

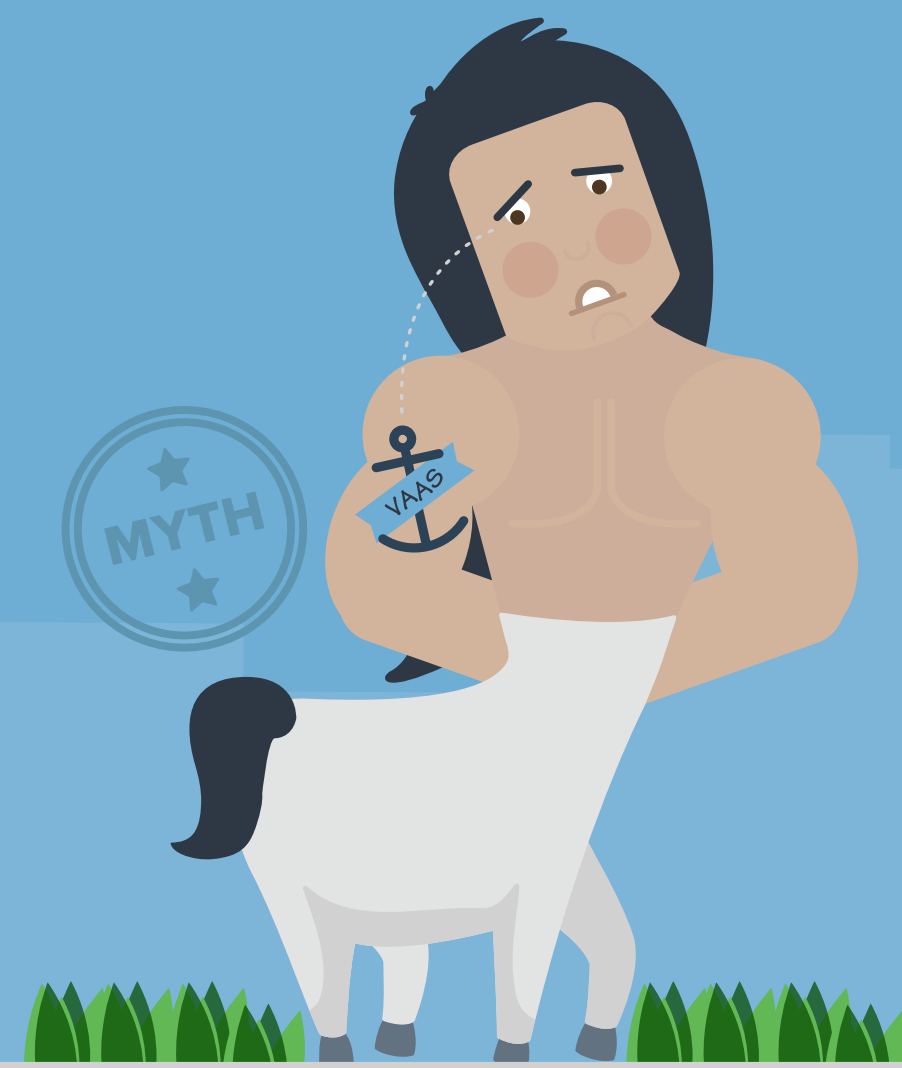
4 GREAT MYTHS ABOUT CLOUD VIDEO SERVICES

(AND SOME WISDOM GAINED FROM DEBUNKING THEM)

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

THE REALITY

When it comes to videoconferencing, cloud video is hardly an all-or-nothing proposition. With the right cloud video vendor, it can serve as a valuable extension of your existing videoconferencing system, especially for companies who choose to take a hybrid approach to collaboration (e.g., cloud for mobile/desktop and on-premises for rooms or ITP).



2 "CLOUD VIDEO SERVICES" IS A POLITE WAY OF SAYING "LESS THAN ENTERPRISE-GRADE."

