



POLYCOM®

**Polycom Education Honors
Program**

Education Market Team

Education – Honors Program Overview

- ▶ What is the “Polycom Honors Program”?
- ▶ Objectives of the program
- ▶ Program eligibility
- ▶ Where can this program be offered - duration?
- ▶ What are the program components (the offer)?
- ▶ How does it work – end-user, channel scenarios
- ▶ Product details

What is the Polycom Honors Program?

- ▶ A long-term comprehensive marketing program targeting the education segment
- ▶ Intended for education institutions to promote the use of Polycom equipment through our channels at an affordable rate while providing meaningful “value-add” training, memberships, service options, and content
- ▶ Designed to increase the utilization, adoption and optimization of selected solutions

Objectives of the Program

- ▶ To increase awareness of Polycom solutions in the education community that can create more educational equity, enhance instructional design, provide access to content/culture, stimulate professional development and increased student enrollment
- ▶ Offer a combination of technology and other mission critical elements so educators can teach with ease
- ▶ Create more customer success!

Program Eligibility

- ▶ This program will be offered through our channel partners to the following institutions:
 - Any registered college, library, university, teaching hospital, education consortium, education association, primary/secondary (K-12) schools and non-profit entities that deliver education/training services.

Where Can This Program be Offered - Duration?

▶ Duration

- Launch June 1, 2005
- Ongoing education program with quarterly reviews.

▶ Location

- Global

What are the Program Components (the Offer)?

- ▶ An “Educational Manufacturers Discount” offered as a pass through the channel for education end-users
- ▶ Membership in a national distance learning association varies by countries
- ▶ Specialized applications training
- ▶ Green Screens

Content and Training: Mission Critical

- ▶ **Goal: Increase utilization of the equipment!**
 - No longer will equipment sit in the corner unused
 - Applications training (IVC Awareness Session)
 - Provides custom designed session if requested

- ▶ **Goal: Polycom provides educational opportunities for utilization**
 - Content searchable database
 - CAPspace (collaboration networking site)
 - Special events
 - E2Bconnect (education to business) professional network
 - Professional associations

What Products and Services are Eligible?

A discount is offered on certain products from the areas below. An extensive equipment list can be found at www.polycom.com/education

- ▶ **Network Infrastructure**
- ▶ **Voice Solutions**
- ▶ **Video Solutions**
- ▶ **Vertical Solutions**
- ▶ **Firewall Solutions**
- ▶ **Services**

How Does it Work

1. Qualified educational institution works with Polycom Territory or Channel Manager to complete the Honors Application. Territory or Channel Manager must sign off on all Applications.
2. Educational institution submits a purchase order and a completed copy of the Honors Application to the reseller of choice.
3. The reseller submits a new purchase and Honors Application to Polycom Order Management for fulfillment.

Terms and Conditions

1. Channel Partner must submit a NEW purchase order and Application to Polycom Order Management with copies of the completed Honors Application.
2. The order must be shipped from Polycom directly to a single end-user location.
3. This offer is available only to Certified Polycom resellers. This offer is void where prohibited or otherwise restricted by law.
4. This offer may not be combined with any other promotional offer except the *Polycom Preferred program. Polycom reserves the right to cancel or modify this program at any time.
5. Sales to non educational entities, Polycom Channel Partners and/or employees or family members do not qualify.
6. Shipping costs of drop shipment are the responsibility of the end user.
7. Polycom has the right to deny all orders that do not meet the criteria outlined in this document.
8. Program will continue until terminated by Polycom.

*UK Exception

Program Source Documents Location

- ▶ Honors application
- ▶ Approved equipment and services list
- ▶ Academic training description
- ▶ Professional membership information
- ▶ Green screen demo
- ▶ Customer presentation

www.polycom.com/education



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Thank You!