



Sales Guide

Polycom® Global Services EMEA

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Welcome

Welcome to the Polycom Global Services Sales Guide.

Polycom places the customer at the centre of everything we do, from providing the most open and flexible solutions to supporting our customers through their Unified Communications journey, leveraging a powerful ecosystem of partnerships with technology leaders to offer a comprehensive and robust portfolio of lifecycle services.

This guide is designed to help you, our Channel Partners, manage and grow your Service business while supporting you in providing “Lifecycle Collaboration Services” to your customers within the Polycom Open Collaboration Network.

Polycom has made a significant commitment in quality products and services, and part of that commitment is a large investment in a global service infrastructure of people, tools and systems. Polycom’s investment in Global Services ensures that you have the technical capabilities, backed by Polycom, to support your customers throughout their lifecycle of deploying a Unified Communications solution.

Polycom Global Services offers the widest range of services within the industry. Our portfolio is designed to meet your customers’ requirements and to give you, our Partners, the flexibility to market and sell as many service offerings as possible. Customers have a good reason for purchasing services – not only does it make sense – it also provides investment protection in Polycom technology and services, and can play a strategic role in leveraging that investment.

By marketing and selling services you extend the customer relationship well past the initial product sale, and enter the realm of generating customer loyalty and positive customer relationships. With continued interaction from service personnel, customers realise first hand that you are there to meet their business requirements today, and help them understand their future needs.

Service can help generate future product sales. It is a well known fact that “customers with a positive service experience are more likely to purchase new products.”

So together let’s maximise this great opportunity in expanding your customers’ conferencing solutions.

Best regards,
Gary Rider VP, EMEA

Global Services – who are we?

In conjunction with our Partners, Polycom provides service and support for Polycom products in over 180 countries. Polycom has a worldwide service infrastructure with over 450 service professionals and ten Customer Support Centres located in the United States, United Kingdom, Singapore, Australia, China and Japan. These regional centres provide technical and escalation support in a host of languages for their assigned regions, and assist customers who require global support from Polycom. It is important to note that Polycom has a global service presence, we have 'skin in the game' as they say and we have made an investment to ensure our services are available in as many locations as possible.

Nineteen dedicated parts warehouses ship over 30,000 parts annually to customers around the globe and we are committed to opening additional centres as our customer base continues to increase.

Customer satisfaction is a key metric for Polycom. A transaction-based survey is conducted every quarter by an independent third-party survey organisation to assess the responsiveness and quality of the service provided to our customers. The industry standard benchmark ranges between 90 to 95 per cent. Polycom consistently achieves a customer satisfaction rating of between 90 and 98 per cent.

Polycom has a network of 14 Learning Centres around the world, supplying training courses for technical users, system administrators and end users. By investing in training this ensures all end users realise the maximum potential from our technology and will increase product adoption.

Polycom's investment in a global infrastructure of people, tools and systems is an important benefit for you to use in your selling cycle. As Authorised Partners you have access to this global infrastructure and you can leverage these tools and expertise to enhance your business.

The benefits of selling 'Services'

Selling Services can help you to:

- Enhance your cash flow and margins as an additional revenue stream
- Build an annuity stream with multi-year contracts
- Create a strategic or competitive advantage
- Increase customer satisfaction
- Increase customer loyalty and retention
- Increase product adoption and future sales
- Expand your relationship with your customer
- Be the one they come to first

When you provide Services to a customer, you enjoy a privileged position that not only enables you to know and understand your customer but also gives the customer the opportunity to come to know and value you and your business.

When it comes to making that purchasing decision, after all things have been considered, people will buy from people they know, trust and respect. Consequently, it is important to recognise that services represent not only many revenue opportunities, but also the best avenue for establishing and maintaining an excellent relationship with your customers.

Often, Services are offered to customers as an afterthought, but Services can be the prelude to a sale, and should be an integral part of every sale. Services hold the key to satisfying our customers, encouraging their loyalty, and creating opportunities for future sales.

This is why Polycom introduced the Required Support Programme on our Video, UC Intelligent Core, and select Voice solutions. We know that by wrapping a support contract around a product solution the customer has a much better experience with our products. Every customer should have the benefit of investment protection by ensuring that the solution they purchased will always be at the leading edge of technology developments.

Recognising the business need

Service is often viewed as a post-sale offering, only required when a product fails and therefore is sometimes perceived negatively, which may make sales reps reluctant to discuss Services.

But when you have a true understanding of the benefits of service you are able to focus on the positive features of the service offerings and demonstrate how they will make a difference to the product that prompted the customer to purchase the proposed solution. For example, a key selling point of the HDX product family is that it has built-in investment protection, the product can be upgraded with the latest features and functionality enhancements to ensure the customer always has the leading edge technology through Polycom's software upgrade programme. These software upgrades are a benefit of all Polycom Service Contracts.

Key factors to consider

[Your customers require access to their videoconferencing services at all times](#)

As product adoption increases, companies become more dependent on their communications infrastructure. It is important for Video to be available whenever they need it. As Voice and Video are integrated into IP networks the technology becomes a more critical application.

[Your customers need to increase their return on investment](#)

Technology is constantly evolving, by maintaining their systems they have access to released software updates and upgrades ensuring that their systems can support their business to its full potential.

Your customers need to manage the overall cost of ownership

An advantage of purchasing maintenance is that it is a planned budgeted amount and these maintenance costs are considerably less expensive than *ad hoc* time and materials events or emergency repairs and unplanned service calls. Ensuring maximum use of their systems also saves money and resources, an inherent benefit of this technology.

Your customers need to maintain a competitive advantage

By ensuring the systems are available and running at the latest revision, companies have access to the latest features and enhancements, keeping their business at the leading edge of the industry and highly competitive.

Polycom Partner Branded Service

Service Partners who have a service infrastructure and who would like to provide an element of service delivery themselves, must complete the authorisation as a Service Partner. There is then the option to purchase Partner Branded Service. There is separate reduced pricing for Partner Branded Service, ie Partner Premier, and these contracts are non-discountable. Service Partners must re-brand the service offering to your customer; the customer is purchasing a contract for service from you, not Polycom. You are purchasing escalation support from Polycom and Polycom will provide support to you, the Partner.

Signature benefits

Channel Partner Community	Strong family of Channel Partners – provides access to services delivered everywhere
Partner Certification Programme	Provides a commitment that our Partners are qualified to sell or provide services – ensures the highest quality and consistent levels of service and support, globally
Global Support Infrastructure	Help when it's needed, local presence global capability – built to deliver a rapid response 24x7
Network of Dedicated Spares Warehouses	Providing certified spares shipped same business day – the fastest problem resolution that maximises availability
Industry Leading Technical Experts	Service experts knowledgeable in the conferencing industry – design solutions that meet business needs
Flexible Range of Support Services	Flexible portfolio of offerings and a choice of service levels – include software upgrades with new features, to future proof your investment
Online Support Tools	Available 24x7 provides access to our evolving Knowledgebase search tool – always available self help tools
Professional Services Offerings	Designed to match your business requirements – strategic partnership to maximise system usage and user adoption through the solution lifecycle
Network of Polycom Learning Centres	Provide easy access to training courses in your area – training for Users, System Administrators or Technical Support
Driven by Customer Satisfaction Metrics	Ensures highest level of services and continuous improvement, your voice is heard – providing you with the level of support you expect

Certified Services Partner Programme

For details of the Polycom Certified Service Programme please refer to the separate Programme Guide available on request from your Channel Account Manager.

UC Intelligent Core Implementation Certification

In order to ensure that our UC Intelligent Core solutions are implemented effectively and efficiently, Polycom has introduced an Implementation certification for Partners. Any Partner (Direct or Indirect) who wishes to install/implement Infrastructure products must apply for this certification. Effective 1st January 2011, any non-authorized Partner will need to purchase installation support for UC Intelligent Core products, on an *ad hoc* time and materials basis.

Authorized Partners will receive solution Implementation support for free, and access to Polycom's best practices and templates. You will be able to market your certification as an Authorized Installer.

Programme requirements

- Partner will need to retain Project Management Competency on staff (industry recognised certifications are strongly recommended)
- Partner will meet the following training and testing requirements:
 - i. Retain at least two field engineers who have each attended Polycom's Technical Maintenance training courses for RMX, CMA, DMA and VBP (if sales certified). In addition, both engineers must have passed Polycom's associated Technical Maintenance exams. (If you have passed this training as part of your PPSP certification then this will count towards the UC Intelligent Core Implementation certification.

OR

- ii. Retain at least two engineers who have each attended Polycom's Infrastructure Implementation training course. In addition, both engineers must have passed Polycom's associated Infrastructure Implementation exams.
- Partner will have the capability to provide IP network assessments for end user customers.
 - Partner commits to using the latest Polycom provided project plans as their primary guide for product specific Implementation methodologies.
 - Programme description is posted to the certification section of the PRC.
 - Application forms are available from your Service BDM or CAM.
 - Technical Training calendar is available from:
<http://inter.viewcentral.com/reg/polycom/emeacalendar>

Polycom® Microsoft Unified Communications Integration Professional Services Certification

This certification programme is for Channel Partners who want to offer their own branded services to integrate Polycom solutions into a Microsoft environment, any non-authorized Partner who integrates solutions will need to purchase integration solution support if required, on an *ad hoc* time and materials basis.

Authorized Partners will receive solution support for free, and access to Polycom's best practices and templates. You will be able to market your certification as an Authorized Installer.

Programme requirements

- Hold current Polycom sales certification
- Hold current Polycom sales UC Specialisation
- Retain a minimum of two individuals that hold:
 1. PMI and/or Prince Certification
 2. MCSE certification
 and,
 3. Completed Polycom Microsoft UC Integration Certification training course
 4. Completed Polycom Services Infrastructure Implementation training course

In addition, it is highly recommended that the Partner retain two individuals that attended Polycom technical training for CMA and RMX products delivered by Polycom Global Services.

Polycom Global Services has invested in a global service infrastructure to provide a reliable and consistent level of support around the world.

Polycom is committed to providing the best-in-class technical support. By investing in our global network of service centres, logistics hubs and support centres, and by working in partnership with our Authorized Service Partners we can ensure that our customers receive the highest level of service.

The Polycom Global Services (PGS) service portfolio consists of:

- Support Services
- Professional Services, including UC Professional Services
- Training

Support Services

Polycom Support Services Summary

Elite, Premier Onsite, Premier

	Elite	Premier Onsite			Premier	
	Elite*	Premier Onsite 24x7x4	Premier Onsite 24x7	Premier Onsite	Premier 24x7	Premier
Elite Service Manager	●					
Elite Service Engineer	●					
Account-Specific 24x7 Tech Support	●					
Regular Business Review Meetings	●					
Version Control	●					
Onsite Technician	Optional	4 hour onsite	●	●		
Replacement Parts	●	4 hour onsite	Advance Exchange	Advance Exchange	Advance Exchange	Advance Exchange
Telephone Support	24x7	24x7	24x7	8x5	24x7	8x5
Software Updates and Upgrades	●	●	●	●	●	●
Escalation Support	●	●	●	●	●	●
Online Support Tools	●	●	●	●	●	●

* Elite Service is sold as an upgrade to either Premier or Premier Onsite and includes their respective services.

Service contracts

A service contract is the most cost effective method for our customers to receive the latest product features and enhancements released via our Software Upgrade programme. A service contract also offers peace of mind – if you need technical assistance then you know help is at hand. Polycom offers the widest breadth of service offerings to meet our customers needs.

The Polycom branded service offering is called the **Premier** family of support and the features are as follows:

Premier Onsite and Premier Onsite 24x7 Support

The Premier Onsite support offering is Polycom's onsite service programme, designed for customers who need a higher level of support to manage their business. Focusing on failure prevention, rapid resolution, technical responsiveness, and onsite support when required.

