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.
Design 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.
Seven in-room participants, far-end participants, and content display monitor
Use Cases
Today’s learning is characterized by flexibility and diversity, with access to a variety of subject matter experts and learning opportunities both inside and outside the traditional learning environment. Students—whether adults or children—learn better when all senses are engaged. RealPresence Centro allows people to see each other—laugh, scowl, be animated, talk with their hands—while hearing every nuance and every voice, in a form that allows for collaborating with whiteboards, documents, videos, and more. Stand up, sit down, dance—learn the way you learn best.

• Higher Education institutions deploy video-enabled distance learning environments and research labs allowing students and professors to work in small groups on projects and collaborate with companies regardless of location
• Promote greater interactions, content sharing, and engagement among teachers and students
• Give faculty the tools to engage students with more interactive and innovative experiences
• Bring in subject matter experts virtually for cultural and educational enrichment
• Increase productivity and improve operational efficiencies by streamlining communications
• Meet or increase student enrollment levels—as geographical limitations are eliminated

Challenges
Education today faces major changes as primary, secondary, and tertiary educators address global opportunities, challenges, and needs. Educational institutions must develop students as global citizens. They must also meet organizational imperatives to operate more efficiently and deliver programs that attract talented students and faculty from around the world. Additional challenges include:

• Providing personalized and virtual learning opportunities that are flexible, affordable, and accessible
• Driving student progression through completion while controlling costs
• Optimizing scarce resources while reinventing education and improving its effectiveness
• Improving student services and increasing campus safety and security

Solution
RealPresence Centro connects the highest quality with the lowest bandwidth requirements in the industry to provide the best experience for educators and students. This all-in-one solution consolidates the normal classroom equipment; 4 mounted displays, 2 automated cameras, and ceiling microphones into one powerful device. RealPresence Centro is built with flexibility in mind. The mobile unit can easily be rolled into another part of the room for a quick reconfigure of the student seating arrangement. White boarding capabilities and integration into other UC platforms along with Polycom’s streaming and archiving capabilities provides a robust end-to-end solution, which enables access, quality, and an experience like no other.
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

Use Cases
Financial organizations continually strive to grow their portfolio holdings, improve customer services, and retain and grow their talent pool.

- Mergers and acquisition service, management
- High-net-worth account management
- Investment research
- Application development
- Career development

Challenges
To provide a truly collaborative environment that breaks down geographic and cultural barriers for internal operations, while staying flexible enough to grow the business. Additional challenges include:

- Connecting B2B and B2C in highly collaborative and secure sessions
- Ensuring personnel data is secured over remote connections
- Fostering collaboration for geographically and culturally dispersed teams
- Attracting, hiring, growing, and retaining top talent requires companies to continually innovate in the workspace

Solution
RealPresence Centro delivers a unique collaborative experience to any room, desktop, or mobile device. Deep interoperability with Microsoft Skype for Business allows organizations to expand their reach beyond the typical boarders of the conference room to business and consumers alike. RealPresence Centro’s innovative design places remote teammates and their work product at the center of the conversation, not on a far wall where people are often left in traditional video conferencing approaches. Sensitive information is protected through industry-standard encryption and never saved in the room no matter how the content is shared—wired, wireless, or USB. RealPresence Centro fits perfectly with the desires of the Millennial workforce where the collaborative work product takes precedence over individualism. Personnel career growth can accelerate through internal training programs led by subject matter experts in a unique classroom setting that connects mentors to mentees on any career path.
Four in-room participants and a far-end participant
Government and Federal Agency

Use Cases
Governments and agencies collaborate with each other and with citizens on many levels for discussion, hearings, meetings, and decision-making. Video conferencing and collaboration allows them to expand their reach while saving on travel and associated costs of in-person meeting or representation.

