual conference management



Polycom  
Desktop  
Connector





# Adding Video At The Desktop With Polycom VVX 500



## Connectivity

- 2 x Ethernet 10/100/1000
- 2 x USB 2.0 host
- Headset & Accessories: RJ9 wired headsets, Wireless connectivity via electronic hook-switch, read headset

## Display & UI

- 3.5" TFT (VVX500)
- Immersive capacitive touch UI
- Full Browser (Webkit)

## Telephony

- 12 line appearances (VVX500)
- Streaming media video playback
- HD Voice up to 14KHz on all audio paths (Speaker, Handset, Headset)

## Key Pad

- Hard Keys: 12-key keypad, home, speaker, mute, volume, headset
- Supports color and paper-based expansion modules

# Polycom VVX 600 Premium Business Media Phone

For today's busy executives, small business owners and executive administrators

- Product Overview

- Executive Business Media Phone
- 16 line appearances (up to 24 simultaneous calls)
- Interactive color touch screen UI
- Streaming media video playback
- Integrated Bluetooth
- HD Voice, video accessory and expansion options
- Supports Open SIP, and Microsoft Lync platforms

- Key Benefits

- Improves desktop productivity - intuitive user interface
- Reduce deployment, administration and maintenance costs
- Leverage previous investments in call control platforms
- High reliability and expandability for investment protection



# Polycom VVX 600 Executive Business Media Phone

## Tech Specs

### Connectivity

**10/100/1000Base-TX**  
**Dedicated RJ-9 headset port (w/EHS)**

### Telephony

**16 appearances** (up to 24 simultaneous calls)

**Video conferencing**

**Open SIP/ Microsoft Lync Compatible**

**HD Voice - 100 Hz–20 kHz** on all audio paths:  
Speaker  
Handset  
Headset



### Display & UI

4.3in LCD ( ) display at QVGA (480x272 pixel) resolution

Asian character support

### Key Pad

**Gesture-based**, multitouch-capable, capacitive touchscreen

**Key Expansion Support:** Supports Paper Label or Color/Button expansion modules (32 buttons/keys) x 3 modules

**Hard Keys: On-screen virtual keyboard**

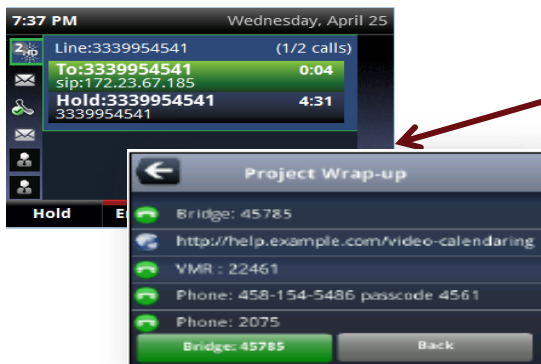
12-key keypad, home, speaker, mute, volume, headset, back, messages, hold, redial

# VVX 600 Productivity at The Desktop

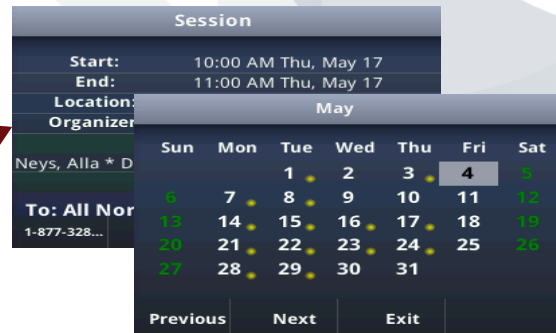
## Productivity Applications



## Visual conference management



## Microsoft Exchange Integration



Polycom  
Desktop  
Connector



# Adding Video At The Desktop With Polycom VVX 600



## Connectivity

- 2 x Ethernet 10/100/1000
- 2 x USB 2.0 host
- Headset & Accessories: RJ9 wired headsets, Wireless connectivity via electronic hook-switch, read headset
- Integrated Bluetooth

## Display & UI

- 4.3"TFT (VVX600)
- Immersive capacitive touch UI
- Full Browser (Webkit)