- **Unlimited Telephone Technical Support** throughout your Principal Period of Maintenance — access to our technical support hotline, Monday through Friday (excluding holidays).
- **Extended 24x7 Technical Telephone Support** — for customers who purchase the Premier Onsite 24x7 or Premier 24x7 service offerings, Polycom will make available technical telephone support outside of normal business hours. Polycom will deliver 24x7 technical telephone support for products covered under the Premier Onsite 24x7 or Premier 24x7 service offerings
- **Advance Parts Replacement** — provides expedited replacement of all covered hardware parts that fail. If technical phone support determines that there is a hardware part failure or if there is an obvious malfunction, an advance replacement part will be dispatched. Best effort is made to process replacement part orders on the same day in order to meet local carrier pick-up schedules.
- **Software Updates** — updates upon release to correct any software errors that prevent your system from performing to published specifications, as required.
- **Software Upgrades** — major feature and functionality releases. Upgrades are available upon release.
- **Onsite response by a Customer Service Engineer** — for issues that cannot be resolved remotely, Polycom will use reasonable commercial effort to provide next business-day onsite response by a technical engineer to resolve the issue.
- **On-line Support** — instant access via the World Wide Web to extensive technical information on Polycom products, including a search and query function on the Knowledgebase, technical bulletins, technical tips and frequently asked questions.
- **Test Facility** — face-to-face testing can be scheduled during local business hours (except holidays) with our technical support engineers, or take advantage of our around-the-clock video test facility with continuous motion and sound sources for quick, easy confidence checks.

Pricing available in the current EMEA price book – posted to the Polycom Resource Centre.

Premier and Premier 24x7 Support

The Premier support offering has been created for customers who need high system availability and outstanding responsiveness to technical issues, but have a level of in-house technical expertise who can manage the systems. The Premier support offering includes the following support features:

- **Unlimited Telephone Technical Support** throughout your Principal Period of Maintenance — access to our technical support hotline, Monday through Friday (excluding holidays). Optional 24x7 available.
- **Extended 24x7 Technical Telephone Support** — for customers who purchase the Premier Onsite 24x7 or Premier 24x7 service offerings, Polycom will make available technical telephone support outside of normal business hours. Polycom will deliver 24x7 technical telephone support for products covered under the Premier Onsite 24x7 or Premier 24x7 service offerings.
- **Advance Parts Replacement** — provides expedited replacement of all covered hardware parts that fail. If technical phone support determines that there is a hardware part failure or if there is an obvious malfunction, an advance replacement part will be dispatched. Best effort is made to process replacement part orders on the same day in order to meet local carrier pick-up schedules.
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- **On-line Support** — access via the World Wide Web to extensive technical information on Polycom products, including a search and query function on the Knowledgebase, technical bulletins, tech tips and frequently asked questions, and industry leading self help tools.
- **Test Facility** — face-to-face testing can be scheduled during local business hours (except holidays) with our technical support engineers, or take advantage of our around-the-clock video test facility with continuous motion and sound sources for quick, easy confidence checks.

Pricing available in the current EMEA price book – posted to the Polycom Resource Centre.

ImmersiveCare Services

Polycom's ImmersiveCare Maintenance Services accommodate the full spectrum of your customer's immersive telepresence service requirements including telephone technical support, onsite support, parts replacement, software upgrades and updates, and preventative maintenance. Protect the Polycom telepresence deployment from potential risks, issues and uncertainties.

Polycom ImmersiveCare Service consists of:

- Unlimited 24x7 telephone technical support
- Escalation Support

- 8x5 onsite support with next business day response
- Advance parts replacement of technology components
- Parts replacement for suite furnishings
- Software upgrades and updates
- Preventative Maintenance

Elite

Elite Support is designed for customers seeking the next level of global support for their entire Polycom collaboration environment.

- Augments Premier, Premier Onsite or ImmersiveCare support deliverables for all products (*note – there is no longer a separate Immersive Telepresence Elite service offering – use ImmersiveCare and then augment with Elite*)
- Polycom-branded service only
- Complete Polycom installation base must be covered

In addition to the features of Premier or Premier Onsite as the base service level, Elite provides:

- Elite Service Manager (ESM)
- Elite Service Engineer (ESE)
- 24x7 Telephone Support
- Root Cause Analysis
- Software Version Management
- Upgrade Management
- Asset Management
- Programme Reviews

Assigned Elite Service Manager (ESM)

- Primary non-technical point of contact to manage and report on all Polycom Elite Service Programme activities
- Coordinates implementation of this programme's initiatives
- Will interface directly with the Customer's designated management point of contact
- Will coordinate status meetings addressing items such as: programme status, actions and new initiatives

Assigned Elite Service Engineer (ESE)

- Will have a detailed knowledge of the Customer's Polycom Solution and collaboration environment
- Primary technical contact
- Responsible for engaging on requests by customer for technical assistance
- Owns end-to-end case resolution and communication
- Responsible for all facets of the technical satisfaction of the customer (restoration, resolution, prevention, consultation)

- Ensures that escalations are processed in accordance with established Polycom escalation procedures
- Provides periodic tracking and update information to the Elite Service Manager for all escalations
- Will work with the Customer to recommend, plan deployment and provide deployment oversight of all hardware and software product upgrades and provide remote support to customers technical team
- Will participate in all regularly scheduled meetings

Telephone Technical Support

- Polycom will provide the Customer with a dedicated contact method per region providing priority access to telephone support to address all technical support and maintenance needs related to this programme's initiatives
- Telephone technical support is available 24 hours per day, 7 days per week to designated customer employees

Root Cause Analysis

Polycom will, upon request, provide a Root Cause Analysis for a Priority 1 problem. This report will include the following information:

- Summary of the problem
- Timeline of events, if applicable
- Identification and analysis of any obstacles that were encountered during the troubleshooting process
- Identification of the root cause, using commercially reasonable efforts to diagnose such root cause as specifically as possible within the committed timeframe
- A preventative action plan in order to avoid future occurrences of the problem

Software Version Management

Polycom will notify the customer of new software releases when made generally available. Polycom will discuss the applicability of the release to the customer and advise any known issues.

Upgrade Management

Polycom will work with the customer to recommend, plan, and provide deployment oversight of all Polycom product upgrades. This assistance will take into account the customer's environment and standard operating procedures so as to minimise risk and impact. All such assistance will be executed remotely.

Asset Management

At the inception of an Elite service programme Polycom and the customer will mutually identify all Polycom video solution components by serial number, system type, room location/name, and physical address. Polycom will maintain an asset list of all Polycom products covered under the Elite Service Programme and will review the list with the customer on an ongoing basis. Additional Polycom product purchases by a customer under the Elite

programme will require purchase of additional Elite programme coverage, which will be quoted by Polycom's sales team.

Programme Reviews

Polycom's ESM will conduct Programme Review meetings with the customer's designated senior programme sponsor, typically on a quarterly basis.

Please see the Service descriptions for full deliverables for these services.

All Services descriptions may be found on the PRC at: Services & Support > Resources & Tools>Services descriptions.

4-Hour Onsite Response Services

Polycom offers an enhanced 4-hour onsite response offering – 24x7x4 – available for the most mission critical customer solution components:

- UC Intelligent Core
- Immersive Telepresence
- Not available for endpoints or Voice
- Out of hours telephone support is only provided in English.

Initial availability, as of 1st October 2010, provides 4-hour onsite response in 20 major metro areas around the globe, current list posted to the Service Policies section of <http://support.polycom.com>

North America

- Atlanta
- Indianapolis
- Montreal
- New York
- San Francisco
- Washington, DC

Asia, Pacific

- Mumbai
- Shanghai
- Singapore
- Sydney

Europe, Middle East, Africa

- Athens
- Frankfurt
- Lisbon
- London
- Madrid
- Milan
- Moscow
- Munich
- Paris
- Zurich

Voice Support Services – PSTN and VOIP

Partner Branded Services

Service Level available by VOIP and Desktop Products

Product	Partner Warranty	Partner Premier	Premier
VOIP Phones			
Polycom® SoundPoint® IP	●	●	●
Polycom® CX Desktop Phones (300)	●	●	●
Polycom® CX Desktop Phones (500/600/700)	●	Annual	n/a
Polycom® CX 3000 Conference Phone	●	Annual	n/a
Polycom® CX 5000 Conference Phone	●	●	●
Polycom® SoundStation® IP	●	●	●
Polycom® VVX1500®	●	●	●
Polycom® VVX1500D®	n/a	●	●
PSTN Phones			
Polycom® VoiceStation® (100/300/500)	●	●	●
Polycom® SoundPoint Pro® (SE220/225)	●	●	●
Polycom® SoundStation® 2	●	●	●
Polycom® SoundStation® 2W	n/a	●	●
Polycom® SoundStation® VTX1000	●	●	●
Polycom® QSX (300/400)	n/a	●	●

Partner Premier

Partner Premier Support provides Partners with a faster hardware replacement response, by giving you direct access to Polycom technical support and providing an expedited phone replacement should the hardware be diagnosed as faulty. This service level keeps your customer's Voice solution running smoothly and efficiently.

Partner Three Year Warranty

For customers who are not so concerned with the speed of response but would still like the security of knowing they can get a replacement phone should they have hardware issues, then the Partner Three Year Warranty service provides just that. By enhancing the hardware

warranty to a ten day return to factory parts repair/replacement response and extending the hardware warranty service for a further two years to give a warranty period of three years from point of sale, Partners can offer customers the reassurance that their Voice solution is covered.

Polycom Branded Services

Premier

For locations outside your territory, Polycom Premier Service offers you the ability to extend your support reach and leverage Polycom's Global support infrastructure. Polycom will provide technical support direct to the customer and an expedited phone replacement should the hardware be diagnosed as faulty. Please see the table for ordering threshold details for Voice Solutions.

Polycom Premier Support Ordering Threshold Table

Product	Ordering Threshold (Units) ¹
Polycom® SoundPoint® IP	100
Polycom® CX Desktop Phones (Excl CX5000)	100
Polycom® CX5000	No Threshold
Polycom® SoundStation® IP	20
Polycom® VVX1500®	100
Polycom® VVX1500D®	No Threshold ²
PSTN Phones	No Threshold

¹ When purchasing support for IP phones, all the phones on the order (100%) must be placed under support.

² The Polycom® VVX1500D® is covered by the Required Support programme, and a minimum of a one year Partner Premier or Premier contract must be purchased with each phone.

Wireless Services – With the addition of the KIRK product line to the Polycom portfolio, the Polycom Premier service contracts are now available for you to quote. Part numbers are available for Premier service for the KIRK Servers and Premier and a service called Wireless Five is available for the KIRK Handsets. This service level is for the Wireless handsets only. The Wireless Five service contract offers all the deliverables of the Premier service contract with a five day return to factory parts replacement service instead of an advance parts replacement service.

Wireless Applications – Communication is critical. Polycom's Wireless Telephones integrate with third party applications to communicate beyond voice. The resulting solution enhances your customer's productivity with mobile, real-time communication in areas such as:

- **Event Monitoring** – Track events or processes remotely via messaging to handsets.
- **Quick Messaging** – Quick alerts from handsets or a command centre

- **Real Time Location Service (RTLS)** – Track handset and asset location within a facility
- **Speech Recognition** – Voice based call placement
- **Wireless Network Management** – Guard against intrusion and maintain reliable network performance

Polycom Wireless Application Solutions help your customer reduce costs and increase employee productivity in areas such as healthcare and manufacturing.

Service enhancements

Multi-Year Contracts – pricing is available in the price book for one and three year contracts. Pricing is also available for 4 or 5 year contracts from your Service Sales Rep.

Same Day Service – contact your local Service Sales Rep for availability and pricing.

Custom requirements – contact your local Service Sales Rep to discuss specific requirements.

