



WHITE PAPER

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## Which Support Service is Right For You?

## Introduction

Historically, organizations have invested in support and maintenance contracts as a kind of insurance policy in case anything goes wrong. But as solutions such as video collaboration and the ways in which they are used have become increasingly sophisticated and mission-critical, the classic break/fix model is rapidly being enhanced by support programs focusing on individual customer success and positive business outcomes.

Admittedly, if something does go wrong, you need the reassurance that your solution will be up and running again quickly and with minimal disruption to your business. But whether you are using video, voice, or software solutions from Polycom; your infrastructure is on-premises, hybrid, or cloud-based; or you want support for Polycom and possibly third-party endpoints—for a relatively small investment, Polycom support services can help you make the most of your collaboration solution and resolve a variety of business issues.

This white paper summarizes the range of Polycom support services available direct or through our authorized service partners, their benefits for different types of organizations, and the ‘tipping points’ that make transitioning from one to another sound business sense. It also examines some of the many ways in which Polycom [Premier](#), [Advantage](#) and [Advantage Plus](#) services can be tailored to meet your particular needs.

## What are the options, and what can they do for me?

We understand that budgets are tight, and given the reliability of modern technology, it might be tempting to think that support for your video, voice, or cloud collaboration solution is an expense that may not be necessary. But there are solid business reasons to invest in Polycom support.

- A Polycom support contract reduces your need for, and cost of, specialist internal IT skills to support your collaboration solution.
- Polycom provides replacements for any failed hardware covered under support agreements from an updated and tested spare parts inventory that has the latest releases of software.
- Polycom support options ensure your video, voice, or cloud solution experiences maximize production time so you can focus on your core business activities.
- A single time and materials callout could cost you more than an annual contract, meaning Polycom support services deliver consistent quality and value for money.
- Unlike some suppliers, you can mix and match Polycom’s flexible support options to the criticality of your applications. For example, if you want different levels of support for your infrastructure and endpoints, or need remote support, next business day onsite support, or four-hour onsite support to meet your business needs, these are all available.
- Maintenance support offers considerable enhancements over Polycom’s standard 90-day hardware and software warranties, and 30-day replacement parts delivery.

Given these benefits, which Polycom support service will work best for you? The answer will depend on a range of factors, such as whether your collaboration solution fulfils a mission-critical role within your business; is experiencing increasing utilization and adoption; requires 8x5 or 24x7 support; or you want to access direct input from Polycom subject matter experts to help optimize your solution and its operation.

### POSITIVE BUSINESS OUTCOMES

## Healthcare

A major UK health authority uses Polycom video technology in their teaching hospitals, accident and emergency departments, local general practitioner surgeries, and oncology units throughout the region. The solution enables quicker access to consultants, faster diagnosis, and better patient liaison—as well as distance learning. Polycom support services deliver the reliability and responsiveness needed to operate the system, and ensure teaching staff and students are able to remotely join in with and learn complex operating procedures.

## Premier Support

Polycom requires 12-month [Premier Support](#) with every video and infrastructure solution sale because it lets organizations immediately access the critical resources they need, including:

- Software upgrades and updates, with the latest features, functionality, and enhancements as soon as they are released—accelerating return on investment (ROI).
- Unlimited telephone technical support during normal business hours and extensive online support.
- Next business day delivery of replacement parts, if or when they are needed, and at no additional cost.\*
- Optional next business day onsite support to install the replacement parts.

Premier is also available to non-video and infrastructure customers and is ideal for your organization if:

- You have your own in-house technical collaboration experts available to cover your conferencing usage and address most collaboration challenges.
- You can accept some service interruptions as your need for support is not mission-critical, and technical telephone support during normal business hours can meet your needs.
- Once Polycom's technical telephone support team has diagnosed a problem, receiving a replacement part(s) the next business day works well for you, and there is no need for same-day problem resolution (24x7 support).

Alternatively, choose Premier Software support if you have purchased a Polycom software-only solution and want to access upgrades and updates as they are released.