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

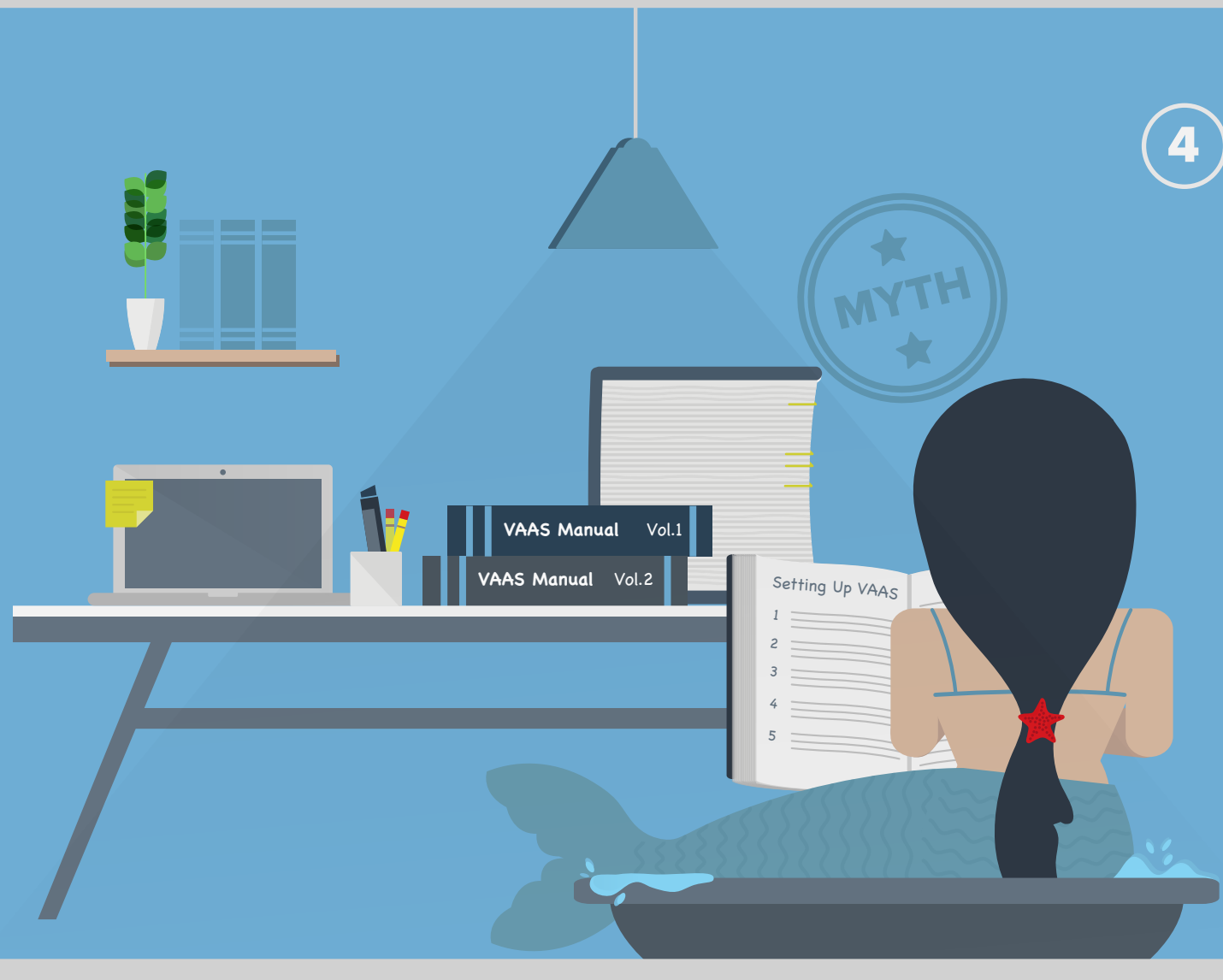
Just because your video services come from the cloud doesn't mean it only works on mobile devices. The right cloud video solution enables face-to-face collaboration for anyone at any time on any device, whether they're on the road, in the field or at the office.



4 CLOUD VIDEO SERVICES COME WITH A STEEP LEARNING CURVE.

THE REALITY

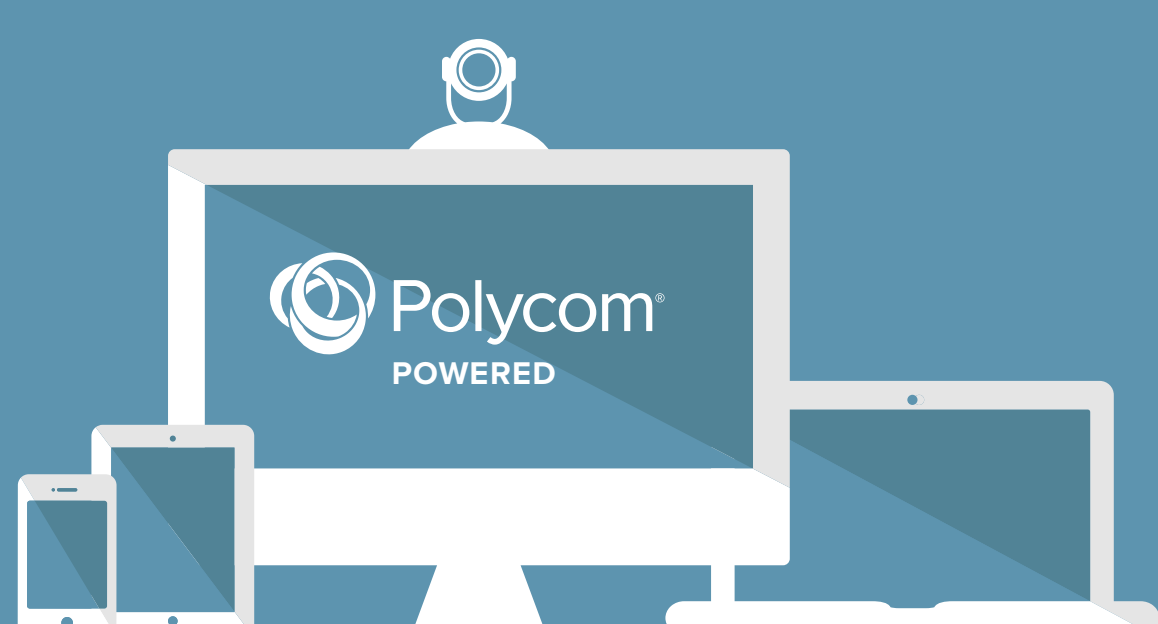
Nope. The right cloud video solution is intuitive, easy-to-use and easy-to-deploy. Better yet, it can seamlessly integrate with any tried-and-true video conferencing technology you might already have—from Microsoft, IBM, HP, Cisco and more. In fact, it can often be easier to evolve to cloud video since upgrading and change takes place at the data center, and end users just reap the benefits.