Service End User Terms and Conditions – please ensure you refer your customers to the following site for the end user terms and conditions for all Polycom branded service contracts: <http://www.polycom.com/pgs/termsandconditions>

Other Support Services

Installation – basic installation services are available for Endpoints, MGC25 and RMX 1000. Installation includes:

- Remote site audit
- Unpacking of product
- Connection of system to power, and powering up
- Loading of software
- Initial configuration and testing.
- 30 minutes of knowledge transfer to three people on use of system.

A full statement of work is available on the Polycom Resource Centre. A feature comparison with Implementation Services may be found in Appendix C on page 57.

Professional Services

Polycom Professional Services offer the highest level of consultative services, industry leading technical experts are available to design, deploy, integrate or benchmark Polycom Unified Collaborative Communication solutions. These services are available to you to resell as an Authorised Service Reseller. Involve the Polycom Professional Services team to assist you in articulating the value and benefit of these services as early in the sales cycle as possible and ensure you maximise the additional value you can add to your sales.

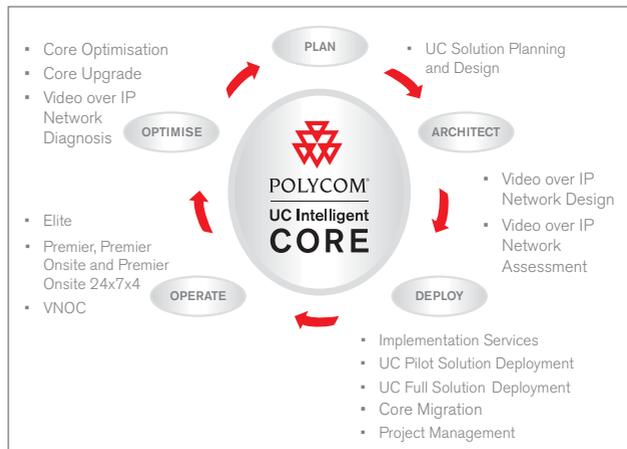
Benefits

- **Technical expertise** – to develop the right infrastructure for your customers business
- **Assistance in planning the technical solution for today** – which will enable expansion for the future
- **Project managers** – to ensure smooth Solution Deployment
- **Industry-leading technical knowledge** – so your customer gains the maximum benefit from the solution
- **Identification of communication bottlenecks or performance issues** – to maximise solution reliability and user experience

Lifecycle of Services

Polycom has a proven methodology of Lifecycle Services.

- **Plan** – Explore the customer requirements and map a solution
- **Architect** - Create a detailed design to address the customers technical and business requirements
- **Deploy** – Implement, integrate, test and rollout the solution
- **Operate** – Manage customer training, adoption and maintain the solution
- **Optimise** – Attain operational excellence through benchmarking and best practices



Lifecycle Services	Plan	Architect	Deploy	Operate	Optimise
Features	UC Solution Planning and Design	Video over IP Network Assessment ▪ Video over IP Network Design	Implementation Services ▪ UC Pilot or Full Solution Deployment ▪ Core Migration ▪ Project Management	End User Training ▪ IT Administrator Training ▪ CVE ▪ Maintenance Services: Elite, Premier Onsite, Premier	Core Optimisation ▪ Core Upgrade ▪ Video over IP Network Diagnosis ▪ Usage and Adoption
Deliverables	Usage Assessment	Complete Network Assessment	SPOC Accountability and Planning	Technical Training	Usage Assessment
	Identify bandwidth or network issues upfront			Access to telephone technical support, software upgrades, parts replacement	
	Detailed analysis report	Detailed findings report	End to end installation	Professional certifications	Detailed analysis report
	Best practice recommendation	Optimal architecture recommendation	Pilot/Full Solution Deployment	Remote/Onsite/ Classroom	Best practice recommendation
Business Benefits	Identify customer needs	Holistic UC strategy & plan	Accelerate deployment	Accelerate user adoption	Maximise ROI
	Reduce risks			Peace of mind. Faster problem resolution. Investment protection.	
	Realise strategic benefits	Scalable and resilient design	Faster time to value	Increase organisational productivity	Realise strategic benefits
	Maximise ROI		Solutions that meet customer requirements		Identify areas to optimise usage
				Builds competitive advantage	Reduce investment risk
Polycom Value Proposition	Proven tools & methodology	Large pool of experts	Extensive experiences	World class quality service	Operational excellence and best practice

Plan / Architect

UC Integration Professional Services

Polycom Unified Communications (UC) Professional Services provides the expertise to help your customers ensure proper planning, design, and implementation for their UC solution. Polycom consultants use proven methodologies to help achieve optimisation of their communications infrastructure, and take full advantage of the promise that a comprehensive Unified Communications solution can provide.

UC Solution Planning & Design

Provides a comprehensive assessment of communications requirements and develops an in-depth project plan and solution design to achieve set goals.

UC Integration Services with Microsoft

Polycom and Microsoft provide the expertise you need to make sure you enjoy optimal success with your video collaboration solution. Supported Microsoft integration capabilities include:

- Polycom integration with Microsoft Office Communications Server (OCS)
- Polycom integration with Microsoft Exchange/Outlook
- Polycom integration with Microsoft Active Directory

UC Integration Services with IBM

Supported IBM capabilities include:

- Polycom Integration with IBM Sametime

Partner Certification – The above Services are available to support our Partners who cannot or do not want to provide these Services themselves. They are available to support you whilst you train your team to provide this type of support, enabling you to sell into these environments now. For Partners who have the capabilities to offer these Services themselves there is a Service certification programme to ensure you have all the information you need. See pages 5-6 for details.

Video over IP Network Design

Working closely with the customer the design consultant will gather information on the intended customer solution and expected use case, so that on analysis of this data the design consultant can create some design options to meet the customer need. The options will be discussed during an onsite workshop, and once the customer has chosen the design they want, the design consultant will create a report and present the final solution. Pricing for this service will be custom based dependent on the size and needs of the customer, though a service description is available for the deliverables of this service.

Video over IP Network Assessment

For customers preparing to deploy their Video Conferencing solution, the network consultant will gather information on the customer network and forecasted video usage. Based on this

analysis, the network consultant can define and execute a test plan, measuring key points such as packet loss, jitter or latency. The consultant will then write a report on his findings and present these findings and any recommendations to the customer.

Customer benefits:

- Saves time and money by expediting deployment and optimising overall performance
- Ensures uptime through carefully planned infrastructure design and implementation
- Expedites your return on investment by leveraging the proven expertise of Polycom and our certified Partners
- Helps you improve productivity and reduce risk by implementing the solution properly – right from the start
- Maximises internal resources by allowing IT staff to focus on core day-to-day responsibilities
- Streamlines communication by helping ensure seamless integration with your Microsoft or IBM solution

Deploy

Implementation Services

Our Implementation Services provide the expertise and experience to deploy your customers' collaboration solution quickly and accurately while minimising disruption to existing technology infrastructure. It should be sold with all Polycom UC Intelligent Core products.

Key benefits:

- Faster time to deployment
- Expert resources
- System configured to meet customers' business needs
- Faster time to ROI

Major Account Profile:

- All customers who purchase Polycom software products
- Polycom customer planning on purchasing and deploying our software and MCU
- Customer with low tolerance for disruption to their network infrastructure
- Customer with limited resources or the appropriate skill set to deploy the tools quickly and efficiently
- Customers who desire a turnkey type of engagement and want to rely on the expertise and experience of the manufacturer

Key sales signals:

- Is your customer struggling to find resources to manage their deployment project?
- Does their IT dept have the necessary expertise?

- Would such a project de-focus the customer from their core business objectives, and so delay a decision?
- Are they asking for help?
- What are the “hot issues” to look for?
 - Perceptions of complex difficult system installation or software upgrades
 - Inability to determine the most effective management strategy
 - Customer does not have the resources to support true management of a system deployment
 - Customers who are undertaking large implementations that include various third party products in addition to Polycom products

A full Service description for Implementation of UC Intelligent Core products is available on the Polycom Resource Centre. Details of the Implementation Volume Savings programme may be found on page 34 and a feature comparison with Installation Services may be found in Appendix C on page 57.

UC Pilot Solution Deployment

Develops an integrated solution in the development environment to validate design capabilities.

UC Full Solution Deployment

Implements a complete unified collaboration solution and conducts thorough knowledge transfer for internal staff.

Core Migration

For customers looking to move from a legacy or competitor system to a Polycom UC Intelligent Core solution, we can offer a migration service which will help seamlessly and efficiently transition the supported video end points to the new Polycom Infrastructure. When purchased with Implementation services, Core Migration service offers a phased approach where the infrastructure is implemented first and then the endpoints are migrated into the production phase. This service is initially available for up to 50 endpoints and then in additional blocks of 50 endpoints thereafter. Once the solution is fully migrated, the Polycom engineer will be available on customer site for the first day the solution goes into production to provide the customer with any support required and to offer solution orientation for up to 10 people.

Advanced Project Management

Polycom Advanced Project Management services take project management one step further, offering a single solution that ensures your customers' deployment of audio and video equipment is smooth and trouble free. Your customer benefits from:

- A single point of contact with third party vendors
- Complete planning and management of a complex audio and video system implementation or upgrade project
- The ability to focus on core business responsibilities
- Early identification and prevention of potential roadblocks

- A streamlined implementation process to maintain project timelines and deliverables
- A smooth, seamless implementation or system upgrade

Project Managed End Point Installation

When sales of over 12 endpoints are made and installation is at multiple locations then it is highly recommended that Project Management services are also included in the solution to ensure a smooth, coordinated deployment.

Features:

- A qualified Project Manager acting as a single point of contact
- Centralised Coordination to keep customer updated with status
- Proactive local site update by Polycom
- Fast track escalation and response
- Proven project methodologies

By choosing Polycom Project Management services you ensure that you avoid unnecessary delays and unforeseen issues. Project management services provide you with a communication route that is coordinated across all local sites and identifies and manages issues before they become a problem.

In our experience, if Polycom Project Management is not selected for these larger deployments, it is critical to the project's success that the customer (or Channel Partner) assigns a similar resource from their team. Our Installations team should be notified of this named resource so that installation updates can be made available to them.

Operate / Optimise

Core Optimisation

Customers' environments are constantly changing, with new equipment being added increasing demand or changes in the required use case. With all these changes customers want to ensure they are getting the most out of their solution, and they are receiving an optimal performance from their investment. Polycom can offer a Core Optimisation service, which goes beyond the Core Upgrade service.

Polycom will review the current solution and the new targeted use case, then will advise on best practice configuration changes to apply on the Polycom infrastructure products. The field engineer will execute the software upgrade activities and configuration optimisation changes mutually agreed with the customer. The field engineer will also be available onsite the first day of these changes going into production to ensure there are no issues and to provide a solution orientation covering any changes and new features and enhancements now available. This service is initially available for up to 3 infrastructure products, and then in additional increments of 1 infrastructure product thereafter.

Core Upgrade

With the increasing importance of the video conferencing solution within our customers' environments, customers may need assistance deciding when and how to deploy new software upgrade releases. Customers want to minimise any disruption or downtime and ensure continuous service for their end users.

Polycom can assist by planning the upgrade, deploying the upgrade (out of hours, if required) and being onsite the first day of production with the new software to ensure there are no issues. The engineer will also provide a solution orientation to share the new features and enhancements available. This service is initially available for up to 3 infrastructure products, and then in additional increments of 1 infrastructure product thereafter.

Video over IP Network Diagnosis

For customers in production, experiencing network issues impacting the quality of service they are receiving from their Video Conferencing solution, we can offer a network diagnosis service. The consultant will gather the data regarding solution usage and issues experienced, on analysis of this data he will define and execute a test plan, identify and resolve any issues and compile and present a report of his findings.

Usage Adoption Assessment Service

In order to take advantage of the benefits of their investment in videoconferencing collaboration, it's critical that your customers maximise the number of employees using the technology, and widen the applications where it can be used. If, for example, a customer does not know how many of their employees are using Polycom's unified collaboration and communication solutions, and how effectively they are using them, how can they ensure the highest return on their technology investment?