### POSITIVE BUSINESS OUTCOMES

#### Government

A government ministry of a central Asian country was looking for a support contract for their collaboration solutions that ensured a consistent quality of service, irrespective of where in the country their systems were located, and for which they could pay a predictable, reliable cost. For cultural reasons they were unable to interface with Polycom directly, and preferred to receive Premier support from an internal partner instead. Polycom's network of authorized in-country partners were able to deliver this service, for which the government invested in a multi-year agreement.

## Advantage Support

As soon as your collaboration solution becomes mission-critical, any service interruption will impact your business, making [Advantage](#) the ideal solution. Priority access to 24x7 'follow the sun' support—vital if a collaboration solution spans borders or continents—is the number one reason organizations choose Advantage; along with proactive support from a trusted advisor; and regular utilization and benchmark reports that help with understanding how well they are embracing video collaboration—all for around 15% more than the cost of Premier support.

Choose Advantage if:

- Your organization's use of Polycom infrastructure is mission-critical, or it is being utilized by senior executives or other high profile individuals.
- You want 24x7 priority access to technical experts who know your environment.
- You need a premium service offering insight into your video usage.
- You have limited technical staff or do not have video conferencing experts in-house.

### POSITIVE BUSINESS OUTCOMES

#### Media

A major UK broadcaster uses Advantage to support their global news gathering services 24x7, and ensure that wherever and whenever a news event happens, their correspondents around the world are able to interact and talk about it in real time. Previously, they were struggling to collate, interpret, and provide meaningful management data on video usage among their internal staff, so Advantage's utilization and benchmarking reports help the IT team to be more proactive with their least and most utilized endpoints, and make informed business decisions.

### POSITIVE BUSINESS OUTCOMES

#### Financial Services

One of India's leading diversified financial services groups was seeing a decline in utilization rates and adoption of their Polycom video collaboration solution. By understanding their environment, technical, and business challenges, and identifying the pain points in their process workflow, Polycom was able to position key services to unleash the potential of their existing investment.

\*Local import taxes/duties may be charged.

## Advantage Plus Support

For global organizations with the most demanding, mission-critical video collaboration needs, and therefore high rates of adoption and utilization, Polycom offers the scope and flexibility of supplementing Advantage with [Advantage Plus](#) modules. To qualify for these services all Polycom infrastructure must be covered by an active Advantage service agreement. Currently the following modules are available, with more in development:

- **Business Critical Support (BCS)** is intended to provide the highest level of response and resolution for organizations seeking the maximum degree of video network performance. This includes direct, proactive business and technical support from Polycom subject matter experts who know and understand the customer's video collaboration environment.
- **Infrastructure Remote Monitoring (IRM)** provides always-on 24x7 remote monitoring of Polycom infrastructure products, higher reliability and uptime for mission-critical Polycom video solutions, and decreased demand on an organization's internal IT resources. Always-on remote monitoring resolves over 85% of potential issues before they happen.
- **Technical Account Management (TAM)** is a proactive, personalized support program developed for enterprise customers with mission-critical Polycom solutions that are seeking a consultative relationship with Polycom. The service includes a dedicated, high touch Technical Account Manager with personal responsibility for the customer's environment, who serves as their voice and advocate within Polycom.

You can supplement Advantage with Advantage Plus if you want to:

- Experience the highest level of response and resolution to service requests.
- Enjoy a closer business and technical relationship with Polycom subject matter experts.
- Maximize ROI by increasing successful enterprise-wide adoption of your video solution.
- Reduce risk and the impact of changes throughout the Polycom solution lifecycle.
- Augment your internal IT resources with conferencing and collaboration solutions expertise.
- Select only the modules that meet your business needs.

Premier, Advantage, and Advantage Plus support is available direct from Polycom or through our authorized service partners—as Partner Premier or Partner Advantage—whichever best fits your business needs.

## POSITIVE BUSINESS OUTCOMES

### Financial Services

An established US multinational Financial Services company was struggling to compete with more nimble start-ups, and had invested in Polycom collaboration infrastructure to help differentiate their offering. As part of their migration from Elite Service (which is no longer available to new customers) to Advantage and Business Critical Support (BCS), they invested in a 'trusted advisor' relationship with Polycom to manage, collate, and interpret the results of their utilization and benchmark reports, and so enable them to be more proactive, make better informed decisions, and help drive the success of their solution.

