4 GREAT MYTHS ABOUT CLOUD VIDEO SERVICES

1. **ONCE I COMMIT TO CLOUD VIDEO, I’M LOCKED INTO CLOUD VIDEO.**

   **THE REALITY**
   Make sure the cloud video services solution you choose comes with enough options to fit your unique collaboration needs for both today and tomorrow. It should work the way you already work, not the other way around. With a Polycom-powered cloud video service based on the RealPresence Platform, small businesses can get the service flexibility they need to scale their company—while seasoned enterprises can add new cloud-based video capabilities without losing their valued investments.

2. **“CLOUD VIDEO SERVICES” IS A POLITE WAY OF SAYING “LESS THAN ENTERPRISE-QUALITY.”**

   **THE REALITY**
   Not true. Choose the right cloud video solution and you receive the same enterprise-grade experience you expect from a traditional enterprise video conferencing system. It’s secure, reliable, high-quality video and content-sharing—it’s just delivered via the cloud instead of on-premises.

3. **CLOUD VIDEO IS ONLY FOR ON-THE-GO USERS.**

   **THE REALITY**
   Just because your video services come from the cloud doesn’t mean it only works on mobile devices. The right cloud video solution enables face-to-face collaboration for anyone at any time on any device, whether they’re on the road, in the field or at the office.

4. **CLOUD VIDEO SERVICES COME WITH A STEEP LEARNING CURVE.**

   **THE REALITY**
   No. The right cloud video solution is intuitive, easy-to-use and easy-to-deploy. Better yet, it can seamlessly integrate with any tried-and-true video conferencing technology you might already have—from Microsoft, IBM, HP, Cisco and more. In fact, it can often be easier to evolve to cloud video since upgrading and change takes place at the data center, and end users just reap the benefits.

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SO IS CLOUD-BASED VIDEO RIGHT FOR YOU?

Intrigued by cloud-based video and the user-friendly collaboration it can bring to your organization? Then it’s time to choose a service. Remember, though, not all cloud video services are created equal. It’s important to consider the following pearls of wisdom when choosing a solution that’s right for you.

1. **FREEDOM OF CHOICE = FREEDOM TO GROW**

   Make sure the cloud video services solution you choose comes with enough options to fit your unique collaboration needs for both today and tomorrow. It should work the way you already work, not the other way around. With a Polycom-powered cloud video service based on the RealPresence Platform, small businesses can get the service flexibility they need to scale their company—while seasoned enterprises can add new cloud-based video capabilities without losing their valued investments.

2. **TRUST THE TRACK RECORD**

   Enter into the cloud video services world with confidence. Polycom RealPresence Cloud is designed to integrate with any Zoom Rooms deployment, taking advantage of the technology stack and on-premises infrastructure. For example, the new and improved Zoom Rooms Bridge, which takes Zoom Rooms meetings and streams them to the Polycom RealPresence Cloud’s Anywhere meetings app, ensures a smooth experience for customers.

3. **YOUR VIDEO PERSONALITY MATTERS**

   What does the cloud video solution you use say about your company? Do you really want to have your next critical client presentation over the video-chat app du jour? Polycom is the professional collaboration platform of choice for a wide range of businesses, from small businesses to the largest enterprises around the world. Polycom RealPresence Cloud allows you to choose the mode of video collaboration that makes the most sense for your business—whether that’s online, on-premises, or a hybrid of the two.

4. **ALWAYS THINK BIG PICTURE**

   The cloud technology movement is one that demands action from every business. Why settle for a solution that locks you into something today that you might outgrow tomorrow? Do you really want to be stuck with a video conferencing vendor who can’t meet your needs now but will interfere with any additional video conferencing needs in the future (e.g., on-premises, hosted hardware and software, and managed)? Polycom RealPresence Cloud is one part of the complete Polycom portfolio, meaning that wherever your business decides to go, Polycom has the solution to help you get there.

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READY TO LEARN MORE ABOUT POLYCOM-POWERED CLOUD VIDEO SERVICES?

Call a Polycom partner today to discuss a video solution that’s perfect for you.

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