To help address this question, Polycom provides a service utilising the skills of its highly specialised visual communication consultants, who will assess the customer's situation and help identify the best methods for increasing user adoption of their videoconferencing systems.

Professional Services for SoundStructure

SoundStructure Room Design Verification – Remote Service

Polycom Professional Services will verify that your intended room design is appropriate for the SoundStructure solution you are deploying. Our technical experts will read and verify your planning materials to ensure that the correct components will connect in the proper manner so that the end result will be a complete working SoundStructure system. The result of this remote service is a room verification design report which will include:

- A summary of the design
- A statement that the design is complete and meets Polycom's standards
- If the design is not complete, a list of design flaws and /or missing equipment and recommendations to make the design complete.

Once the Room Design has been verified the next stage is to design the configuration file for the AV integrator to use to deploy the solution.

SoundStructure Programming Service – Remote service

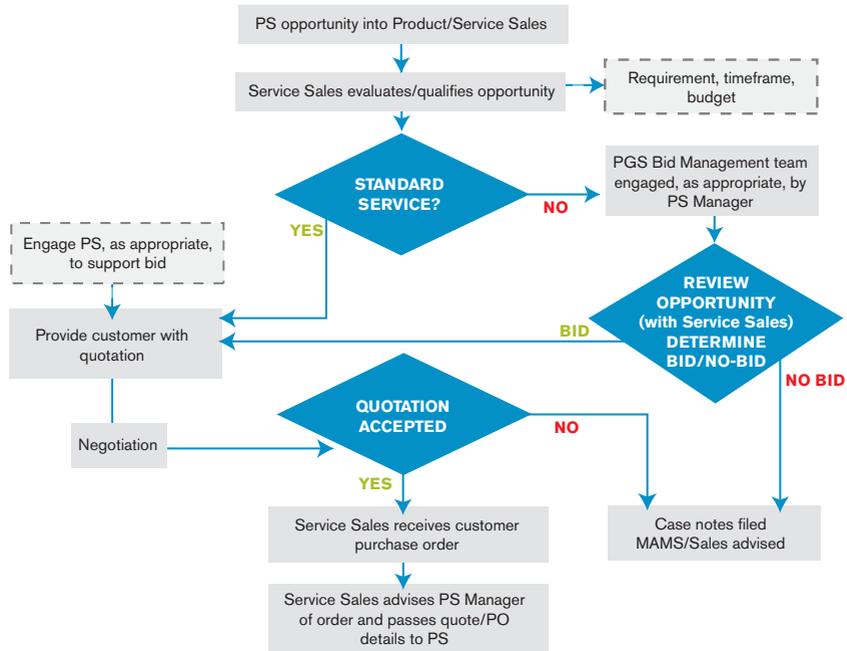
The SoundStructure Programming Service will provide a SoundStructure configuration file based on the system design and system operation description. The Design Specialist will work closely with the designated customer liaison to gather the necessary information on the system design to create the configuration file. Each SoundStructure Programming Service includes two hours of design specialist telephone support. The two hours of telephone support do not necessarily have to be used contiguously. Telephone support is supplied remotely during business hours Monday to Friday between the hours of 8am-6pm Eastern time (equivalent to 13.00-23.00 GMT), unless otherwise agreed. With the room designed and deployed the final stage is to offer a room certification service.

SoundStructure Onsite Certification Service

This onsite service provides the customer with an assigned Polycom Project Manager, who will manage the validation of the customer SoundStructure installation to ensure that the installation is configured well and meets the performance expectations of the customer. The Project Manager will co-ordinate the Polycom resources and the completion of the pre-planned solution testing and certification by the Polycom Field Engineer. The Onsite Engineer will also provide 2 hours of customer orientation on the SoundStructure solution for up to ten participants.

Professional Services PGS Sales Engagement Process

Purpose – to define the process for Service Sales engagement of Professional Services (PS) to support or deliver a PS project.



Immersive Telepresence Services

Polycom's Immersive Telepresence Services ensure your customer's immersive solution is ready for meetings when they are. Polycom lifecycle services support your customer throughout their immersive experience – from implementation, to maintenance to telepresence VNOC Services. Our team will plan the implementation, install, test and fine-tune the immersive telepresence solution for the customer.

The result? Your customer focuses on the business and the amazing experience.

RPX Implementation Service

The ultimate immersive meeting experience starts with first-class planning and knowledgeable experts. Once your customer orders a Polycom RealPresence™ Experience High Definition (RPX HD) suite, they can depend on our experts to plan, prepare, install, test, and fine tune their RPX solution at their convenience.

Polycom Telepresence RPX Implementation Service consists of:

- Project Management
- Onsite Survey (CAD drawings and Make Ready documentation)
- IP Network Assessment
- Onsite Installation and Testing
- Customer Orientation
- Implementation Acceptance
- VNOC Handoff

OTX Implementation Service

To realise the potential of the Polycom telepresence experience, depend on our experts to plan, prepare, install, test and fine tune your customer's Polycom OTX suite. Our team delivers fast and effective services to install the immersive suite, at the customer's convenience.

Polycom Telepresence OTX Implementation Service consists of:

- Project Management
- Remote Survey
- IP Network Assessment
- Onsite Installation and Testing
- Customer Orientation
- Implementation Acceptance
- VNOC Handoff

Immersive Telepresence Conference and Operations Management

For customers who want a completely outsourced management offering:

Video Network Operations Centre (VNOC) Services

We provide you with a turnkey solution where you can outsource the management details to experts, including:

- **Conference scheduling** – ensures everyone has the conference on their calendar in a timely manner and ensures immersive telepresence and infrastructure resources are available to support the meeting
- **Conference management** – allows you to focus on the content of your conference while experts make sure everything runs smoothly
- **Proactive remote monitoring 24x7** – ensures the technology is running smoothly and ready for impromptu conferences, including a daily sweep to evaluate system performance
- **Fault management** – provides a single-point-of-contact for fast resolution to any challenges that might occur during a call
- **Customer account initiation** – assigns an AOS account manager and includes a review of your network and infrastructure topology and an orientation of all AOS processes
- **AOS IP Network Connectivity** – ensures IP connectivity between your network and the AOS team

Real-time benefits

- A scheduling expert takes care of scheduling and managing the meeting so those in the meeting can focus on the meeting content
- You're ensured the best possible meeting experience: reliable, dependable, secure, and timely. A meeting when you need it, how you need it.
- If you have a question or concern, a technical expert is there to address it, 24x7

For customers who have an in-house capability to schedule and manage conferences but require back end technical support we offer:

Immersive Telepresence Assisted Operations Service (AOS)

This service allows you to focus on your business and is designed to offload the time-consuming back-end challenges your IT department can face by providing:

- **Proactive remote monitoring 24x7** – ensures the technology is running smoothly and ready for impromptu conferences, including a daily sweep to evaluate system performance
- **Fault management** – provides a single-point-of-contact for fast resolution to any challenges that might occur during a call

- **Customer account initiation** – assigns an AOS account manager and includes a review of your network and infrastructure topology and an orientation of all AOS processes
- **AOS IP Network Connectivity** – ensures IP connectivity between your network and the AOS team

For either of these Meeting Management options you also need to sell Maintenance Services.

Polycom Learning Centres

Polycom Learning Centres in EMEA are focused on providing our Authorised Service Partners with the technical training needed to ensure that your engineers are conversant on the latest Polycom technologies and products, and can provide the highest quality of service at all times.

Courses are available in our classrooms or may be custom-built remotely with an instructor and held at your site. Our learning centres are located in Slough, UK; Paris, France; and Munich, Germany; and courses may be delivered in English, French or German.

Certified Video Conferencing Engineer (CVE) Programme

The Polycom Learning Centre is focusing on providing technical training courses that meet the demands of our Partners and markets today.

Polycom is the proud sponsor of the Certified Videoconferencing Engineer Programme. This in-depth programme explores in great detail the core areas of:

- Fundamentals of interactive conferencing
- Introduction to Voice & Video over IP
- Introduction to Voice & Video over ISDN
- Audio systems and conference room design
- Video systems and conference room design
- Audio / Video compression technologies
- Videoconference standards and protocols

The current CVE qualification is valid for two years from date of certification.

The CVE exam is held by an independent testing centre called Prometrics. To schedule an exam please visit Prometrics at <http://securereg3.prometric.com/Welcome.aspx>

Product Technical Training

<http://inter.viewcentral.com/reg/polycom/emeacatalogue> (list view)

This link contains the training catalogue. To the right of the screen if you click 'view scheduled dates' it will show all of the scheduled dates for that particular course and the cost.

<http://inter.viewcentral.com/reg/polycom/emeacourses> (list view)

This link shows all of the courses with the start date and location details. If you click on the course name it will show you more information, including the cost of the class.

<http://inter.viewcentral.com/reg/polycom/emeacalendar> (calendar view)

This link shows all of the courses, remaining seats, and location details. If you click on the course name it will show you more information including the cost of the class.

Training Exams

Each Product Technical Training course has an associated online exam.

Part code for the exam: 4870-47020-001

Cost: £89/€95/\$135

Please ensure you say which exam you need on your order.

When to Sell 'Service'

Required support

Polycom video conferencing solutions are designed to provide the best possible communication experience for our customers. That's why we require every installation be paired with our best-in-class Support Services. Support Services not only provide our customers with added peace of mind, but also provide an untapped resource that's a proven winner. This programme ensures Services are positioned as part of the solution.

It's an opportunity for you to:

- Improve your margins
- Increase your revenue stream
- Reduce the cost of sales
- Achieve better account control over end users

We've done this in select areas for years and the results are impressive:

- Increased customer satisfaction
- A nearly 70% rate of additional product purchases
- Increased customer loyalty.

Sell early in the sales cycle

The point in the sales cycle that you introduce Services also impacts your ability to add value to your sale. The earlier you talk about service the more flexibility you have to add service products to your quote. It is possible, if positioned correctly, to double the value of your product quote by adding Services. Remember Service is not just maintenance, you have an opportunity to add value to every sale, whether you upsell the level of maintenance to Onsite or 24x7 telephone support or wraparound Installation, Professional Services and Training.

Pre-sales

During the pre-sales stage when a customer is scoping out the products they need, this is the ideal time to check what the customer's technical capabilities are, and if there are any Professional Services opportunities that would help ensure this project is installed smoothly and successfully.

- Does the customer have in house technical support familiar with this technology?
- Is the customer foreseeing resource problems?
- Can we offer project management skills or Implementation services to ensure the customer is up and running as quickly as possible?
- Are there any opportunities to help integrate this technology into their existing infrastructure?
- Do they need structured training for their employees?
- Make sure the customer budgets for three years support so they can take advantage of the multi-year pricing.
- Are they experiencing existing conferencing problems?

The later you leave these discussions in the selling cycle the more difficult it is to add them in and fewer selling opportunities exist.

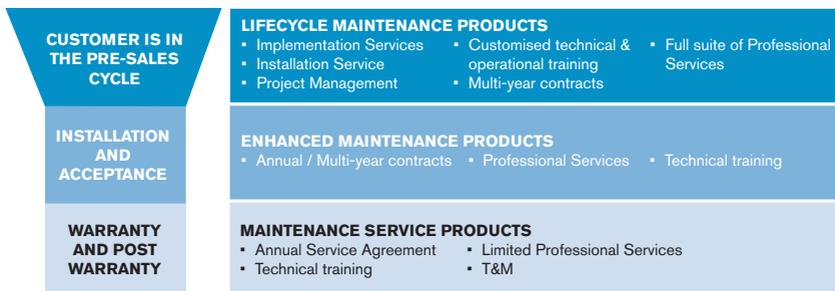
Installation and acceptance

Once the solution has been installed your options to sell service are reduced, especially as the customer has probably moved on from their purchasing cycle. If you haven't sold service to begin with then there is still a chance to sell it now along with some technical training.