## Cloud Support

Organizations deploying [Polycom® RealPresence Clariti™](#) cloud-ready infrastructure for video (and voice) collaboration can obtain Premier, Advantage, or Advantage Plus software support covering the entire platform, with a single license and on a subscription basis. Coverage is available for Clariti-enabled private, public, and hybrid cloud solutions, and the subscription model offers considerable flexibility; for example, for small to mid-size businesses (SMBs) wanting the ability to rapidly increase or decrease the scale of their infrastructure investment.

## Voice Support

Several voice support options are available to meet differing business needs.

- Premier Service is an ideal solution for organizations that deem their business phones to be mission-critical, and who require technical phone support and advanced parts replacement, have a smaller number of Polycom phones, and do not have in-house VoIP expertise.
- Larger enterprises with in-house VoIP expertise, and that do not require hardware replacement (as they have purchased spare phones as backup should any fail) can opt for Technical Phone Support for Audio Endpoints. Entitlement is on an enterprise basis, which, as a single contract can cover a customer's entire installed base of phones, offers a practical solution for organizations with as few as 2,000 to more than 150,000 phones.
- Organizations looking for an extended insurance policy on their phone hardware can benefit from Polycom's limited lifetime hardware replacement service. For a very low cost, this provides unlimited hardware replacement for Polycom voice products until the End of Support date marking the end of the product's life.

## POSITIVE BUSINESS OUTCOMES

### Recruitment

A US IT staffing and recruiting firm wanted to give their recruiters the ability to enable, record and share video interviews, and had both audio and video conferencing requirements. Uplifting their existing infrastructure from Premier to Advantage, and covering their new infrastructure with Advantage, enabled them to gain 24x7 and priority access to telephone technical support—vital as their upgrades and maintenance are done at weekends to minimize disruption during normal business hours, and they needed out of hours support.

### Support contract renewal and technology refresh

A significant benefit of Polycom support contracts is that when Polycom infrastructure and endpoints reach their End of Life, subject to these solutions running the most recent software release, the contract helps to support migration to the next generation of the product. To ensure organizations can keep up to date with the latest technology available, work with the most current solutions, and maximize ROI, Polycom enables customers to carry forward existing support contracts to new contracts when new Polycom equipment is installed, enabling them to migrate to new solutions at the right time for their business requirements.

### Tailoring your support package to best fit your needs

For many organizations, the above should give you the basic information you need to identify the Polycom support service that matches/meets your business needs. But in addition to these standard packages, Polycom offers considerable flexibility in tailoring support to specific requirements—whether that's in terms of ROI, uptime, response time, network reliability, utilization and adoption, or many other measures of success. Premier, Advantage, and Advantage Plus can be tailored through more than 40 different service options, or prescriptive or custom Statements of Works (SOW) to meet individual needs. Following are some examples of these kinds of capabilities.

### Endpoints

If you are operating a global video collaboration infrastructure, you will almost certainly want to cover this with Advantage for its 24x7, 'follow the sun' support. However, as your endpoints are unlikely to be needed out-of-hours, 8x5 support for these may be more appropriate. Polycom gives you the flexibility to reduce support costs by choosing Advantage for your collaboration infrastructure, then mix this with Premier support for your video endpoints, and if you want, add Advantage support for endpoints used by your C-level or high profile, power users.

### Onsite Support

Onsite support can be provided either through [Resident Technical Service](#), where a technician works at your designated facility 8x5 to provide onsite technical support; Onsite support, where a technician will be deployed as needed; or 4 Hour Response support, whereby a technician will be dispatched to your facility with a replacement part(s) within four hours of a problem being reported, at any time 24x7.

## POSITIVE BUSINESS OUTCOMES

### Materials Technology

A global specialist in materials testing and engineering was looking for proactive and around-the-clock support for their UC solution. They chose Polycom Advantage Onsite as it let them access 24x7 telephone technical support; an onsite engineer when required; monthly utilization reports enabling them to be more proactive in managing their solution's utilization, and identify areas where adoption was lower than expected; and the Polycom Adoption Portal, which helps to increase user adoption by providing on-demand training for both new and existing users.

