Challenge
In an increasingly global market, organizations today are constantly challenged to deliver faster results with fewer resources. Employees are spread across different time zones and often cannot meet their co-workers in person, so organizing meeting times or discussing objectives can be an arduous process. According to a Forrester Research, 98 percent of companies report having employees who work outside of a corporate office part-time or occasionally. Businesses are in constant need to keep dispersed workers connected, engaged and more productive.

Social business applications have changed the way you can share and gather information. You can easily create communities based on shared interests, discover ideas and trends important to your business, find subject matter experts, hear the voice of your customers and gain competitive insights—all these without email overload. With video, you can move to real-time collaboration and problem solving. Combining social business and video collaboration together multiplies your impact inside and outside your organizations.

Polycom and IBM are taking the social business experience to a new level. IBM is the leader in enterprise social software. IBM® Connections provides a set of tools that includes shared files, blogs, communities, forums, as well as people’s profiles. It lets everyone inside and outside your organization access information and find subject matter experts quickly. Combined with IBM Sametime®, you get easy access to enterprise instant messaging, online meetings, telephony, video conferencing and more, so you can work from any location. Direct integration of Polycom® RealPresence® Video Solutions with IBM’s social business applications enables you to:

• Instantly launch high-definition (HD) video and voice conferences easily from within IBM social business interfaces
• Record and publish online experiences to better share information
• Strengthen social communities both inside and outside the organization to increase customer loyalty and speed business results

As a Polycom Strategic Alliance, IBM works with Polycom to deliver standards-based, scalable, and cost-effective unified communications and collaboration solutions. You not only enjoy greater protection of IT investment but also lower the total cost of ownership (TCO) and reduce integration complexity.

Polycom-IBM Solution Benefits
• Improves Productivity and Competitiveness – Immediately enhances team collaboration and effectiveness for faster decision making and lower costs
• Enhanced Collaboration – Visual communications adds breadth to instant messaging (IM) and web collaboration
• Simple Interface – Minimal or no training required since integration happens at the server, leveraging the familiar user interface
• Uniform conference experience – Launch scalable, secure, and highly-available video and voice regardless of location or device—from desktop, to mobile, to the boardroom
• Speeds ROI – Direct integration with Sametime simplifies deployment

¹ “Social enterprise apps redefine collaboration”, Forrester, November 30, 2011.
² “IDC ranked IBM #1 in enterprise social software for the ‘third consecutive year’” Worldwide Enterprise Social Software 2011 Vendor Shares, IDC, Jun 2012.
Polycom-IBM Integration Solution Reference

Polycom solutions integrate directly with IBM Sametime, enabling straightforward implementation and easy access to rich video experiences.

The Polycom® RealPresence® Platform is the most comprehensive software infrastructure for universal video collaboration. The open-standards approach helps ensure that you have secure, reliable and scalable integration with IBM’s social business platform. With solutions for industries ranging from healthcare to large enterprises, Polycom and IBM make social collaboration visual and personal. Video meetings easily extend to mobile users, home offices, and conference rooms.

Enhanced video collaboration with direct integration

For organizations that face challenges in conducting multiparty video, voice and content collaboration, Polycom RealPresence Platform direct integration with IBM Sametime ensures easy, user-based dialing and the ability to connect the most people at the highest quality for the lowest cost. For this, the Polycom® RMX® with a server-side plugin for Sametime enables you to enjoy rich “click-to-conference” experiences with a choice of continuous presence layouts so everyone can be seen and be connected from anywhere, using any device.

Leveraging open, standards-based Integration for device based dialing

The Polycom – IBM collaboration solution supports Sametime adding requested functionality such as network bandwidth management, Web-browser based A/V clients and Sametime Unified Telephony (SUT) Lite clients. SUT Lite combined with the Polycom® DMA® 7000 virtualization manager adds call flexibility for your users. In addition to click-to-conference, they can use the dial pad to make and receive calls to standards-based video conferencing systems, telephones, and unified voice and video virtual meeting rooms directly from Sametime Unified Telephony clients.

Calendar Integration

Scheduling and managing meetings and video calls is now a one-click experience. IBM’s calendar integration for Lotus Notes and the Polycom DMA allows you to prepopulate all call-in and video information to your meeting request. This helps enable the end users who receive your calendar invitations to have a one-click experience from their meeting invite. By simply clicking a video link, web conference, or audio link, users can automatically be taken into the conference session. For administrators who want to efficiently and easily manage their video network, integration of this solution with Polycom RealPresence Resource Manager provides added benefit of reserving video resources— for access to directories, users and resources.