Emphasise the benefits of service over warranty or T&M:

- Cost savings of buying multi-year support in advance
- Advantage of continuous cover and access to technical support, spares and software upgrades as required
- Cost savings of a support contract over T&M
- Inherent cost savings for software upgrades
- Ease and convenience of accessing technical support when you need it
- Reduced finance administration of managing individual POs for each call.

Sales Funnel and Service



Selling multi-year support contracts at the same time as you sell the products is the easiest way to sell maintenance, this gives your customers the security of continuous support, providing access to technical support when they need it, expedited parts exchange and software upgrades as released. They only have to raise one order for the period and this gives you ongoing service revenues, a long term relationship with your customer and the increased likelihood that they will continue to purchase products from you in the future.

Ensure you make the most of every selling opportunity, enhance the value you can provide your customers and quote services and support.

Managing Objections

- Identify benefits of support
- Emphasise what is important to the customer

With Service Contract		Ad hoc support only	
Benefits	Fixed cost	Cost issues	Variable cost
	High priority		Low priority
	Low downtime		High downtime
	Planned budget		Uncertain budget
	Convenience		Delays
	Future proofing software upgrades		Cost of upgrades

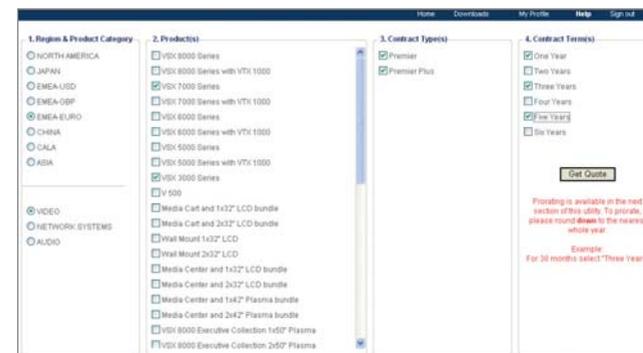
Managing Objections – Quick Reference Table

Example	Possible response
Don't understand the need for service	Explain: Benefits, convenience and value for money
No budget	Question: Find out when budget will be available Explain: Project cost of ownership – explain it is cheaper to purchase maintenance up front than pay <i>ad hoc</i> time and mechanicals afterwards. Explain advantage of multi-year pricing, built-in discount for 3 yr versus annual renewals. Reduced admin/processing costs.
Prefer T&M	Explain: Downside of T&M – Low priority, cost of spares, cost of software upgrades, cost of loss of use. Explain: Cost of returning Polycom equipment onto support after a lapse. Site audit, latest Software revision.
Too expensive	Any of the above Explain: Quality of staff and service. Polycom investment in global service infrastructure, dedicated spares warehouses and call centres. Technical support available at the end of the phone. Explain: Protecting equipment helps them get the best usage, and all the latest features and functionality through the software upgrade programme. Explain: Different Service levels are available. Offer three year pricing, reduces annual price for comparison.

I never have problems with my system	Do: Check service call history if possible. Explain: Polycom systems very robust, built to be reliable, but there is always a time where something may go wrong, usually at the worst time possible. Assurance of access to technical experts as required. And the advantage of getting the latest features through the software upgrade programme. In effect 'future proofing' their investment.
Thinking of upgrading product	Explain: Don't delay the renewal! Reassure customer that PLCM will transfer remaining portion over to a new contract. In some circumstances we may consider shorter terms to accommodate customer plans.
I don't use the product enough to justify support	Suggest: Training. Explain that if they were more comfortable using the technology they would maximise usage, save costs, reduce need for travel, technology will pay for itself and the support!
I can do it myself (depends on product – voice plug and play)	Ask: What are their technical capabilities. Explain: Cost of spares and software, cost to place back on support if they get it wrong. Explain: Low cost of support for Voice products, replacement unit supplied.
It's cheaper to buy another system	Explain: low cost of support contract, benefits they receive for that price, convenience of service. Explain: At some point back up system will need repairing on T&M. Time and resource it will take to purchase another system, procurement processes can be painful. Time for item to be delivered, might be a different type. Cost of repair could be higher than the cost of the support contract.
Bad experience with Service	Do: Check service history if you are not familiar with the facts. If true, find out why it happened and what has been done to resolve the issue. If valid: Apologise, and explain it is an exception (if it is) explain why it happened and why it won't happen again. Don't over or under estimate impact on customer. If not valid: Apologise that the correct expectations and or information were not made clear, then adjust customer expectations.
Why renew my service contract, I did not use it.	Point out the benefits of the service contract, and the security they have had knowing they had access to technical support when needed, the value of the software upgrades they have received, keeping their technology at the leading edge. Remind them of the benefits available for them to use, which will help them maximise the use of their technology.
No budget for renewal	Ask your customer about the business reasons for the investment, and show how including services can help to reduce the total cost of ownership and build in investment protection. Mention that one T&M call could be more than the cost of the renewal, remind them of the benefits they receive with the support contract.

Service Pricing Tool

The Polycom online Service Pricing tool provides Channel Partners with a quick and easy method to quote Polycom services. A simple four step process allows a Channel Partner to select a region and product category, product models, service contract types



(Premier and Premier Onsite), and finally the desired term of the service contract. Given this information, the tool will provide a formatted table with all the service pricing and part codes – typically in less than 30 seconds from start to finish.

The screenshot shows a table titled 'Polycom Service Pricing Generated for EMEA-EURO on October 26, 2006'. The table has columns for Product Description, Contract Type, Contract Term, MSRP, Service Part Number, and Channel Enclosed. It lists pricing for VDX 7000 Series and VDX 3000 Series across Premier and Premier Plus contract types for One, Three, and Five year terms.

Product Description	Contract Type	Contract Term	MSRP	Service Part Number	Channel Enclosed
VDX 7000 Series	Premier	One Year	4514	4870-00001-138	TEER 04
		Three Years	45167	4870-00001-138	TEER 04
		Five Years	45193	4870-00001-138	TEER 04
	Premier Plus	One Year	46279	4870-00001-138	TEER 04
		Three Years	45782	4870-00001-138	TEER 04
		Five Years	42385	4870-00001-138	TEER 04
VDX 3000 Series	Premier	One Year	4471	4870-00066-108	TEER 04
		Three Years	45101	4870-00066-108	TEER 04
		Five Years	45185	4870-00066-108	TEER 04
	Premier Plus	One Year	46229	4870-00066-108	TEER 04
		Three Years	45782	4870-00066-108	TEER 04
		Five Years	42385	4870-00066-108	TEER 04

Some additional benefits of using this online tool are as follows:

- The pricing information is constantly updated by Polycom, so no need to sort through Product Bulletins to find recent service pricing changes
- The tool provides multi-year service pricing in increments from one to six years
- The advanced "prorate" functionality allows a Channel Partner to customise the term of the contract for situations when a customer wants service on a new product purchase to be co-terminus with existing support contracts
- The final pricing output can be saved as an Excel spreadsheet, emailed automatically as an Excel attachment, or copied to the clipboard for easy pasting into other document formats

Any questions regarding the online Service Pricing tool should be directed to a Channel Polycom Service sales representative.

The Service Pricing tool may be found at: <http://www.polycom.com/pgs/partnerservicetool>

Partner Discount Programmes

Channel Demo Systems Service Discount

Authorised Partners are eligible to receive a 50% discount off the list price of the service contract purchased for a voice (audio) or video product listed on the Channel Demo equipment programme (excluding the RPX). This discount applies for one year or three year pricing, for Polycom Branded Support or Partner Branded Support. This contract is not transferable to an end-user. When an Authorised Channel Partner purchases service for their demo unit, the requirement to backdate and the software upgrade fee will be waived for demo units not at current version.

The Authorised Channel Partner must ensure they quote the NST number (2005-08-02373) on their purchase order when service is purchased on their voice or video demo unit at the discounted price.

Implementation Service Volume Savings programme

The Implementation Volume Savings Programme provides a more flexible method of pricing multiple Implementation services. UC Integration Professional Services also qualify for this volume savings programme when bought in conjunction with a product Implementation service. This programme is designed to provide a significant cost saving for customers who purchase multiple Implementation services /UC Integration services on a single purchase order. The Implementation service /UC Integration service with the highest list price is purchased at 100% of list price, while all additional Implementation services /UC Integration services are purchased at a 25% savings off list price.

Reminder: If any RMX or UC Intelligent Core / Infrastructure product is ordered with Implementation Services then all accompanying RMX or UC Intelligent Core / Infrastructure products being deployed at the same time must also be ordered with Implementation Services.

The Implementation Service Savings programme may only be applied when multiple RMX or UC Intelligent Core / Infrastructure products will be installed at the same customer location and coordinated as a single onsite event. To qualify for this programme, all Implementation services/ UC integration services must be submitted on the same purchase order.

The Authorised Channel Partner must ensure they quote the NST number 2009-05- 29162 on their purchase order to receive this special savings offer.

Requesting Copy Documentation

Contracts

A Polycom contract and welcome pack is sent out for new Polycom Branded Contracts. These Contracts are sent to Partners to forward on to the end-user (or Reseller). Polycom Branded contracts will always be addressed to the ordering Partner. It is the responsibility of the ordering Partner to forward the contract to the end user. Renewals and Partner branded contracts do not have a package of information sent out.

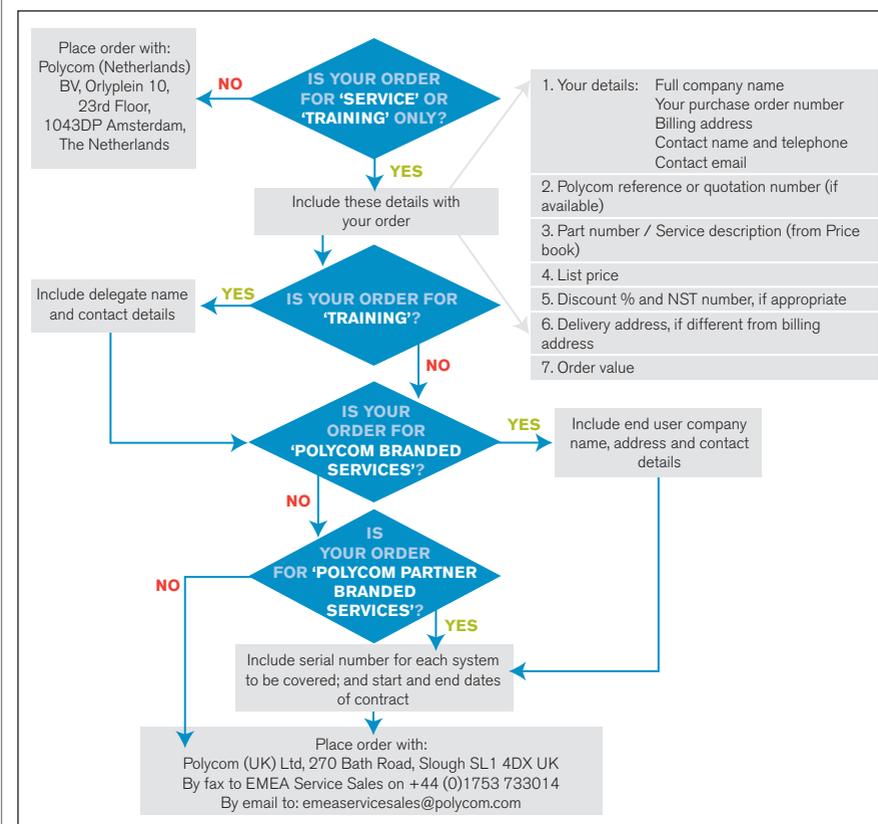
If you require a copy of a new Polycom Contract please email emeaservicecontracts@polycom.com with your PO reference and serial ID.