- Command & Control Communications, Intelligence, Surveillance
- Collaborative briefings and reporting processes
- Mission planning or ad-hoc response scenarios
- Humanitarian efforts, disaster relief coordination
- Judicial Services including remote testimony, expert witness, arraignment, preliminary hearings, parole board activity, human services coordination

Challenges
Today’s global governments are faced with the growing challenges of having to do more with less resources, higher volumes and caseloads, overcoming remote distances, and needing to keep pace with citizens’ and employees’ expectations for technological advances. Users expect easy, connected, experiences that allow them to work and respond on-the-go. Additional challenges include:

- Needing to “work in new ways” that produce tangible results
- Improving services to citizens
- Increasing readiness for military and first-responders
- Complying with legislative requirements
- Guaranteeing information assurance and cyber security

Solution
When RealPresence Centro is adopted within departments and agencies, immediate return-on-investment is realized. Customers are reporting that they are experiencing resource and time savings, cost avoidance, efficient workflows, open transparent communications, compliance with regulatory requirements, and human factors friendliness. RealPresence Centro allows governments and agencies to collaborate and facilitate better services for all involved.
Seven in-room participants, far-end participants, and content display monitors
Hardware Design

Use Cases
Architects, industrial designers, hardware engineers, and manufacturers rely heavily on the visual aspect of their daily work to communicate. Designers require extensive collaboration during ideation, concept, and refactoring sessions to complete quality output.

• Internal PCB design review across company sites
• Industrial design collaboration meetings with global manufacturing specialists or OEM partners
• Manufacturing floor to HQ quality assurance and response meetings

Challenges
Being able to clearly see content and hear input is imperative for professionals to obtain the review, feedback, and approvals of their work. Additional challenges include:

• Imagery must be of the highest possible quality
• All participants must be able to connect to internal and external resources without complex network changes or inconsistent user experience
• Video collaboration must have a high level of interoperability to support anywhere connections from room, desktop, and mobile

Solution
RealPresence Centro delivers the highest quality content locally within the room (when not on calls) or across vast distance to other designers or vendors. The ability to include all stakeholders by providing an equitable experience means that each voice is heard. The result of these integrated sessions is the highest possible quality experience. RealPresence Centro allows freedom of movement where users are able to walk to digital touch displays without having to move cameras. Incredible microphone pickup never misses a syllable no matter the dialect.
Three in-room participants, far-end participants, and a content display monitor
Use Cases
Healthcare providers’ ability to provide high quality, transformative patient care requires deep and wide collaboration within their own teams, facilities, across specialties and with other health systems.

- Grand Rounds
- Multi-Disciplinary Team Meetings (MDT)
- Care Coordination

Challenges
Healthcare professionals need to be able to easily consult with other providers as the need arises without losing time to cumbersome collaboration equipment setup or login. Health systems are challenged with extending specialty care to rural patients, and face limited resources to provide that care. Additional challenges include:

- Grand Rounds—Healthcare organization struggle with spreading the body of knowledge of medicine from those who have it, to those who don’t
- Multi-Disciplinary Team Meetings (MDT’s)—Bringing various team members together to make a decision that is best of for the patient is often challenging, given the realities of geography and demographics Care Coordination. Coordinating care across all members of the healthcare team and family/caretakers has been a challenge given the reality of large travel distances.

Solution
RealPresence Centro provides the highest quality collaboration experience. It is easy to use, can be moved from room to room, and allows for impeccable visual and audio acuity. Medical professionals can use it to complete virtual grand rounds. Multi-disciplinary team meetings are brought together in a highly interactive environment to make the best clinical decisions. Clinicians at the Center of Excellence or the hub can utilize RealPresence Centro as a way to reach out to family, rural clinicians, and others to coordinate care.
Three in-room participants and a far-end participant
Open Concept Collaboration

**Use Cases**
New “open collaboration” spaces are the latest addition to many workplace and educational environments.

- Designed to promote a culture of sharing
- Is an evolution of the coffee shop experience where friends and colleagues meet
- Adds a level of partnership among students and employees at all levels
- Promoted with potential employees as a way the organization is a fun, inviting, and forward-leaning company

**Challenges**
Open environments come with distractions as well as flexible space that requires technology that is agile, flexible, and able to empower focused collaboration. Additional challenges include:

- Any “open” resource must be able to handle active background noise without distraction
- Open collaboration must be spontaneous and easy-to-use
- Systems must be flexible to move within the space easily
- Must be bullet-proof and work every time