Record and publish to your video content library

Enhance your collaboration and knowledge sharing by enabling the recording and publishing of audio and content sessions directly from IBM Sametime® to Polycom® RealPresence® Media Manager—your video content library. The Polycom® RealPresence® Media Utility for IBM Sametime links the two platforms and provides push-button workflows to create and upload interactive media presentations, Sametime session recordings and other content directly to the Polycom RealPresence Media Manager for future viewing.

Expandability due to customizable APIs

Enhance your IBM social business and scheduling experiences for video solutions with the option of new, expanded APIs for Polycom RealPresence Platform. Use a 3rd party developer or the Polycom Professional Consulting/Development Services to build APIs to schedule and launch multiparty bridge calls with pre-defined participants, manage on-going conferences, and maintain call detail records (CDRs). You may also manage ongoing conferences on mobile devices, optimize resource utilization, and create, change or delete user’s accounts virtual bridge numbers or virtual bridge meeting rooms (VMRs).
Polycom and IBM in customer environments
Customers of all types, from governmental organizations to Fortune Global 1000 companies already benefit from the IBM and Polycom integration.

Healthcare
Healthcare organizations are under constant pressure to reduce the emergency room and patient wait time while simultaneously delivering quality care at a low cost. Medical professionals need rapid access to diagnostic data wherever they are located and collaborate in real-time with dispersed colleagues and specialists. Social business is helping the healthcare organizations to drive better patient outcomes.

The Polycom RealPresence Platform is a validated solution of the IBM Health Integration Framework (HIF). Its integration with IBM social business applications provides necessary real-time collaboration tools to medical professionals to easily make video calls from within their email and social business interfaces like IBM Sametime® and Connections. Whether they are at the hospital, at home, or on the road, this type of collaboration not only promotes knowledge-sharing among experts, it reduces duplication of effort, and helps create smarter work divisions among healthcare professionals.

Government
Governments are under more pressure than ever before to improve service delivery to citizens. Making prompt decisions is extremely important in emergencies. As budgets shrink, the constant need to innovate to improve operations and deliver remains.

The Polycom RealPresence Platform integrated with IBM’s Social business applications helps enable government organizations to connect employees with high quality face-to-face collaboration. Members easily locate their peers and join or schedule video meetings from the convenience of their social business interfaces for high-availability mission critical communications.

Manufacturing
Professionals in the manufacturing industry constantly look for innovative tools to rapidly plan, mobilize and execute various projects to gain a competitive advantage. With manufacturing facilities located all over the world it becomes important for a dispersed team to collaborate easily and track the progress of projects.

Polycom RealPresence Platform with IBM social business applications provides the tools that allow global manufacturing organizations to seize opportunities, bring products to market on time and gain competitive advantage.

“By 2016, social technologies will be integrated with most business apps; social platform market projected to grow nearly 400 percent”


With IBM and Polycom, social business tools become part of your everyday workflow. Your organization can now stay agile, support and encourage communities across different geographies and departments, and keep dispersed workers connected and engaged.

Polycom + IBM = Smarter collaboration
Professional Services help ensure successful implementation

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

For more details regarding the solution components for each solution release, please visit our support page at www.polycom.com/ibm

Product Interoperability

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Version Number</th>
</tr>
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<tbody>
<tr>
<td>Polycom® RMX® Conference Add-in for IBM Sametime® (TCSP) adapter for Sametime server</td>
<td>2.0.4</td>
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<tr>
<td>Polycom® RMX® 1500/2000/4000</td>
<td>v7.7 conference platform</td>
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<td>IBM Sametime</td>
<td>8.5.2 IFR1 (Standard or Advanced)</td>
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<td>IBM Lotus Domino® Server</td>
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<td>IBM WebSphere Application Server</td>
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<td>UC Professional Services – Consulting and deployment services offered by Polycom and certified partners</td>
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<td>Suggested Solution Components</td>
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<tr>
<td>Polycom Distributed Management Application™ (DMA™) 7000</td>
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<td>Polycom® HDX® high definition telepresence solutions</td>
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<td>Polycom® Converged Management Application™ (CMA®) Server 5000/4000</td>
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<td>Polycom® RealPresence® Media Utility for IBM Sametime</td>
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<td>Polycom® RealPresence® Media Manager</td>
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<td>Sametime Unified Telephony (SUT) Lite option</td>
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About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence® Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, specialists, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security for video collaboration, whether on-premises, hosted, or cloud-delivered. Visit www.polycom.com or connect with Polycom on Twitter, Facebook, and LinkedIn.

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