Invoices

For all service orders whether addressed to Polycom UK or Polycom BV, invoices and credit notes are produced and sent from our Operations & Logistics HQ in The Netherlands.

For copies of invoices please email your request to emea-credit@polycom.com quoting your purchase order reference and order date to Polycom.

How to place a clean 'Service Only' purchase order



Warranty Matrix

The EMEA published warranty is for one year warranty against defects with a return to factory hardware repair, with a 30 day turnaround time. In addition Polycom provides 90 days software telephone technical support. Partners have a two month shelf life to ensure that products are sold with the full 12 months warranty to the end user. Warranty will start from date of installation/acceptance or ship date from Polycom as appropriate. This table lists the limited features of warranty and compares with the deliverables of the Premier and Premier Onsite Service contracts.

Features	Hardware Warranty	Software Warranty	Premier Support contract	Premier Onsite Support contract
Warranty Period	1 year against defects	1 year against defects	N/A	N/A
Initial hardware Installation	x	x	x	x
Onsite Hardware Repair	x	N/A	x	●
Hardware Parts Replacement	Return to factory	N/A	Advance Exchange	Advance Exchange
Response Time	30 days, receipt to shipment	N/A	Same day shipment of parts	Same day shipment of parts
PPM	5X9	5x9	5x9	5x9
Hardware Telephone Assistance	●	x	●	●
OS Software Telephone Assistance	x	First 90 days	●	●
Software Updates (Bug fixes)	N/A	First 90 days	●	●
Software Upgrades (Major feature release)	N/A	x	●	●
eSupport	●	●	●	●

* Installation and Implementation services are available through Polycom Global Services.
 N/A = Not applicable to this support programme.
 For individual warranty by product please check the user manual supplied with the product or visit the PRC under Service and Support for the Warranty table.

Software Dependency

Polycom systems benefit from built-in future proofing or "investment protection" for our customers in the form of downloadable software upgrades. These scheduled software upgrades deliver enhanced features and functionality; they also help PGS to deliver an efficient maintenance service.

Because software is such an important element of these systems Polycom classifies its maintenance services on the following list of products as **software dependent**:

- HDX Series and follow-on platforms
- All UC Intelligent Core products

Software upgrades are only available as a deliverable of a Support contract or for purchase on an *ad hoc* basis at list price. A support contract is the most cost effective method for a customer to receive software upgrades. All replacement parts provided by Polycom under the RMA process will be supplied running the current software revision. For customers not eligible for the latest release under support, or who are not running the latest version of software, the RMA charge will include a charge for the software upgrade at list price.

Discounting

New Service Business/Renewals

Service products (including Contracts, Installation, Training and Implementation) for software dependent products should not be discounted. A maximum of 10% may be requested following the NST process. Discounts above 10% will not be approved.

Service offerings (including Contracts, Installation, Training and Implementation) on all other Polycom products including legacy equipment remain unaffected by this announcement. Services for any non-software dependent product can be discounted by following the published NST policy (this discount is NOT necessarily limited to 10% and approval will be based on the business case presented).

Software Upgrade Requirements

Customers can only purchase a maintenance contract for systems which are running the current level of software. If a customer wishes to purchase a maintenance contract on any system not running the current revision of software the following rules will be applied for each product group:

HDX Series and follow on platforms

In order to ensure the highest levels of customer satisfaction and customer access to the latest software upgrades to keep their Polycom solution at the leading edge of technological development Polycom requires Partners to purchase support with all Video and UC Intelligent Core products.

If a customer allows their maintenance contract to lapse at the end of the expiring contract period, but some time later decides to purchase a contract one of the following options should be followed:

- **Option 1:** Service coverage must be continuous therefore the new contract must be backdated to the day the system was purchased or the day after the previous contract expired. The customer must agree to pay for maintenance to be 'continuous' otherwise option 2 applies. Neither the new contract nor the backdated period can be discounted.
- **Option 2:** The customer must pay for any necessary software upgrades in order that the system(s) to be covered under the maintenance contract are running the current software revision. The software upgrades are NOT to be discounted beyond the published Partner discount.
- **Option 3:** Service Re-activation Fee. HDX customers can purchase a support contract and the full coverage term begins immediately, at date of purchase. A customer would simply purchase the appropriate HDX re-activation service fee along with the contract and that would cover any lapsed coverage on that system. A few simple rules:
 - Reactivation Service is not discountable.
 - Reactivation Service can only be purchased with a new service contract, not sold separately.
 - Reactivation Service can only be purchased on working systems.
 - Reactivation Service is the same price for Polycom or Partner Branded.
 - Also applies to legacy systems – VSX and V series.
- **Important Note:** If there is no software upgrade released between the date of purchase or the expiry of the previous Service contract and the date of quote request then the contract MUST be backdated to the date of purchase or the expiry date of the most recent contract or the customer must purchase the Service Reactivation Fee if more appropriate. There are NO exceptions to this rule. The service Reactivation fee does not negate the requirement for a pre-contract inspection if applicable. Polycom does not take faulty equipment or systems running a non-current version of software under contract. In order for a customer to have Entitlement to receive software upgrades they must have a valid service contract in place – such a contract must have been in place continuously.

All UC Intelligent Core Products

For Customers wishing to purchase a new maintenance contract, one of the following options should be followed:

- **Option 1:** Service coverage must be continuous therefore the new contract must be backdated to the day of purchase or the day the previous contract expired. The customer must agree to pay for maintenance to be 'continuous' otherwise option 2 applies. Neither the new contract nor the backdated period can be discounted.
- **Option 2:** The customer must pay for any necessary software upgrades in order that the system(s) to be covered under the maintenance contract are running the current software revision. The list price for a software upgrade is \$15,000.

- **Important Note:** If there is no software upgrade released between the date of purchase or the expiry of the previous Service contract and the date of quote request then the contract MUST be backdated to the date of purchase or the expiry date of the most recent contract. There are NO exceptions to this rule. In order for a customer to have Entitlement to receive software upgrades they must have a valid service contract in place – such a contract must have been in place continuously.

Non-Contract Service Offerings

For example: Training, Installation, Implementation, Consulting

- Non-contract service offerings supplied on software dependent systems must not be discounted.
- Non-contract service offerings supplied on products not defined in this notice as software dependent systems may be discounted if necessary subject to NST approval.

Redundant Servers

Where a customer has a redundant server installed, then this needs to be flagged on the contract as an alert in Polycom's entitlement database (CRM). There is no extra charge to the customer for the software support for the redundant server but Technical Support need to know that it exists so they can see the customer is entitled and they can then send out the correct software as required.

Installation of CMA4000/5000 or VBP for redundant servers is included in the Implementation cost. For RMX use the Volume Implementation programme if applicable or apply the full Implementation charge if being sold in isolation.

End of Life Policy

- Polycom releases a Discontinuation Bulletin to announce when products are being removed from the price book and are no longer available for purchase. This bulletin announces the **End of Sales Date**. These bulletins are published in the Channel Partner Post and may be found on the home page of the Polycom Resource Centre.
- Polycom's intention is to support a product for a minimum of Five (5) Years after the end of sales date. This is called the **End of Service Date**. Each Polycom Product Discontinuation Bulletin will provide specific information regarding the End of Service commitment date.
- For quotes which extend past the published end of service date, please contact the local Service Sales Rep. for assistance.

Polycom Service Availability Statement

Polycom generally makes service offerings, spare parts and service available to customers for a period of five (5) years from the product announced end of sales life date. Contract and Time and Material (T&M) support is provided according to the then current Polycom price schedule. Polycom will endeavor to give one (1) year's prior written notice of Polycom's intent to terminate Service Offering availability for any Polycom Product then under a Service Offering. At this point, best effort support is to be provided.

Software Upgrade Eligibility

	Date of Release: Current	Date of Release: <Future> Date
	Version: HDX3.0	Version: HDXx.x
	Eligible to receive Software upgrade FOC?	Eligible to receive Software upgrade FOC?
Customer has a valid service contract in effect at time of software upgrade release.	Yes	Yes
Service contract expired prior to date of release and not renewed	No	No
Current Service contract in effect on date of release and not renewed	Yes	Yes
If a customer was eligible to receive the software upgrade at the time of release, but is only now requesting it, are they still eligible to receive it FOC?	Yes	Yes
If a customer purchases a support contract and backdates to date of expiry of previous contract are they eligible to receive any software upgrades released during that backdated contract period?	Yes	Yes
If a customer purchases a Service Reactivation Fee and service contract starts after the latest software release	Yes	Yes

How to Log a Call

When you contact your Customer Support Centre, please ensure you have the serial number of the product to hand.

To Log a Support Request via the Web

Please go to the Polycom Resource Centre at: <http://support.polycom.com>

Once logged in, navigate to the Service and Support area of the Resource Centre. Please ensure you use accurate serial number information and make sure your contact details and asset location details are accurate. When describing the problem, please describe clearly the issue (the product which is affected and the fault being experienced) and the steps you have taken so far to investigate and understand.

For support issues on:

- Management Applications (e.g. Polycom CMA)
- UC Intelligent Core and Infrastructure (e.g. Polycom RMX 2000)
- Recording and Streaming (e.g. Polycom RSS 2000)
- (Security and Remote Access (e.g. Polycom Video Border Proxy (VBP) products))

Please make sure you include appropriate logs and traces, including, where it will help Polycom Support understand and investigate the problem, network diagrams and wireshark traces (if submitting a wireshark trace please be clear as to the exact scenario that is captured). It can also be helpful to submit the Support Packages from a Polycom HDX and telnet traces from a VSX. In all cases, please clearly identify the time and date when the issue occurred which needs investigation.

To log a Support Request by email

Please send your email support request to: emeasupport@polycom.com

Follow the guidance shown in the section above 'To Log a Support Request via the Web', when submitting a support request. This enables as much relevant information as possible to be passed to Polycom Support at the first pass.

To log a Support Request by telephone

Please contact us on one of the numbers* shown below.

EMEA Customer Support Centres		
Country	Contact telephone number	Language
Germany, Austria & Switzerland	+49 (0) 811 999 4222	German
France	+33 (0) 1 4132 1820	French
Scandinavia	+44 (0) 1753 723020	English
UK, Rest of Europe, Middle East, Africa	+44 (0) 1753 723020	English

*At present, if you are a VNOC supporting a Polycom Immersive Telepresence Customer with 24x7 telephone support entitlement, you should use the access number which was communicated separately to you.

For critical or urgent calls, please contact the Support Centre on the telephone numbers listed above, even if you have initially logged the call via the web (in this case, please quote the service reference provided when the web support request was logged).

Extended 24x7 telephone support

When you sell the 24x7 Extended Telephone Support services with Premier 24x7, Premier Onsite 24x7, and Premier Onsite 24x7x4, your customers dial the local support number for your location, they will automatically be redirected to the support centre available at the time of your call. All out of hours support is provided in English only.

Escalation Policy

Process definition

The Escalation Process outlines the procedure that Polycom has in place to respond incidents that are reported to the EMEA Service Help Desk with respect to providing a resolution that is prioritised according to the seriousness of the issue reported.

Note: Only systems covered by a valid maintenance or warranty agreement with Polycom, are covered by this Escalation process.

Opening Tickets on the Polycom Help Desk

Issues reported to the Help Desk are logged by the Call Centre team and, for certified service Partners are then escalated to the Technical Support Team for investigation and resolution. Support requests logged, for which a replacement part and/or an onsite engineering visit are required, will be scheduled in accordance with the service entitlement attached to the equipment involved.

Each support request logged in the CRM system is given a priority level (see table below) to help prioritise the issue and guide Polycom in assigning resource to resolve it.

Priority definitions

Priority	Definition
P1	A condition exists that cannot be circumvented or avoided by a workaround or 'fix' that results in a critical impact to business operations, due to the system being severely degraded or non-functioning.
P2	A condition exists where the product is partially inoperative where some major functions are not working correctly and although there is a significant impact on the customer business, the product is able to perform basic functions.
P3	A condition that exists when the system is usable by the customer, either by means of circumvention or with limited functions. The condition is not critical to overall customer operations and does not severely restrict such operations.