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.

FREEDOM OF CHOICE = FREEDOM TO GROW



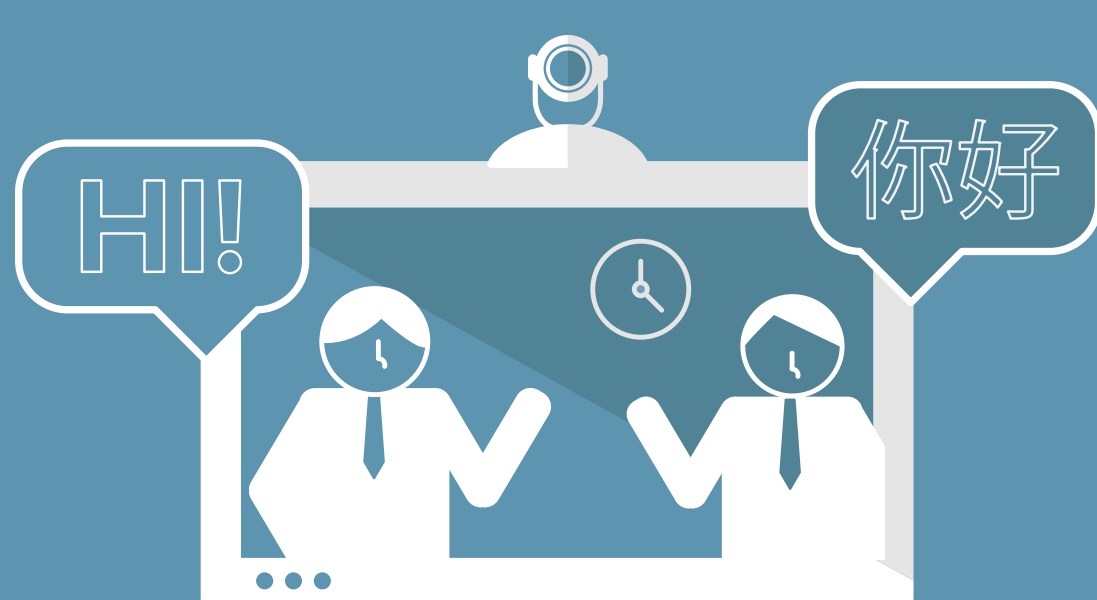
Make sure the cloud video services solution you choose comes with enough options to fit your unique collaboration needs for both today and tomorrow. It should work the way you already work, not the other way around. With a Polycom-powered cloud video service based on the RealPresence Platform, small 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.

TRUST THE TRACK RECORD



Selecting the right cloud video service is about more than getting the best price. A vendor's stability, technology DNA and proven portfolio power are also key factors. Polycom RealPresence Platform, for example, has gained customer trust through always-on service availability, unflinching information security and best-in-class video performance.

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 bringing companies together from around the world. As a leading communications company for over twenty-five years, Polycom means business. Make sure your choice in cloud-based video solutions shows you mean business too.

ALWAYS THINK BIG PICTURE



The worst technology investment is the one that locks you into something today that you might outgrow tomorrow. It's important to choose a video conferencing vendor who can meet your needs now but won't interfere with any additional video needs in the future (e.g., on-premises, hosted hardware and software, and managed). Polycom RealPresence Cloud is just one part of the complete Polycom portfolio, meaning that wherever your business decides to go, Polycom has the solution to help you get there.

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.

1-800-POLYCOM | VAASINFO@POLYCOM.COM | WWW.POLYCOM.COM

