Polycom and BroadSoft - Hosted Solutions for HD Voice and Video

Polycom’s voice and video solutions combined with the BroadSoft® BroadWorks® platform provide a complete, cost-effective hosted Unified Communications solution for businesses of any size.

As visual communication becomes easier to use and supports lifelike quality, many businesses now consider it to be strategic to their success. Video conferencing was previously relegated to larger enterprises with deep IT support resources in place, but now BroadSoft and Polycom together enable service providers to deliver unified voice and video to SMBs and Enterprises as a hosted service. Cloud-based hosted video conferencing with BroadCloud™ Video is the latest milestone marking the success of Polycom’s Open Collaboration Network strategy with BroadSoft. Polycom and BroadSoft empower service providers to create services that allow organizations of any size to capitalize on life-like video service and HD Voice™ to make faster, better decisions, increase productivity, and reduce costs.

Service provider opportunities with Polycom and BroadSoft

Hosted video services are gaining traction

Building on Polycom’s long-standing ten-year relationship with BroadSoft offering reliable, deep integration of Polycom voice solutions with the BroadWorks application platform, the Polycom and BroadSoft solution now extends the benefits of hosted solutions to include video. Polycom’s relationship with BroadSoft enables service providers to deliver greater business value through new offerings that immediately impact business productivity, reduce the need for business travel and lower an organization’s carbon footprint. With BroadSoft’s new BroadCloud™ Video service and Polycom personal and room based video conferencing endpoints, high quality multi-party video conferencing for the SMB market has never been easier.

Service provider opportunities for growth

Deploying high-quality visual communication services requires capital expenditures in equipment and bandwidth as well as investments in ongoing network maintenance and IT staff training. Not surprisingly, many enterprises are reluctant to deploy visual communications services on their own. For the small or medium sized business with limited IT staff, undertaking a customer owned and maintained UC solution including video is nearly impossible to imagine. Larger enterprises often operate a heterogeneous IT environment where voice and video operate independently over disparate networks and can require a significant investment in both network build out and IT resources for support. This creates a significant opportunity for service providers to add visual communication services to their hosted and managed service portfolios. Service providers who deploy cost-effective, reliable, high-quality video conferencing will be poised to take advantage of an already sizable managed service market that is projected to experience a 162.4% compound annual growth rate between 2008 and 2015.1

10 Reasons customers are choosing hosted UC

- Lower Total Cost of Ownership (TCO) – no expensive boxes or systems required.
- Minimal IT Support Required – compare that to owning an IP-PBX.
- Operating vs. Capital Expense – low monthly fee instead of a large up-front purchase or lease.
- Business Continuity – your UC system resides in redundant and secure datacenters.
- Scale Up/Scale Down – total flexibility. Easy to manage. Quick to deploy.
- More Functionality – HD Voice, Video and Applications. Integrate with Microsoft® Outlook, IBM® Sametime®, or your CRM system.
- Automatic Upgrades – upgrades are done by the service provider in the background.
- Productivity Anywhere – communicate from a desk, a conference room, or on the road.
- Video Calling – is as easy as making a phone call.

The visually oriented professional class customer
Visual communications enhance the collaborative experience and help build relationships. Architects, designers, consultants, venture capitalists, law offices, engineering firms and other professionals often rely on face-to-face meetings to experience the benefits of visual cues and facial expressions when communicating. Video services can significantly enhance the communications experience when face-to-face meetings are not possible. Polycom video solutions combined with the BroadWorks platform and the BroadCloud™ Video service seamlessly extend clear, high definition video to home offices, conference rooms, mobile users, branch sites, and beyond.

Start with voice, upgrade to video
Desktop voice solutions from Polycom enable clearer, more productive conversations for any office, home office, or other desktop location. To broaden the appeal and scope to a more complete UC services offering, service providers must be able to offer video communications from the same cloud-based architecture that already supports their hosted Polycom voice services. Video is becoming ubiquitous and needs to be within the sights of most companies’ communications strategies. While hosted voice services may still account for a majority of today’s customer base, a service provider without hosted video services options may find themselves at a competitive disadvantage if they do not offer their customer a vision of success and expansion into a more complete UC solution that includes video and applications. Existing customers can easily add Polycom video conferencing with BroadSoft’s new BroadCloud™ Video service.

Web 2.0—it’s all about applications
The value of Unified Communications is fully realized when integrated to the customer’s business processes and applications. Using BroadWorks and its tight integration with business applications from companies like Microsoft, IBM, and Google, service providers are able to offer “UC as a Service”. With BroadSoft Xtended, over 2,000 application developers are integrating carrier-grade BroadWorks voice applications with the leading Web 2.0 solutions, “giving voice to Web 2.0”. Several Polycom ARENA Application partner solutions utilize the Polycom software development kit (SDK) to integrate Polycom endpoints with BroadWorks voice applications.