Escalation of cases to Escalation support

In some instances additional support is required and the case is escalated to Polycom 'Escalation' support. Triggers for escalating cases to the Escalation team can include one or more of the following:

- A parts replacement does not resolve the problem
- A software bug has been identified
- No significant progress is being made to resolve the case
- Additional support is required due to the complex nature of the problem

Once escalated to the Escalation team, the assigned 'Escalations engineer' maintains case ownership and works directly with the customer to resolve the issue.

Escalation to R&D

In some instances further support is required and the case is escalated to Polycom 'R&D' support. R&D support is typically required if either a software design change or analysis of system log files that require development expertise is needed. However, case ownership still remains with the Escalations engineer and customer updates and any additional requests for information will be made by the Escalations support team.

Logging feature requests

Feature requests and product enhancement requests should be logged on the Polycom web site by clicking on the Support link and then clicking on the Feature Request link on the right hand side of the screen.

Returns Materials Authorisation (RMA) Process

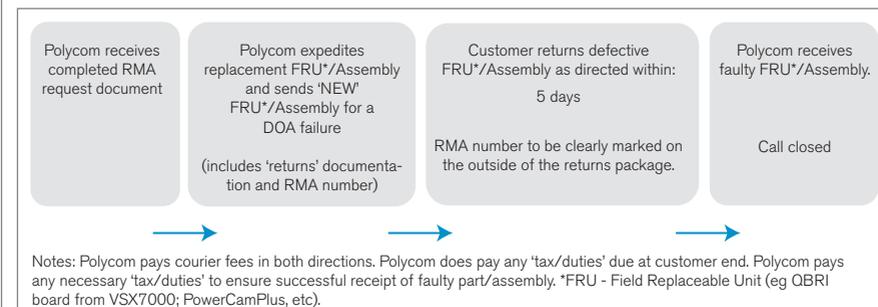
All Partners are responsible for returning parts in the appropriate packaging to ensure delivery of parts in good condition.

For Partners who have diagnosed parts as faulty, you may contact the EMEA PGS RMA team directly to request a replacement part. If you require assistance diagnosing the fault then please log a call with the technical support centre.

All prices are available from the PRC. If you would like assistance with using the pricing tool then please contact EMEA PGS RMA to arrange training. Alternatively the EMEA PGS RMA team can provide a quote where applicable.

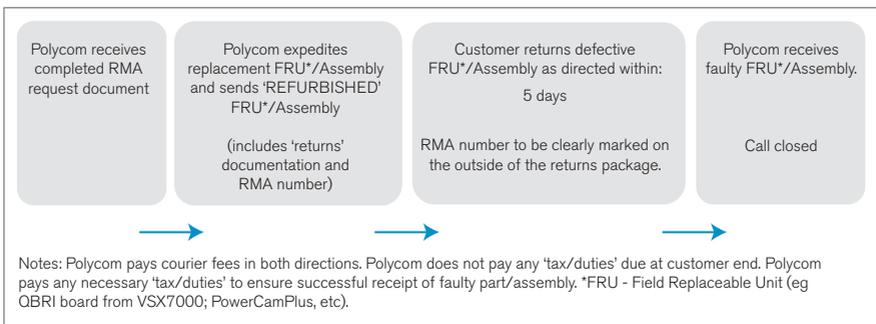
Service Charges Matrix for RMA process – what is included					
Situation	Service level	Courier Part outbound	Courier Part inbound	Tax & Duties outbound	Tax & Duties inbound
DOA	Advance Exchange	Yes	Yes	Yes	Yes
Maintenance Contract	Advance Exchange	Yes	Yes	No	Yes
In Warranty	Return to Factory Repair	Yes	No	No	Yes
Out of Warranty/ Chargeable	Return to Factory Repair	Yes	No	No	Yes
Out of Warranty/ Chargeable	Advance Exchange	Yes	Yes	No	Yes

Requesting a DOA (Defective on Arrival) RMA



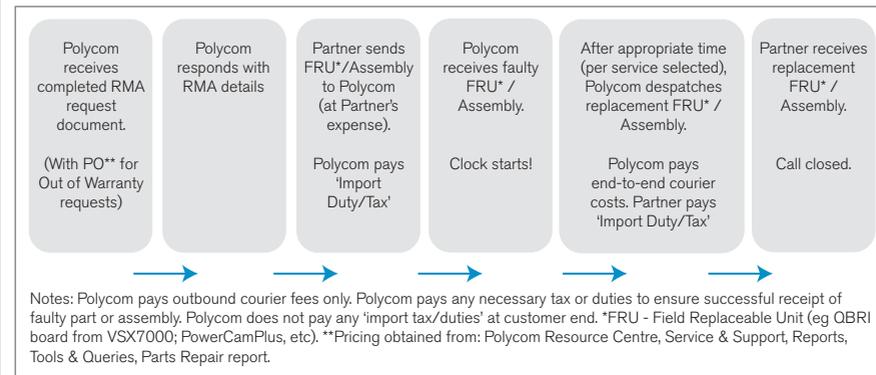
- Either open an RMA request online at <http://support.polycom.com> or send the completed Polycom RMA request form (available from the Polycom Support portal) by email to emeapgsrma@polycom.com. If completing the request online then the DOA certificate will be automatically generated for you.
- When entitlement cannot be assessed from the RMA request document Polycom will contact the Channel Partner for additional information within 3 working hours of receiving the request.
- On confirmation of entitlement, Polycom will Advance ship 'new' replacement parts at our expense from the Polycom Netherlands warehouse to the customer. DOA requests that are received by EMEA PGS prior to 13.00 UK time, 14.00 CET will be requested for overnight shipment and Next Business Day arrival subject to customer location and any customs procedures at the destination.
- The Partner is sent a Return Materials Authorisation number via email (prefixed by three letters) on a PDF document containing instructions on where to return the faulty parts and a copy of the DOA Certificate.
- The replacement parts will be accompanied by a Returns pack which provides detailed instructions on how to return the faulty products to our UK warehouse.
- Customer must complete the return waybill/consignment note and contact their in country TNT office for parts collection at Polycom's expense.
- A completed DOA Certificate (available from <http://support.polycom.com>) must be included in the box/boxes containing the faulty products.
- Failure to return the faulty part to Polycom promptly will result in an invoice being raised against the customer for the cost of the non-returned part.
- On receipt of the faulty parts at the Polycom warehouse accompanied by a completed DOA Certificate the RMA will be closed. Polycom will pay the duties and taxes associated with the receipt of replacement parts from customers outside the European Union at our UK warehouse.

Requesting a Partner Premier RMA



- Either open an RMA request online at <http://support.polycom.com> or send the completed Polycom RMA request form (available from the Polycom Support Portal) by email to emeapgsrma@polycom.com
- On confirmation of entitlement, Polycom will advance ship 'refurbished' replacement parts at our expense from the Polycom UK warehouse to the Partner overnight for requests received before 15.00 UK time. Requests received after 15.00 will be shipped next day. (When entitlement cannot be assessed from the RMA request document Polycom will contact the Channel Partner for additional information within 3 working hours of receiving the request.)
- The Partner is sent a Return Materials Authorisation number via email (prefixed by three letters) on a PDF document containing instructions on how to return the faulty parts.
- The replacement parts will be accompanied by a Polycom Returns pack which provides detailed instructions on how to return the faulty products to Polycom's EMEA PGS HQ UK Distribution Centre. Polycom will not pay the duties and taxes associated with the delivery of replacement parts to customers outside the European Union.
- Partner completes the returns documentation and contacts the local in country customer service office of TNT who will arrange to collect the parts at Polycom's expense.
- Failure to return the faulty part to Polycom promptly will result in an invoice being raised against the Partner for the cost of the non-returned part.
- On receipt of the faulty parts at the Polycom warehouse the RMA will be closed. Polycom will pay the duties and taxes associated with the receipt of replacement parts from customers outside the European Union at our UK warehouse.

Requesting Return Repair for In Warranty or Out of Warranty systems

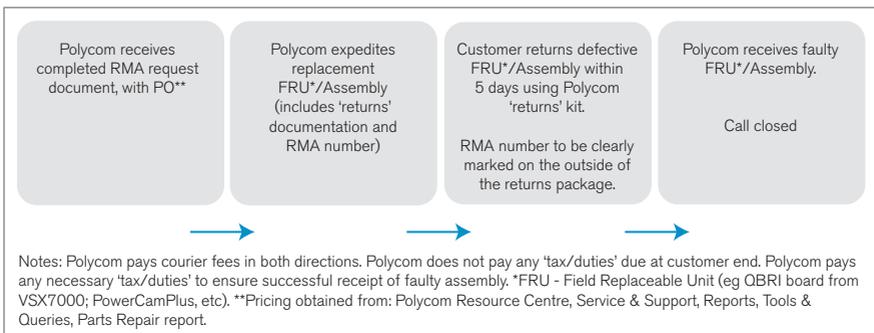


Systems under warranty are eligible for a return to factory parts replacement/repair as a deliverable of the warranty at no charge. There is a charge for non contracted customers to choose this service level. Please contact EMEA PGS RMA for the appropriate prices. Once you have the pricing:

- Either open an RMA request online at <http://support.polycom.com> or send the completed Polycom RMA request form (available from the Polycom Resource Centre) by email to emeapgsrma@polycom.com, along with a PO where necessary, for the relevant amount
- Polycom will acknowledge receipt by sending an RMA number
- Our target is to send this within 48 hours
- Partner must ship defective part to Polycom Warehouse, clearly marking RMA number on the outside of the packaging (please use original packaging wherever possible)
- Polycom Warehouse books shipment in. Clock starts on Replacement shipment countdown
- Polycom despatches part to Ship To address given on original RMA request
- Polycom invoice generated against customer's PO number

(Return Repair process applies to systems In Manufacturer's Warranty and for Out of Warranty, where a non-Advance Exchange part has been requested). See flow chart.

Requesting Advance Exchange for In Warranty or Out of Warranty systems



For Warranty or out of contract systems that require an expedited replacement part, there is an option to pay for an Advance Exchange service. Please contact EMEA PGS RMA for the appropriate prices. Once you have the pricing:

- Send the completed Polycom RMA request form (available from the Polycom Resource Centre) by email to emeapgsrma@polycom.com, along with a PO where necessary for the relevant amount
- Polycom Advance Ship the requested part with Polycom Returns Pack
- Part received by customer
- Customer completes returns kit, and arranges for collection of returned part as directed¹
- Part returned to Polycom

(In Warranty Advance Exchange referred to here is for systems without a Polycom Partner Maintenance Programme in force).

¹ Failure to return the part promptly, will result in an invoice being raised against the customer for the cost of the non-returned part.

Parts replacement – delivery guidelines

All Parts delivered DDU Incoterms 2000.

User Location	Regional Parts Depot Location	Deadline for same-day shipment of replacement parts *
United States	United States	6:00pm Eastern time
Canada	Canada	6:00pm Eastern time
Brazil	Brazil	3:00pm Sao Paulo time
Chile	Santiago	2:00pm Santiago time
Colombia	Bogota	6:00pm Bogota time
Mexico	Mexico City	4:00pm Mexico City time
Rest of Central & South America	United States	6:00pm Eastern time
France	UK	4:00pm Central European time
Germany	UK	4:00pm Central European time
South Africa	Johannesburg	3:00pm South Africa time
UK, Rest of Europe, Middle East and Africa	UK	3:00pm UK time
Japan	Tokyo	3:00pm Tokyo time
New Zealand	Sydney	3:00pm Sydney time
India	Mumbai	3:00pm Mumbai time
Singapore	Singapore	3:00pm Singapore time
Thailand	Singapore	3:00pm Singapore time
Hong Kong	Singapore	3:00pm Singapore time
Indonesia	Singapore	3:00pm Singapore time
South China	Shanghai	4:00pm Beijing time
North China	Shanghai	4:00pm Beijing time
Australia	Sydney	3:00pm Sydney time
Taiwan	Singapore	3:00pm Singapore time
Rest of Asia-Pacific region	Singapore	3:00pm Singapore time

For Average parts transit times please visit: http://www.polycom.com/support/Advance_Parts_Replacement.html

* All RMA transactions will be processed by Polycom and a replacement part will be dispatched on the same day when the order is placed before the specified time (subject to local pick-up time restrictions for overnight services). Despite the foregoing, customs delays may affect actual delivery time in certain regions.

