



Video Conferencing & Skype for Business: Your Need-to-Know Guide



Effective, engaging collaboration that leverages video conferencing should incorporate features like content sharing, clear participant rosters, easy call management controls and Instant Messaging. But, according to Microsoft research, some 97 percent of meeting rooms aren't adequately equipped to handle video.

Microsoft and Polycom share a common goal: to deliver a rich collaboration experience across the full spectrum of meeting spaces.

Overview

In fact, a majority of these rooms host the most rudimentary of collaboration solutions like a digital projector and an audio connection for conference calls. And, while most of these enterprises are adopting Skype for Business for end-users, the reality is that many of their conference rooms lack the ability to connect to Skype for Business calls, which eliminates effective collaboration tools like video and content sharing.

Polycom has partnered with Microsoft to create a seamless Skype for Business meeting experience across any device, bringing the Skype audio and video collaboration experience into every conference room.

By engineering products together, Polycom and Microsoft are able to deliver a comprehensive range of video conferencing solutions that combines the flexible and easily accessible Skype for Business user interface with Polycom's voice and video endpoints.

Microsoft and Polycom share a common goal: to deliver a rich collaboration experience across the full spectrum of meeting spaces. Together, they will set a new standard for integrated collaboration in any meeting room.



How Microsoft and Polycom are Changing How We Collaborate

Skype for Business, formerly Lync, makes it easier for participants to meet, collaborate and work together.

The partnership between Polycom and Microsoft has recently enhanced Skype for Business further with a series of important developments:

- Skype for Business user interface across devices.
- Polycom RealConnect for Office 365.
- Polycom MSR series, next generation Skype Room System.
- RealPresence Group Series qualified on Skype for Business and containing Skype UI.
- RealPresence Trio— best in class audio conference device for Skype for Business and Office 365 and containing Skype UI
- Polycom VVX phones qualified on Skype for Business and Office 365 and containing Skype UI
- Skype Operations Framework certified partner to deliver customer success.

Polycom's innovations map to new offerings included in Skype for Business online as part of Office 365.

Only Polycom Offers Complete Collaboration with Skype for Business and Office 365

Skype for Business gives users essential collaboration tools on a single platform, including Presence, Instant Message, content sharing and one-click dialing to join meetings via audio and video. End users find it intuitive and it works naturally into their existing workflow. That's essential because collaboration takes many forms: a simple message and response, a quick phone call, a brief meeting, or a formal video conference.

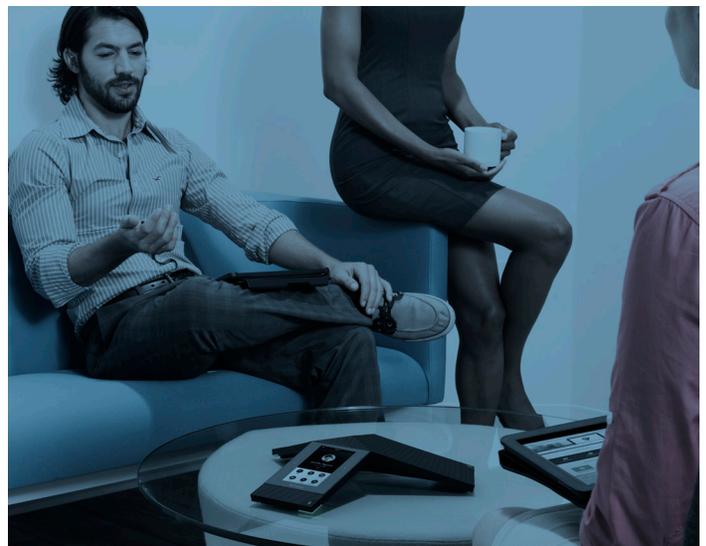
In the past, that meant employees had to switch between separate applications on different devices. But, because Skype for Business provides a single interface to any type of collaboration tool, users can choose the most appropriate tool for the task.

- *Presence*— when participants want to check if colleagues are available to take a call or join a meeting.

- *Instant Message*— when participants only need a quick response to a question or an update on a project from a colleague or a team.
- *Text messages*— also suitable for a quick response or update. Text is a convenient channel when users need to reach colleagues in another meeting where a voice call is difficult.
- *Voice calls*— more important when individuals need to have a detailed discussion with a colleague.
- *Audio conference calls (PSTN dialing)*— when a number of participants are involved and they need to hold detailed discussions or share content.
- *Audio and video meetings via Skype for Business*— when participants want to hold detailed discussions or share content during video meetings without leaving Office 365.
- *Cloud PBX*— Brings enterprise-grade voice to Skype for Business. Offering advanced voice features that transform basic calls into productive, collaborative sessions with text, video, and desktop sharing.