Open architecture, unified communications
Utilizing open, non-proprietary architectures enables service providers to choose from best-of-breed solution elements and ensures their infrastructure investments are protected. Single-vendor proprietary solution architectures can impose upgrade requirements that sometimes extend far beyond a particular new or upgraded solution element. This can trigger a chain reaction of upgrades in the overall solution that can prove to be very expensive to the service provider. Open standards-based solutions offer the service provider more choice and lower total cost of ownership (TCO).

The Polycom and BroadSoft solution
Unified communications for any size organization
Polycom and BroadSoft offer a range of solutions that are designed to fit a variety of organizations—and grow with those organizations as their needs expand.
Desktop Phones—Polycom SoundPoint® IP desktop phones are engineered to deliver a superb experience.

Conference Phones—Polycom SoundStation® IP conference phones provide stunning performance and flexibility for nearly every type of room.

PC Speakerphones—Polycom Communicator™, the ultimate hands-free calling experience from your PC.

Business Media Phone—Polycom VVX™ 1500 unifies voice, video and applications capabilities into simple-to-use device.

Conferencing Infrastructure—Highly scalable and secure conference infrastructure - Polycom RMX® 2000, RMX 4000, and DMA® 7000 solutions enable lifelike voice and video group conferencing.

Telepresence and Video—Polycom offers the broadest range of high quality, open standard video conferencing endpoints for use with BroadCloud™ Video and Enterprise configurations.

BroadWorks—BroadSoft’s BroadWorks platform delivers communication solutions that integrate video, fax, voice and email communications for businesses and consumers worldwide:

- Communications delivered in a single instance, removing the complexity and redundancy of multiple PBXs, thereby lowering CAPEX and delivery costs
- Simplified management and administration of the service
- Carrier-grade scalability, reliability and call quality
- Integration with IT Applications like Microsoft Outlook/ OCS, IBM Sametime, Salesforce CRM, Google Apps
- Standards-based applications programming interfaces (APIs) such as the Xtended Services Interface (XSI) that integrate V2Connect with Web 2.0 applications
- The extension of PBX features to mobile devices, independent of the network (BroadWorks Anywhere).

BroadCloud™ Video—makes the addition of multi-point video conferencing simple and affordable.

Five questions service providers should ask vendors claiming to offer UC solutions

1. Are the UC solution elements designed for interoperability from the ground up, or do they rely on non-standard/closed proprietary protocols?

2. Are the protocols supported by IMTC or IETF industry standards bodies? Some proprietary protocols are incorrectly positioned as “open standards” by a vendor’s publishing the protocol specifications.

3. Does the vendor have well-rounded solution portfolios in voice and video, including video endpoints optimized for every vertical market and customer need?

4. Does the call control platform seamlessly integrate with the endpoints and infrastructure elements to deliver a compelling customer experience?

5. Do the video systems include bandwidth saving features such as H.264 High Profile?

Cloud-based video conferencing

BroadCloud™ Video service utilizes Polycom® RealPresence™ Platform components like the Polycom RMX series multipoint conference solution to deliver high quality “virtual meeting rooms” on-demand, and the Polycom DMA 7000 solution, a network-based application for managing and distributing calls across collaboration networks, utilizing a highly reliable, scalable architecture. The service supports standards based desktop and room systems. Polycom offers the broadest range of high quality standards based video end-points that serve different price points and vertical market needs; from retail kiosks to healthcare practitioner carts, from rugged judicial wall units to instruction units with whiteboards, from business media phones with video to conference room systems. The solution from BroadSoft and Polycom allows service providers to focus on sales and growing revenue without a substantial investment in infrastructure, testing, and support that would be required if the service provider were to attempt to design and build their own multi-party conference service themselves. Service providers can now complete their hosted service portfolio offerings to scale to customer’s growing needs for new UC services like video conferencing, services that will differentiate them from their peers that only do VoIP.

Polycom Choice Partner Program for service providers

Polycom offers a support network of knowledge, programs, tools and resources specifically designed to help you sell Polycom solutions. Members of the program have access to co-marketing programs, demo programs, financing and a variety of customizable sales and training tools to help launch your UC voice and video services.
Learn more

Visit us at www.polycom.com/broadsoft to speak with your Polycom channel representative or email broadsoft@polycom.com today to get started with the addition of video to your hosted UC voice services offering.