

IDEA BOOK

# 13 Compelling Use Cases for Polycom® RealPresence Centro™









## Polycom RealPresence Centro—A First in Team Collaboration

RealPresence Centro is the first visual collaboration solution purpose-built so that the technology is no longer a distraction to engagement and interaction, but rather a seamless, empowering experience that defies distance. RealPresence Centro embraces natural human instincts and advanced technology to draw people together into a powerful, collaborative circle, giving everyone equality of contribution regardless of where they are located. It serves as a powerful collaboration and content sharing hub.

RealPresence Centro's innovative approach to room layout allows everyone to easily see and be seen, no matter where they are in the space. Unlike traditional conference rooms, RealPresence Centro is designed to be paired with furniture that supports comfort and the desired ambiance. Comfort is essential for teams involved in innovating and making decisions for hours at a time. You can move RealPresence Centro to wherever a meeting needs to occur within your facility; giving you maximum flexibility with full audio, voice, video, and content sharing functionalities. RealPresence Centro transforms how people collaborate so your teams can realize maximum productivity, wherever they are.

View the following illustrations for examples of the flexibility and adaptability of the RealPresence Centro solution in any industry and collaboration space.

# Advertising Agency

## Use Cases

Design agencies bring together top creative talent from across the globe to advance the marketing objectives of the world's leading brands. Collaboration is a natural state of the industry, as professionals brainstorm, ideate, and provide feedback to bring to life original concepts and campaigns that engage end users. From initial agency-client consults, to conceptualizing, progress updates, reviews and approvals, design agencies employ collaboration at every stage of their business.

- Brainstorming/strategy sessions
- Annotate on digital whiteboards
- Work with freelancers and external vendors
- Review production schedule, concepts, and deliverables
- Allows equal input, regardless of position at agency

## Challenges

Collaboration is a driving factor for design agency success. However, poor quality or disparate collaboration platforms can lead to miscommunication, lost productivity, and frustration. Other challenges include:

- Multiple contributors for a project, some internal and external to the organization
- Collaboration technology is too complicated. Users expect the simplicity of consumer devices.
- Difficulty connecting global design resources for a productive, agile working session
- Need to attract the Millennial workforce, who expects the latest collaboration technologies

## Solution

Deploying RealPresence Centro empowers your collaboration with clarity, ease, and a natural sense of in-the-room presence. Creatives and clients achieve more together when technology is intuitive and unobtrusive; and video, audio, and content sharing is crystal clear. RealPresence Centro gives design agencies a collaboration advantage unlike any other system on the market.



Eight in-room participants, far-end participants, and content display monitor

# Architecture and Industrial Design





Five in-room participants, far-end participants, and content display monitor

Educational Training



Large Classroom—Fifteen in-room participants and a far-end instructor



Medium Classroom—Thirteen in-room participants and multiple far-end participants



Small Classroom—Eleven in-room participants and a far-end instructor

Finance



Four in-room participants and a far-end participant

Government and Federal Agency





Eight in-room participants, far-end participants, and content display monitors

# Hardware Design



Three in-room participants, far-end participants, and a content display monitor

Healthcare



Three in-room participants and a far-end participants

Higher Education



Four in-room participants, a far-end participant, and a content display monitor

Legal





Five in-room participants and far-end participants

Oil and Gas



Six in-room participants and far-end participants

Pharmaceutical



Three in-room participants with content focus

Retail



Four in-room participants and far-end participants

Software Development





Six participants with content focus



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