**Solution**
RealPresence Centro can be deployed in open collaborative spaces such as lounges, common areas, or bullpens. Companies can leverage Polycom Acoustic Fence technology to reduce audio distractions into the video session. The tight integration into Skype for Business and robust interop with industry standard conferencing means that anyone can connect anytime with a simple touch. Need a new room configuration to support a furniture upgrade or company meeting? Simply roll RealPresence Centro to the other side of the room.
Four in-room participants, a far-end participant, and a content display monitor
Legal

Use Cases
Legal services incorporate the use of expert input into research and legal cases, communications between clients and attorneys, communication with other legal team members, all of which must be done with high levels of content security.

- Subject Matter Expert, SME consultation
- Collaborative strategy sessions
- Business services

Challenges
Legal cases require a great deal of research and expertise from those inside and outside the typical law firm. Connecting these experts securely and easily ensures success for the client and the firm. Additional challenges include:

- Subject Matter Expert consultation—Collaboration with subject matter experts can drive client expenses high and firm margins low. Logistical challenges also exist getting experts to distant locations for undetermined amounts of time.
- Strategy sessions—A legal strategy requires that everyone is on the same page and the decisions are and remain secure.
- Business services—Whether a firm needs to collaborate in the local office or across the country the workflow must be intuitive and consistent.

Solution
Extending a legal firms’ expertise to global resources means that you can provide the best service at the lowest cost. Deploying RealPresence Centro as a part of your overall collaborative strategy enables an unsurpassed experience. RealPresence Centro places remote participants and their content in the center of the conversation and keeps everyone focused and productive. Polycom solutions are secured through the highest levels of encryption, compatible with traditional endpoints and easy-to-use with Skype for Business interoperability.
Five in-room participants and far-end participants
Energy

Use Cases
Global energy companies represent some of the most challenging environments for collaboration technology. The depth and breadth of company involvement in energy development, petrochemical research, environmental stewardship, and more, requires an immense amount of collaboration and coordination.

- Exploration through technology
- Petrochemical product development
- Emergency operations
- Education and training

Challenges
Extremely remote locations, quality, limited bandwidth, and emergency preparedness present a challenging environment for video collaboration. Additional challenges include:

- Extreme remote locations such as deep-water exploration and remote oil fields push the limits of bandwidth and quality
- Connecting petrochemical scientists to third party developers and vendors
- Providing a focal point for critical emergency operations
- Training, safety, continuing education, and rotational education requires flexible solutions that can adapt to the room dynamics as situations change

Solution
RealPresence Centro connects in the highest quality with the lowest bandwidth requirements in the industry. RealPresence Centro can share high-quality seismic mapping and remote reservoir mapping in an equitable distribution to all participants. RealPresence Centro is part of a large solution portfolio that connects standards-based video collaboration and Skype for Business, connecting energy companies and vendors around the world. The delivery of imagery for effective emergency preparedness depends on competent response teams. Developing these critical first responders takes education and practice. RealPresence Centro can act as a command and control center where team members representing safety, health and environment; public and government affairs; technical advisors can plan and coordinate effective responses.
Six in-room participants and far-end participants
Pharmaceutical

Use Cases
Pharmaceutical companies conduct extensive research and development, interact with multiple vendors and agencies, as well as employ multi-disciplinary team meetings—all of which require collaboration that allows everyone to be equally seen and heard.

- Research and Development
- Cross Functional Team Development
- Connect to vendors, bio medical research facilities
- Train pharmaceutical field personal

Challenges
Bridging long distances, ensuring easy access to collaboration technology for all who contribute to product research, development, marketing, and distribution is imperative to remain competitive in the pharmaceutical industry. Additional challenges include:

- Research and Development—Expertise to develop new drugs is located in a variety of locations including universities, bio-med companies, and within the pharmaceutical facility itself
- Cross Functional Team Development—When developing new drugs/products, team members are located in different locations in which impactful communication from a distance is critical
- Connect to vendors, bio medical research facilities—To develop a drug, many different vendors, researchers, and bio medical organizations need to collaborate and are often in different locations
- Train Pharmaceutical field personal—Pharmaceutical reps are located in all locations, providing timely interactive training is crucial as drugs change and advancements are made