With Skype for Business and Polycom, users can move seamlessly from one medium to another within the same interface. For example, they can escalate a chat to a voice call or a one-to-one voice call to a video or audio conference. Skype for Business makes collaboration more efficient and accessible by creating a seamless collaboration experience, while improving productivity and reducing costs.

Skype for Business's accessibility and ease of use extends collaboration capability to any employee, encouraging teamwork and helping develop a collaborative culture. Skype for Business also makes collaboration accessible to smaller businesses that may not have dedicated conference facilities.



Integration with Microsoft Office 365

Skype for Business is part of the Office 365 suite of products. That means users can schedule meetings through Microsoft Outlook, or they can launch collaboration from another Office application. For example, they could be putting together a PowerPoint presentation or a report in Word and want to share it with colleagues. To do that, they could email the presentation or document and then set up a one-to-one call or conference call from Word or PowerPoint to discuss content.

The integration of Skype for Business with Office makes collaboration a normal part of the working day and encourages more employees to benefit from collaboration. Employees familiar with using the Office 365 suite of products, from Outlook to PowerPoint or OneDrive, expect seamless connectivity from one product to the next. To bring 'Office 365 workflow' to collaboration tools, Polycom products are built using the Skype for Business user interface and connectivity to Office 365. This helps employees stay within the workflow they are used to using, streamlines collaboration and improves productivity.

Solutions for Every Workspace

Roughly 3 percent of meeting spaces include traditional video teleconferencing systems, according to Microsoft research.

However, today, a collaboration workspace can be whatever participants want it to be. That's why it's important that collaboration can take place anytime, anywhere on any device. For some, it could be a desktop or a coffee shop with Wi-Fi. Others take to small huddle rooms or sophisticated immersive studios. There's a difference in scale, but the objective is the same—to let people work together effectively.

To meet these demands, the Microsoft and Polycom partnership extends the Skype for Business meeting experience by providing solutions for every type of workspace, including:

- Huddle rooms,
- Conference rooms,
- Executive suites, and
- Boardrooms.

Huddle rooms are small rooms suitable for meetings of up to six people. These rooms are suitable for the informal style of team meeting that is emerging. Teams

can meet, share content and ideas, and communicate with colleagues in other locations without a formal agenda or the presentations typically associated with more formal meetings.

Conference rooms, executive suites and boardrooms are suitable for larger, more formal meetings of executives, management teams, and project teams.

Skype for Business User Interface Across All Devices

A single, consistent user interface for collaboration tools makes it easy for users to join calls from any endpoint or software application. Consistency of scheduling, joining and managing a collaboration session is critical to driving user adoption.

Polycom is making this a reality by extending the easy to use Skype for Business experience beyond the desktop and mobile applications to popular voice and video solutions used in conference rooms and offices of all sizes. Customers can now seamlessly schedule, dial and join a Skype for Business call from a greater number of solutions providing one extended Skype for Business experience.

These include the Polycom® RealPresence® Group Series video endpoints, Polycom® VVX® 500 and 600 Business Media Phones and the Polycom® RealPresence Trio™ and new MSR Series of Skype Room Systems conference phones. The familiar Skype for Business user interface will enable an integrated meeting experience, and improved collaboration for Skype for Business customers



More Polycom Solutions Qualified for Skype for Business

Polycom and Microsoft are expanding the reach of Skype for Business meetings so Polycom customers of all sizes will be able to leverage their existing audio and video

investments as they move to Office 365 and Skype for Business environments.

Microsoft customers new to video collaboration will have the option to use Polycom's proven technologies in their new deployments. Customers also will be able to collaborate with other, existing video platforms using a new cloud video interoperability service built by Polycom and Microsoft.

RealPresence Group Series is qualified to work with Skype for Business onprem and will be certified to work with Skype for Business online as part of Office 365. A familiar Skype for Business-like user interface on the Polycom RealPresence Touch device will make it even easier for Skype for Business users to integrate video conferencing into their current workflows.

The Polycom RealPresence Group Series supports enterprise-grade video, voice, and collaboration experiences to accelerate decision-making and encourage innovation. RealPresence Group Series solutions can be used for meetings of all kinds—from huddle rooms to immersive telepresence rooms.

This capability enables Skype for Business to extend into conference rooms, boardrooms, and meeting rooms of all sizes by combining immersive video experiences with a simple interface, broad interoperability, and the lowest TCO of any video collaboration system.