## Telephony

- 16 line appearances (VVX600)
- Streaming media video playback
- HD Voice up to 14KHz on all audio paths (Speaker, Handset, Headset)

## Key Pad

- Hard Keys: 12-key keypad, home, speaker, mute, volume, headset
- Supports color and paper-based expansion modules

# VVX Accessories

# Polycom VVX Expansion Modules

- Simplify monitoring of large number of contacts and/or management of a high volume of concurrent calls



- Easy-to-use
- Easy-to-install
- Leverage your Investment

# Polycom VVX Expansion Modules Features

- **Color:**

- 4.3" TFT (480 x 272) LCD screen
- 28 illuminated bi-color programmable line keys
- 3 Page View soft keys (84 keys total)
- Expandability up to 3 modules (256 total)
- GUI configurable



- **Paper-based:**

- 40 illuminated bi-color LED keys programmable line keys
- GUI configurable
- Legacy PoE support:
- Expandability up to 3 modules
  - Up to 3 modules (VVX 300 and VVX 400)
  - Up to 1 module (VVX 500 and VVX 600) when VVX Camera is used





# Video Enable Your VVX



- Interoperable with H.323 and SIP standards
- High quality video - HD quality (720p)
- Simple installation - USB plug and play
- Low bandwidth - H.264 compression
- Maximize eye contact via lens adjust
- Privacy shutter
- Supported: VVX 500 and 600

# Video As Easy As 1-2-3

1. Insert camera into USB
2. Dial SIP/H.323 extension
3. Have video chat!



# Polycom® VVX® D60 Wireless Handset



The VVX D60 wireless handset offers convenient mobility as a simple add-on to the industry leading VVX portfolio

# The Polycom VVX D60 is.....

- Easy to deploy
- Flexible use cases
- Best-in-class quality
- Same great user experience
- Simple upgrade
- Complete portfolio
- IP Phone market leadership



# A Uniquely Scalable DECT Accessory



HDvoice



## Key Features

- Range: 50m indoor, 300m outdoor
- Supports 4 simultaneous calls
- Supports up to 5 DECT handsets
- 2" TFT (178x220) backlit color display
- 10/100 POE Base with Pass-through
- DECT 1.92GHz - 1.93GHz(US), 1.88GHz-1.90GHz(EU)
- 10 hours talk time, 100 hours standby
- Wall mountable
- Belt clip available
- Dedicated 2.5 mm headsets port

# VVX D60 Pairing Mechanisms

**PC Port auto  
Pairing**

**Automatic  
Discovery and  
Pairing**

**Manual Pairing**



# VVX D60 Applications

## Manufacturing



## SOHO



## Retail



***The VVX D60 solution is ideal for busy users who need to be reachable whether they are at their desk or elsewhere on the premises***

# A Complete Portfolio for Service Providers

## Entry-level (single port)

- +1 DECT handset
- + 5 DECT handsets

VVX 101



## Entry-Level (switched)

VVX 3xx

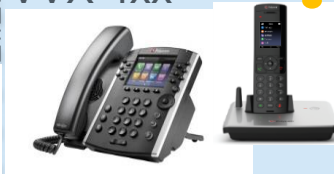


VVX 201



## Mid-Range

VVX 4xx



## Performance

VVX 500



## Executive Admin

VVX 600



### VVX D60 DECT Solution Key Differentiators

- True desktop mobility
- Seamless call management “on-the-go”
- No standalone provisioning required
- Tightest and most feature-rich integration between SIP desktop phone and cordless handset





# Polycom VVX Use Cases

# Case Study:

Better Together over Ethernet (BToE) Direct connection topology support

## Challenge

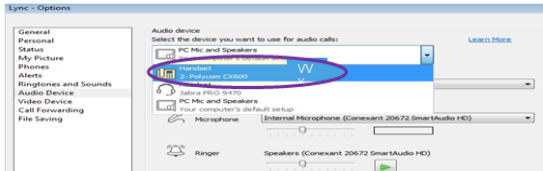
- High performing teams using Lync with interactive participation from team members