Solution
RealPresence Centro provides the most life-like experience to those in the room and on the screen. It allows research and development to share content through secure connections, cross functional teams to meet in highly interactive environments, easy connection to vendors, bio medial and research facilities, and facilitates impactful, interactive training for pharmaceutical field personnel.
Three in-room participants with content focus
Retail

Use Cases
Retailers collaborate with vendors, agencies, and store locations on a continual basis to improve merchandizing, marketing, advertising, and training.

- Collaborate with team members in different locations
- Meet with vendors and agencies
- Conduct training

Challenges
Travel costs, lost productivity, and time away from family and friends is a constant drain on company resources. Hiring and retaining top talent requires companies to think differently about how video collaboration can empower their workforce while simultaneously keeping them happy. Additional challenges include:

- Miscommunication due to poor quality web conferencing where users crowd around a single display to work on visual assets
- Global retailers may struggle to achieve global brand consistency or effective localization

Solution
With RealPresence Centro marketers can collaborate with agencies more frequently without increasing fees as travel time is converted into meeting time. Face-to-face communication across global offices builds the empathy required to launch campaigns and merchandizing designs that are relevant and effective worldwide.
Four in-room participants and far-end participants
Architecture and Industrial Design

Use Cases
Architectural and industrial design firms collaborate with creative professionals, clients, vendors, and others to achieve optimal results.

• Design firms looking to integrate the most appropriate technology into new collaborative spaces
• Meetings where people from different functional areas (design, engineering, production) can share visual designs in the highest quality with customers and peers
• Collaborate with remote manufacturing floors and vendors
• Long working sessions where product development takes iteration phases
• Luxury design and furniture companies can leverage RealPresence Centro both for the design phrase of furniture, as well as for remote showroom tours or for virtual appointments with customers

Challenges
Poor quality video conferencing often does not allow for the content sharing, high quality visual, and audio that these firms need. Additional challenges include:

• Sharing digital whiteboards with the ability to mark-up and save content
• Connecting B2B is sometimes difficult, if not impossible, for visual collaboration
• Typical conference rooms are not built for comfort or movement within the room
• Remote consumers cannot always make it to the design company for tours and appointment
• Designers should be enabled to schedule virtual appointment and tours of the showrooms

Solution
RealPresence Centro supports large secondary displays of virtually any size for sharing high-quality content with annotation. Tight integration into Microsoft means that anyone can connect anytime. RealPresence Centro is designed for the new collaborative workspace where people sit in comfort and conduct business for minutes or even hours at a time. Architectural and industrial design firms will benefit from having a powerful, highest quality, agile collaboration system that empowers them to work more effectively.
Software Design

Use Cases
Software design has an incredible impact to our personal and work lives. Nearly every type of business and educational institution has a need to develop in-house applications or contract that work out to 3rd party developers. Software development teams require extensive collaboration during ideation, concept, and refactoring sessions to complete quality output.

- Agile workflow process for concept development and refinement
- Content as a priority for code reviews
- Proof-of-concept reviews on large displays

Challenges
Software development teams are often spread across many time zones. The separation creates gaps in the workflow and understanding of product requirements.

- Inclusive sessions with remote participants where each person feels present and part of the team
- Ability to share high-resolution content on a large display but remain in constant eye contact with remote sites
- Ability to sit in comfort for long periods of time during code reviews

Solution
RealPresence Centro is all-inclusive, bringing local and remote sites together in a collaborative circle. The simple placement of displays at the center of the room means that everyone has an equitable view of the far site participants. The unique 360° camera placement captures each person as they sit, stand or walk around the room. Users never have to consider if they are on camera, which gives them the freedom to walk to the whiteboard or optional touch display to provide guidance to the task at hand. Collaborative teams can sit in comfort for hours at a time on lounge seating. There’s nothing like developing software in this new and engaging environment powered by RealPresence Centro.
Six participants with content focus