

Polycom Adoption Campaign

A flexible, turn-key program to promote a video culture. Polycom has developed a comprehensive methodology to drive the adoption and ongoing utilization of video collaboration technology within an organization. As an element of these Adoption Services, the Adoption Campaign provides customers with a tailored marketing program to raise user awareness and interest in Polycom video solutions.

Why use Polycom’s Adoption Campaign?

Polycom delivers innovative, standards-based products that allow you to take full advantage of the promise of unified communications and collaboration (UC&C). However, we recognize that, although leaders in your organization understand the benefits of these products, as a user of the product, you are often challenged by the behavioral shift needed to integrate video collaboration into your day-to-day activities. The Adoption Campaign leverages Polycom’s understanding of the key drivers to video adoption and marketing best practices to create a customized, yet use-ready campaign to promote user adoption of Polycom video collaboration.

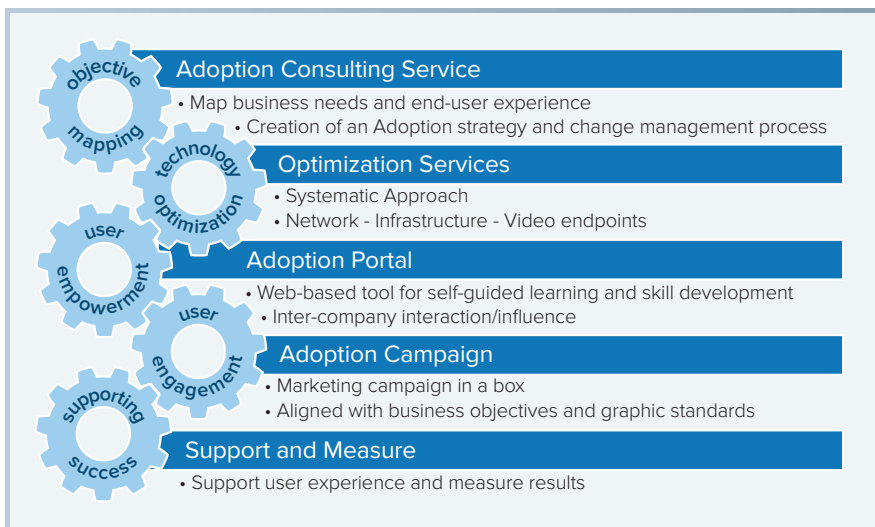
Services overview

The objective of the Adoption Campaign is to provide you with standardized content and creative marketing assets to build your own internal marketing campaign. With it, you facilitate and promote adoption of the video conferencing solution throughout your internal organization while minimizing demand on your marketing and IT teams. The Adoption Campaign is offered as part of a complete Adoption Services methodology that includes five stages: Adoption Consulting, technology optimization services, the Adoption Portal, the Adoption Campaign, and high-touch support.



Benefits

- Promotes buy-in of your organization’s collaboration goals
- Minimizes the demand on your marketing and IT teams
- Increases the return on investment of the video conferencing products
- Improves overall levels of employee productivity
- Educates and motivates end-users about video collaboration



Our Approach

The Adoption Campaign reinforces the benefits of video collaboration and introduces a “Go video” movement to the organization. It is designed as a complete collateral package that includes the following components:

- **Banners**—At 84.25 in (2140 mm) tall, these free-standing banners are intended to command attention at the main entry ways at your business sites.
- **Posters**—These large-format prints reinforce messaging throughout your organization with placement in high-traffic areas like break rooms or elevators.

The banners and posters can be customized by using a pre-built library of content. The customizable elements include the main photo, headline, call-to-action (e.g. a web address where the viewer can go to learn more), and your business logo.

- **Email campaign**—Composed of 10 concise messages, this standardized email campaign addresses four business objectives: productivity/efficiency, work/life balance, lowering costs, and decreasing environmental impact. The goal of the email collaboration and highlight the benefits as well as video conferencing functions and best practices. Distribution of these emails internally over the course of 10 weeks sustains interest and engagement.

- **Polycom® HDX® remote control docking stations**— Keeping the remote and key information within reach, these free-standing holders for remote controls make video conferencing easy when you enter the room. The holders include instructions for common functions and your business logo.
- **Ambassador kit**—You can enhance the peer-to-peer influence of the campaign by designating “Video Conferencing Ambassadors.” These individuals receive ambassador kits that include instructions on how to generate interest and excitement in video collaboration, as well as a laptop skin that creates a visual cue of their role in the campaign. The Ambassadors are encouraged to act as resources for their peers throughout the Adoption Campaign.

Additional resources

For the purposes of the service, Polycom provides a marketing coordinator to assist you. The marketing coordinator acts as the main point of contact and manages the review process of the collateral layouts you choose before the production starts.

Purchase options

The Adoption Campaign components can be purchased in the following package options:

Option	Pull-up banners	Wall posters	Ambassador kits	Remote holders	Emails
Starter	5	20	5	10	10
Small	10	40	10	20	10
Medium	30	120	30	60	10
Large	50	200	50	100	10

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About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

Polycom, Inc.
1.800.POLYCOM
www.polycom.com

Polycom Asia Pacific Pte Ltd
+65 6389 9200
www.polycom.asia

Polycom EMEA
+44 (0)1753 723282
www.polycom.co.uk