## Usage

Click-to-Dial and listen Voicemail from Lync Client



Click-to-Answer/Redirect/Cancel/Decline Incoming Calls



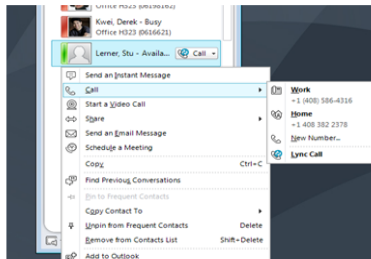
Multi-Modal Calls (Voice on VVX)

## Solution

- Installed and deployed IP Phones for Audio Calls on Lync client

## Results

- Improved interactive participation & broader collaboration for the high performing team and meeting participants



Calling /Answering from the Lync Client

# Case Study:

Large Law Firm: Shared Line Appearance: Boss / Admin for Lawyer and Legal Secretary

## Challenge

- Managers needed to be reached real time, while on important calls
- Need interactive participation from the admin assistant to the manager

## Usage

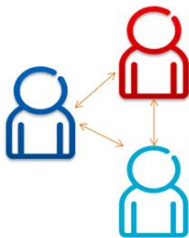
Call Pickup by Boss/Admin



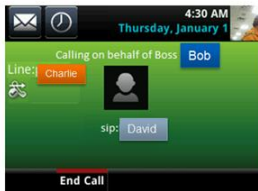
Adding Delegate and Monitor



Boss/Admin can view presence & call information  
Admin directing call to Boss's Voicemail



Answering and making calls on behalf



## Solution

- View call info and manage incoming and outbound calls

## Results

- Improved the broader collaboration experience and real time management of calls

# Case Study:

## Technology Call Park – Lync

### Challenge

- The Call Park capability needs to improve flexibility and interactivity between locations and different participants in different locations and conference rooms & through locations & in the building

### Solution

- The Call Park feature allows the user to place a call on hold, so that it can be retrieved from another phone (for example from the phone in a conference room)

### Results

- If the user is on an active call, the user can park the call to a call park extension by pressing the Park soft key or the Call Park button. Any user now has improved flexibility and is able to dial the Call Park extension to retrieve the call



# Case Study:

## Technology Address Book Service: Lync ABS

### Challenge

- Existing contact list search was inadequate for expanding needs of working teams and their desire to find team members instantly

### Usage

- Intuitive address book search enables end users to search and dial without thinking about it




### Solution

- Lync: Address Book Service the feature that provides the ability for Polycom phones to search through the Microsoft address book.

### Results

- Enhanced address book search & broader collaboration / usage enables productive work processes for end users



# VVX D60 Wireless Handset Use Cases

# Use Case:

## Manufacturing Company example VVX D60 DECT Phones

### Challenge

- An upholstery manufacturing company with 50+ employees need a telephone system that would enable its workforce to be highly mobile throughout its facility
- Expectation to reach employees on the premise
- Current phone system is inadequate for their growing facility and their desire not to miss important calls
- Employees keep using cell phones while back at the loading dock to ensure they stay connected

### Usage

- Need seamless call management for the employees while in the loading dock
- Need a solution to support work space mobility
- Workforce must not miss business calls while on the premise

### Solution

- VVX D60 DECT were installed to provide seamless wireless coverage throughout the office and back of the building at the loading dock
- The VVX DECT solution allows greater coverage



### Results

- The Polycom VVX D60 DECT provides the freedom of wireless communication with seamless call management throughout the loading dock
- Work space mobility experience for employees across the company

# Use Case:

Doctor's office example: VVX D60 DECT Phones

## Challenge

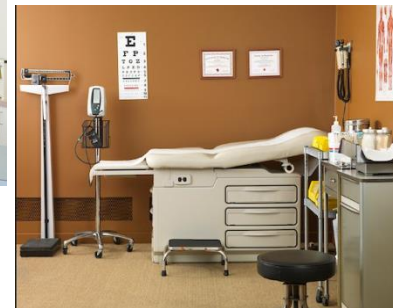
- Small doctor's office need a telephone system that would enable its employees to be mobile in the building
- Expectation that nurse practitioners needs to be reachable within the building
- Current phone system is inadequate and their desire is to reach staff urgently
- Doctors use cell phones and wall mounted phones to page admin staff

