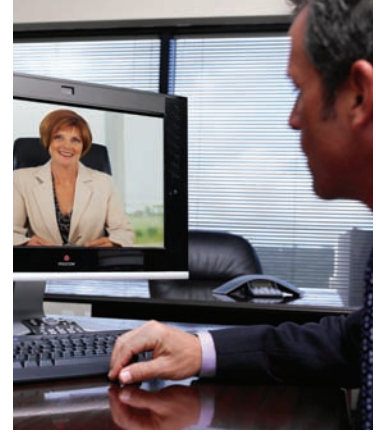


Polycom® Solutions for C-Level Executives

Streamlining process and enhancing corporate culture through collaborative solutions



Corporate executives are tasked with the responsibility of steering the company in a direction that satisfies all shareholders, both internally and externally. Collaboration tools such as voice, video, wireless communications and content sharing can be instrumental in achieving those goals by providing the communication infrastructure to facilitate improving revenue, reducing time-to-market, maximizing profitability, and gaining competitive advantages.

For the CXO, Polycom provides a suite of solutions that help improve communications, increase customer and employee satisfaction and maximize shareholder value. The end result is an extremely efficient organization that is strongly positioned for success in a highly competitive market.

Today C-Level executives worldwide are using Polycom collaboration solutions in the boardroom and beyond – from hosting CXO forums to broadcasting earning reports to managing customer relationships.

Key metrics and the associated Polycom benefits for C-Level executives include:

[Maximize Shareholder Value](#)

CXO's are in high-demand, often double-booked for meetings and often need to be reached at a moment's notice. Polycom collaboration solutions allow interactive communications that replicate in-person discussions. Board meetings can be attended from a hotel room using desktop collaboration solutions. Customer audio or video calls can replace the need for cumbersome and time-consuming travel. Eye-to-eye negotiations can take place in immersive HD-quality telepresence rooms. The result is improved productivity and work/life balance.

[Gain Competitive Advantages](#)

A company's processes help build sustainable competitive advantages. Coordination and collaboration within and between functional teams are keys to success. From a product and technology perspective, using collaboration to gather customer requirements, to validate product features or to enhance troubleshooting support calls provides further differentiation.

[Reduce Time-to-Market](#)

Product teams using collaboration often see a shortening of the product development cycle. By releasing products sooner, revenue can be realized much earlier. And engineering development resources can be assigned to new, emerging projects.

Benefits

- Enhanced Corporate Culture
- Improved Communications
- Employee Satisfaction
- Increased Productivity
- Streamlined Fiscal Reporting Process

Key Business Processes/ Workflows

- Corporate Communications
- Executive Management
- Fiscal Planning
- Interview/Recruitment
- Relationship Management

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Enhance Corporate Culture

Employees who enjoy their jobs tend to be more productive. Polycom collaboration solutions allow employees to stay in touch whether through audio or video – helping to foster a culture of teamwork and rapport that would be difficult in travel restrictive environments. Teammates worldwide can collaborate and communicate as if they were in an in-person, on-site meeting. Customers feel more engaged in troubleshooting support when they can be clearly seen and heard. And, remote employees feel part of the team when they hear and see their colleagues on a regular basis.

Schedule Coordination/ Accessibility

A CXO is in high-demand, is often double-booked for meetings and regularly needs to be reached at a moment's notice. Polycom collaboration solutions help CXO's stay connected to the information and resources they need. Staff meetings or board meetings can be attended from HD voice or video systems to maximize comprehension and understanding. Customer meetings and negotiations can take place in immersive HD-quality conference rooms. Travel can be reduced significantly to improve an executive's work/life balance.

Corporate Initiatives

Corporate initiatives whether employee-based, philanthropic or environmental (e.g., Green Initiatives) can be implemented on a larger scale using collaboration tools. Polycom voice and video solutions, for example, play a major role in reducing carbon emissions and protecting the environment through reduced travel.

A Day in the Life of of a C-Level Executive

Morning: Staff Meeting

The morning staff meeting is a staple of enterprise life. Why? Because regular staff meetings allow time to review, reflect, revise, and collaborate. With Polycom voice and video solutions, Monday morning meetings take on a new dimension. Conferences can include colleagues worldwide. And collaboration helps everyone on the executive committee stay in the loop.

Mid-Morning: Customer Meeting

Polycom solutions provide the most lifelike experience for collaboration, communication and remote meetings – from anywhere to anywhere, instantly. Using Polycom collaboration solutions to improve daily communication with customers and partners can result in reduced travel expenses, enhanced relationships and ultimately increased sales.

Early Afternoon: Meeting with Regional VP's

Managing a regional or even worldwide team of VP's or sales teams can be a time-consuming endeavor – and costly when travel is involved. Although not a substitute for important, in-person face time, Polycom collaboration solutions can facilitate more frequent meetings, reduce expenses and create greater work/life balance.

Late Afternoon: Company Announcements/Board Meeting

Polycom collaboration solutions are changing the way enterprises communicate with their employees and stakeholders. Company-wide announcements such as benefits information, stock purchase plans and policy changes are efficiently and effectively disseminated. Board meetings can take place from anywhere, on demand. The result is greater comprehension, increased information sharing and improved productivity.

For more information on Polycom enterprise solutions, contact us at enterprise.solutions@polycom.com.

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