Polycom has also introduced the MSR series, a line of solutions purposely built for Skype for Business that offer plug-and-play simplicity in a variety of configurations to meet the needs of any size business and any size room.

The MSR Series for Skype Room Systems brings the Skype for Business meeting experience, with rich HD audio and video, to every meeting room. It provides a full Skype for Business client with full desktop functionality, and brings all connectivity to meeting room tables.



The MSR series features:

- One-touch join
- HD audio and HD video
- Desktop sharing
- PowerPoint sharing

Customers may also bundle the MSR Series with powerful audio and video solutions, such as the Polycom® RealPresence Trio™ phone, the Polycom CX5100 360-degree video camera, and the Polycom® RealPresence Medialign™ system.

Leverage Existing Investments

Many customers are looking to bridge heterogeneous solution video environments as they move to RealConnect for Office 365. Polycom delivers an industry-first, cloud-based video interoperability service, hosted in the Microsoft Azure, for Office 365 customers.

This enables Office 365 customers to integrate their existing video investments from Polycom, Cisco and others into Skype for Business online video meetings.

The service offers the capabilities of Polycom® RealConnect™ technology, which provides users of Skype for Business and non-Microsoft endpoints with the same Skype for Business collaboration experience.

This will allow Skype for Business users in Office 365 to host video meetings with non-Skype for Business standards-based endpoints. As more companies move to Office 365, many are looking to protect their investments and have all their systems work together seamlessly.

Polycom RealConnect for Skype for Business/Office 365 is the first technology that solves the age-old dilemma of making different multiple video systems work together. The RealConnect solution simplifies communications by leveraging native Microsoft Outlook calendaring and bringing everything and everyone together through click to join across devices. RealConnect for Skype for Business/Office 365 offers these important benefits:

- *Just one workflow*— Familiar Outlook scheduling workflow.
- *One touch join*— Single click-to-join for both Skype for Business clients and Polycom video and voice endpoints.
- *Leverage legacy Cisco investment*— Enables Cisco endpoints for calendaring and click-to-join experience.
- *See more faces*— Show up to nine remote participants in the Skype for Business video window.
- *Share content*— Bi-directional content between Skype for Business users and standard videoconference systems.

The result is a video collaboration that is so much easier than before, which helps user adoption and increased usage.

Skype for Business in the Traditional Conference Room

Polycom has also updated its RealPresence Group Series products, adding both Office 365 integration and a user interface consistent with the Skype Meeting experience. The RealPresence Group series is now qualified on Office 365.



Polycom Certified for Skype Operations Framework

Polycom is certified to provide Skype Operations Framework—a broad portfolio of services that help customers migrate to a Skype for Business solution. The end-to-end approach to the deployment of Skype for Business covers the complete plan, deliver, and operate lifecycle with customer success firmly at the centre

- Plan services include envisioning, pilot services and network assessment.
- Deliver services include implementation of endpoints, end user orientation and deployment of Skype for Business.
- Operate services include Technical support for endpoints, remote monitoring and management, and limited lifetime replacement.

Experience the Difference

End-to-end solutions and services— An industry leader in voice, video and interoperability solutions for Skype for Business.

Deep expertise and global reach— Over 12 years' engineering teamwork with global team of Microsoft Unified Communications experts

Broadest portfolio— a full line of desktop, huddle, and conference room solutions that enhances and extends the Skype for Business user experience.

Best in class voice and video collaboration solutions— Number 1 Skype for Business IP phone provider; first provider of business media and conference phones for Office 365.

Skype for Business user interface across devices— Familiar Skype for Business user interface available on RealPresence Trio, VVX Business Media phones and RealPresence Group Series video endpoints and the new Polycom MSR Series.

Office 365 ready— Polycom is the first provider of business media phones and conference phones for Office 365.

Outlook integration— Extends Outlook calendars, Active Directory and global Skype for Business contacts to Polycom voice and video products.

Video interoperability— Polycom RealConnect is the first and only approved video interoperability solution that seamlessly connects existing video based solutions into a Skype for Business video call and offers click to join functionality across all devices.

Skype Operations Framework Certified-Polycom services team offers a best practice approach to planning, deploying and managing Skype for Business in the cloud.

Strengthening the Business Case for Skype for Business

Collaboration plays a strategic role in developing teamwork, improving productivity and efficiency, and enhancing customer service. With the increase in mobility and the growth of distributed teams, it's essential that meeting tools can support collaboration anywhere, on any device.