## Usage

- Need seamless call management for the staff while moving around within the clinic
- Need a solution to support work space mobility
- Staff must not miss calls while moving around in the building

## Solution

- A reliable communication system will play a crucial role in both patient safety and efficiency. Reliable handsets will be part of the solution to ensure minimal downtime and maximum patient safety
- VVX D60 DECT were installed to provide seamless wireless coverage throughout the clinic. The VVX DECT solution allows greater coverage and efficiency



## Results

- Nurses practitioners are efficient and effective. Staff spend less time walking to fixed line phones and more time making or taking calls when and where needed
- Reduced dependency on overhead paging, now a more quiet environment and happier patients
- Patient satisfaction increased when staff can respond to patient calls from anywhere in the facility and immediately redirect the call to another person if needed



# Use Case:

## Small local grocery store example: VVX D60 DECT Phones

### Challenge

- Shoppers are often disturbed by a loudspeaker: “Price check on aisle 8,” “Cleanup on aisle 3,” and “Manager needed at checkout 6.”
- These announcements interrupt shoppers & slow down the checkout process
- Employees would use the overhead paging system, which results in a disruptive shopping environment
- Current phone system/paging system is inadequate

### Usage

- Need streamlined small store operation and seamless call management
- Need a solution to support work space mobility
- Need improved customer service and decreased customer delays
- Department heads need to attend to their work vs. run to answer a desk phone every few minutes

### Solution

- VVX D60 DECT installed to provide seamless wireless coverage in the store
- The VVX DECT improved customer service and operational efficiencies
- Customers get more attention on the shopping floor and spend less time waiting in the checkout line for price checks and cashiers
- Efficiency has increased and the small store operation is more efficient through the use of the VVX D60 phones the store has created a more productive working environment for its employees and the ideal atmosphere for grocery shoppers in general



### Results

- The Polycom VVX D60 DECT provides the freedom of wireless communication with seamless call management throughout the store
- Work space mobility increased for employees across the company

# Use Case:

## SOHO Use Case example: VVX D60 DECT Phones

### Challenge

- A SOHO with 8 employees would need a telephone system that would enable its employees not to miss calls throughout the office / building
- Expectation is that everyone needs to be reachable and never miss calls
- Current phone system is inadequate for the office
- Employees would often keep using cell phones

### Usage

- Need seamless call management while in the office
- Need a solution to support work space mobility
- Employees must not miss business calls while in the building

### Solution

- VVX D60 DECT were installed to provide seamless wireless coverage throughout the office. The VVX DECT solution allows greater coverage



### Results

- The Polycom VVX D60 DECT provides the freedom of wireless communication with seamless call management throughout the office
- Work space mobility experience for employees across the SOHO

# Why Polycom VVX Solutions?

Market  
Leadership

Simple UX

Expandable

Best-in-Class  
Audio

Feature Rich

Broadest  
Integration

Extensive  
Management

Investment  
Protection



## Additional Information

- Portfolio solutions video



- Sales Training Summary



## Polycom VVX 300, VVX 400 Business Media Phones & VVX Expansion Modules Sales Training

Christine Kovacs  
Senior Product Marketing Manager

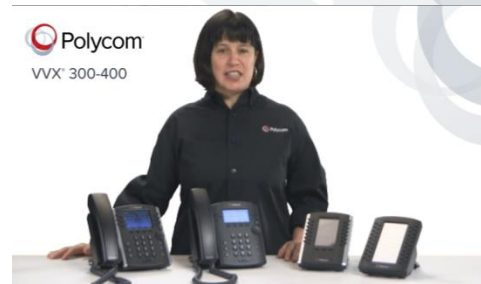


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- Video Datasheet



- VVX portfolio pocket guide

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**Selling Voice Solutions**  
Chris Thorson – Director, Product Marketing

**Webinars**



## VVX Phone Matrix



# Thank You



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