### Polycom Voice Services for Skype for Business and Microsoft Integration Services

Organizations that have used Polycom's [Voice Services for Skype for Business](#) and [Microsoft Integration Services](#) to integrate Polycom phones and/or video endpoints into their Microsoft environment can obtain Premier or Advantage support for the Polycom infrastructure elements of the integrated solution.

## Advantage Plus

If you invest in the BCS or TAM modules, there is flexibility in terms of how they can be configured to meet your needs. For example, if you were migrating from Elite and wanted to retain the type of service provided by your Elite Service Engineer or Manager; or you wanted your Technical Account Manager to assist with a project such as a solution deployment, integrating Polycom and third-party infrastructure and/or endpoints following a merger or acquisition, or to act as your advocate within Polycom for enhancement requests; these could be accommodated within your support service.

Polycom is also committed to extending the range of Advantage Plus modules, for example, by developing custom capabilities to meet particular needs, which can then be made generally available.

## Immersive Telepresence

Where Polycom undertakes room design, fit-out and testing for immersive telepresence suites including third-party equipment, Polycom can provide [ImmersiveCare support](#) for the total integrated solution, on a worldwide basis, if required.

## Security

Security is a vital concern for businesses, and Polycom has support services to help in this area. For example, if you are deploying infrastructure and have concerns about how to dispose of any failed components—particularly disk drives—you can access Replace and Destroy capabilities similar to those used by government agencies. Or, if you need your technical support calls to be answered in a particular country, or by a person of a particular nationality, that can be accommodated, too.

### POSITIVE BUSINESS OUTCOMES

## Collaborative Justice

A European Ministry of Justice using video collaboration solutions wanted a single service provider offering a consistent level of service to enable them to deliver victim, witness, and evidence support throughout the court process. Polycom services were chosen to support the solution, as the systems need to be in operation whenever a particular case requires a witness or victim to give a statement remotely, and if this was not available the accompanying costs would be considerable.

## What's next for customer success and positive business outcomes?

[The Workplace of the Future](#) is rapidly evolving, with the use of video collaboration far more pervasive and mission-critical than 10 or even five years ago. In many countries worldwide, organizations are embracing trends such as increasingly flexible working, mobility, work from home, etc., and Polycom support services are evolving to support these trends.

Whereas previously, video collaboration was primarily room-based, users now expect the same quality of conference experience whether they are joining via their desktop PC, phone, or tablet. Polycom's increasingly flexible, holistic, modular approach to support service provision, and the examples in this whitepaper, are intended to reflect these market trends and help organizations address a broad range of challenges created by them. And, as the Polycom product portfolio continues to evolve, so will the support service portfolio, to drive increased customer success and positive business outcomes with potential offerings in areas such as:

- Regular health checks and preventative maintenance for organizations that do not possess the specialist expertise to optimize their collaboration environment.
- One-time technology refresh, configuration, and uplift support for key solution components.
- Tailored vertical market support offerings for Education, Financial Services, Healthcare, Government, etc.
- New budgetary models for organizations with particular purchasing requirements.
- Secure customer delivery, direct from the factory.
- New limited hardware replacement warranties for voice Service Providers and Distributors.

Follow the links below to learn more about the benefits of Premier, Advantage, or Advantage Plus, or to discuss how Polycom can help you benefit from a support offering tailored to your specific needs:

- [Services Video](#)
- [Which support service is right for you infographic](#)
- [IT Insurance—Investing in support services improves technology ROI guide](#)
- [Support Services overview](#)
- [Premier Support data sheet](#)
- [Advantage Service data sheet](#)
- [Advantage Plus Service data sheet](#)
- [ImmersiveCare Service data sheet](#)
- [Voice Services for Skype for Business data sheet](#)
- [Integration Services for Microsoft for Business data sheet](#)

## POSITIVE BUSINESS OUTCOMES

### Vertical and regional markets

Positive business outcomes mean very different things to different people. Collaborative Justice, Education, Financial Services, Government, Healthcare, Materials Technology, Media and Recruitment, for example, face widely different demands. A university in the Middle East may have different expectations of the features and benefits of a particular service compared to a university in the USA. And a European government may think differently about support than one in eastern Asia—which is why Polycom's extensive, global experience of support requirements is so critical in ensuring customer success.

## About Polycom

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

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