In fact, 78 percent of respondents to a Microsoft survey reported that they collaborate daily with colleagues or contacts in other locations and 46 percent say they launch conferences from a mobile device.

The latest communication and collaboration features in Skype for Business combined with the advanced audio and video solutions from Polycom make an even stronger business case for Skype Meetings using Skype for Business.

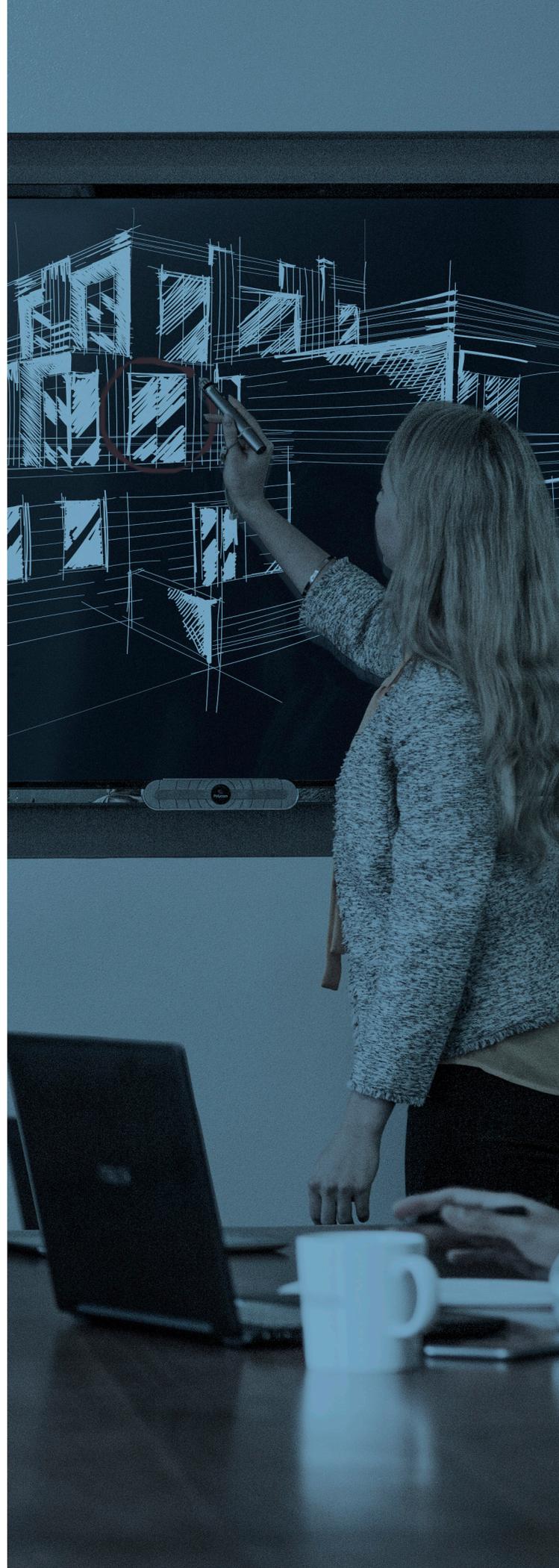
- Increases employees' productivity.
- Encourages collaboration by making tools accessible and easy to use.
- Reduces meeting costs by eliminating travel.

- Enables employees to work and collaborate from any location.
- Reduces and repurposes expensive real estate.
- Minimizes training and support costs with an easy-to-use solution and familiar interface.
- Lowers TCO by consolidating all conferencing facilities in a single solution.
- Maintains customer satisfaction by supporting enterprise-grade voice communications.

Growing with Skype for Business

The combination of Skype for Business and Polycom systems provides a scalable solution suitable for businesses of different sizes. There are different Skype for Business packages and Polycom systems available to suit any budget or collaboration requirement. These solutions can provide a flexible infrastructure for meetings of two people or events of up to 10,000 participants located anywhere in the world.

Skype for Business offers a clear migration path from Microsoft Lync or Skype to protect investment for organizations with existing installations. For growing businesses or organizations that are new to collaboration, the partnership of Skype for Business and Polycom provides the portfolio and the flexibility to add features and services to suit changing collaboration needs or scale capacity in line with business growth.



Additional Information on What's New in Office 365

For more information on PSTN conferencing and Skype Meeting Broadcast, visit Microsoft's support site at <http://support.office.com> and the Microsoft office blog at <https://blogs.office.com>.

For information on Microsoft qualified phones and video conferencing solutions, visit the [Polycom + Microsoft](#) web page.



About

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.

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