CRT, LCD, and plasma displays require 2-7 business days for replacement through the RMA process, depending on the customer location.

Installation Process

Once your order for installation has been booked the EMEA service delivery team will be notified via a daily report. At this point the ESD team will then make initial contact with the end user.

If the end user contact information is inaccurate or incomplete on your order then it is possible for the customer to suffer a significant delay in scheduling their installation – it is important that you provide us with accurate customer contact details.

After initial contact is made with the end user the PIC (Pre Installation Checklist) will be sent to the end user to complete. The PIC will have the appropriate technical information concerning the installation such as IP/ISDN, data input, display devices etc, which in-turn will be passed on to the engineer for the onsite visit.

Once the PIC is returned to the ESD team and the end-user has confirmed receipt of the equipment a date for the installation can be scheduled.

For an end-point installation we would normally allow for a 6-hour site visit, arriving for 10.00 and normally completed by 16.00. Installation activity will include:

- Unpack and verify shipment contents.
- Connect Polycom equipment to power source and to appropriate networks.
- If LCD or plasma displays were supplied by Polycom AND the appropriate LCD/plasma installation service was purchased, Polycom has the responsibility to mount these displays to the Polycom cart or to the customer installed wall mount brackets. If ceiling mounted microphones or speakers were supplied by Polycom, then Polycom has the responsibility to connect the cables to the video endpoint.
- Power up video endpoint and complete initial configuration process, enable customer to read and accept any applicable product licence agreements and access Polycom Resource Centre to activate any software licence codes to facilitate electronic product registration with the customer.
- Execute applicable video system testing to ensure that the system meets published specifications.
- Once the system installation is physically complete, a full test is carried out with a Polycom engineer in our UK Customer Support Centre. The onsite engineer will then deliver a basic 30 minute user familiarisation session to a small group (max 4) of interested individuals.

If you have any queries as to how an installation is progressing, please contact the Installations team on: emeaservicedelivery@polycom.com. Please quote the Polycom Sales Order ref (XX-#####) or the Polycom six digit Service reference number when calling with any queries.

System Relocation

Polycom will perform system relocation service for a fixed fee during PPM, 08.00 to 17.00 local time, Monday through Friday, excluding Polycom holidays.

It is the customer's responsibility to coordinate the shipment of the equipment from one location to another.

Installation requests cannot be scheduled until the product has been shipped and received by the customer and a site survey or a pre-installation checklist (product specific) has been completed and returned to Polycom. Upon completion of these tasks, Installations will be scheduled as per the installation process. Customers should expect a minimum of a five (5) business day lead time for scheduled installations from this point. Requests for Installations within the 5 day window will be handled on a "Best Effort" basis and may be subject to an additional expedite fee.

Pricing and part codes for these services are available in the latest price book.

Pre-Contract Inspection (PCI)

For video conferencing systems not installed by Polycom, and/or for a video conferencing system where a 60 day lapse in maintenance contract or warranty end date has occurred, Polycom may require a pre-contract inspection prior to accepting the equipment under a maintenance contract.

This pre-contract inspection validates the good working order of the system prior to placing under a Polycom contract and may be performed remotely or onsite depending on the customer's requirements. Polycom will only place operational systems that are running the current version of software onto a service contract.

The customer is also responsible for all expenses required to bring the system to an operational level.

Once the purchase order has been received for the PCI then a case will be opened for the technical support centre to run the appropriate diagnostics remotely or for an engineer to attend onsite depending on the PCI service ordered.

Online Tools

The Polycom Resource Centre is a Partner intranet site which holds many tools, guides and collateral. All price lists, product bulletins, sales and marketing collateral are posted here. Ensure you have opened a Channel Partner account in the Polycom Resource Centre which will enable you to access all these tools.

Online Support Portal

Partners and end users can now access a wide range of support information from one convenient location – <http://support.polycom.com>. The new portal, which was designed in collaboration with Channel Partners and customers, gives visitors access to RMAs, service requests, warranty/entitlement look-ups (Partner only), software activations/upgrades, and more. We are moving all our Support tools to this one location.

You can access this site via the PRC, if already logged into PRC it will take you straight into the portal. If you are not logged in then use your PRC login to access the portal. When you log in check the 'keep me signed in' box to stop the website from timing out, but do remember to log out when you are finished.

If you have questions or comments regarding the new Support portal, try the site's FAQs or Quick Reference Guide (available on the PRC) or send an email to pgsonline@polycom.com.

Our Support portal is continually being updated with new enhancements so look out for updates on the features and functions available to help make your life much easier. The following resources are now available to help you maximise the use of our Online Support portal.

- **Quick Reference Guide** – Step-by-step guide to each function on the portal
- **FAQ**
- **RMA Procedure** – Updated RMA procedure document to help make requesting RMAs easier, incorporating the new Online RMA request capability
- **DOA Policy** – Updated DOA policy document
- **DOA Certificate** – New DOA certificate application form

Visit the online Support portal to take advantage of the new features including:

- **Online RMA request capabilities** – request permission to create online RMA requests by completing the form and sending to eserviceaccess@polycom.com
- Access the **bulk entitlement lookup tool** where you can check the contract or warranty status of multiple systems in one go
- Check the status of a service request or RMA at any time, day or night, and make doing business with Polycom a lot easier.

Knowledgebase

The Polycom Resource Centre is the home of the Knowledgebase, a constantly evolving solutions database where you can search for your solution online 24x7.

RMA tools

Serial number search provides which Partner the product was sold to, when it was shipped, part number, and tracking information.

RMA status requires the RMA number. Provides part number, serial number, product description of shipment, tracking information and where to return the product. Also available publicly at <http://support.polycom.com/PolycomService/rma/index.htm>.

Spare parts/FRU pricing get the latest parts pricing (local prices displayed in USD).

RMA documentation RMA Policies and Procedures.

- **Feature request tool** – Suggest YOUR improvements to Polycom products. Available on every product support page.
- **Software downloads** – All software upgrades, patches and bug fixes are available from the Polycom Resource Centre. Your system needs to be entitled in order for you to download the licence key.
- **Software activation** – Software release notifications are now available. Notification may be sent to customers who have activated, registered, or who are waiting for a software upgrade.

In order to receive these proactive notifications of new software or release notes you need to ensure that you have activated and registered your product in the Polycom Resource Centre, and then set your permissions to receive these notifications. You will only receive notifications for the software products you have registered to your system.
- **FAQs and Technical Alerts by Product** – Available on every product support page at www.polycom.com/support/product_name - ex: www.polycom.com/support/vsx8000.

Appendix A – Polycom Global Support Directory

Support available during Principal Period of Maintenance (PPM)

User Location	Regional Support Number	Support Language
UK, Scandinavia, Rest of Europe, Middle East, Africa	+44 (0)1753 723020	English
France	+33 (0) 1 4132 1820	French & English
Germany, Austria & Switzerland	+49 (0) 811 999 4222	German & English
United States and Canada	1-888-248-4143	English
Brazil	0-800-891-5786	Portuguese & English
Chile	800-510-011	Spanish & English
Colombia	01-800-700-1911	Spanish & English
Mexico	001-888-248-4143	Spanish & English
Rest of Central & South America	1-978-292-5516	Spanish, Portuguese & English
Australia	1800 725 598	English
New Zealand	0800 507 856	English
India	1800 200 6555	English
Japan	0066 3361 2146	Japanese
South Korea	00 30 861 00 97	English
Singapore	800 616 1958	English
Thailand	00 1 800 611 2919	English
Hong Kong	800 966 391	English
Indonesia	00 1 803 618 17	English
South China	10 800 261 0394	English
North China	10 800 610 0394	English
Taiwan	008 0161 1449	
Rest of Asia Pacific (Singapore time)	+65 6389 9200	English
Rest of Asia Pacific (Sydney time)	+61 2 9978 8098	English

Information correct at time of printing.

Appendix B – Serial Number Formats

Serial number formats for Polycom products

VS = Viewstation LN = Licence number SN = Serial number Nwm = network module

VIDEO - When VS, V, VSX or HDX system serial number is changed as part of the refurbishment process: A is replaced with M. B is replaced with N. C is replaced with P.

HDX	HDX 4000, 4001, 4002	14 digits ending CH
	HDX 7001, 7002, 7004	14 digits ending CN
	HDX 8000, 8002, 8004, 8006	14 digits ending CG
	HDX 9001, 9002	14 digits ending C9
	HDX 9004	14 digits ending C1
Viewstation	VS MP/512/H323/128	14 digits ending A0 – very occasionally this may end A0
	VS SP (128 and 384)	14 digits ending A3
	VS FXH323	14 digits ending A7
	VS VS4000 H323	14 digits ending AD
	VS EX	14 digits ending AX
VSX	VSX 9000	14 digits ending AT
	VSX 8000	14 digits ending B2
	VSX 7000 & 7000s	14 digits ending AK
	VSX 7000e	14 digits ending B9
	VSX 6000	14 digits ending B6
	VSX 5000	14 digits ending B7
	VSX 3000	14 digits ending B1
V series	V500	14 digits ending B0
	V700	14 digits ending CD
Peripherals	VSX Visual Concert	14 digits ending AR
	VSX Sub Woofer	14 digits ending AL
VOICE		
Desktop	Via Video	14 digits ending AF
	Via Video 2	14 digits ending AS
Installed Voice	Vortex	12 digits starting D2
Misc and Legacy	NETENGINE	12 digits starting 00E07
Audio	Soundstation (EX and non-EX)	8 digits starting 1
	Soundstation Premier (all types)	8 digits starting 3
	Soundstation Satellite modules	8 digits starting 5 – not recorded on DB

Serial number formats for Polycom products		
VS = Viewstation LN = Licence number SN = Serial number Nwm = network module		
Audio (continued)	Soundstation VTX	12 digits starting B2
	Soundstation 2 EX	12 digits starting H
	Soundpoint Pro and SE225	8 digits starting 9
	Voicestation 100	12 digits starting A2
	IP3000 and 5000	12 digits starting 000
	QSX	14 digits ending B3
	Polycom Communicator	12 digits starting L
TELEPRESENCE		
Immersive Telepresence	RPX	RPXmaincodecserialnumber example RPX280722072EABC1
	TPX	TPX-XXXXX oder TPXXXXX example TPX-00211 oder TPX00102
	ATX	ATX-XXXXX
	OTX	OTX-XXXXX
	QDX	16 digits starting Q6XXXXXXXXXXXXXX
UC INTELLIGENT CORE		
	CMA/DMA	7 digits XXXXXXX
	RMX 1000	12 digits starting 0004F2BXXXXX
	RMX 1500	12 digits starting CRXXXXXXXXXX
	RMX 2000	12 digits starting VRXXXXXXXXXX
	RMX 4000	12 digits starting R4XXXXXXXXXX
	RSS 2000	12 digits starting 0090FBXXXXXX
INFRASTRUCTURE		
	ReadiRecorder	16 digits starting 18XXXXXXXXXXXXXX
	ReadiManager SE200	12 digits starting 0090FBXXXXXX
	ReadiManager LX100	12 digits starting 003048XXXXXX
	ReadiManager RMSE200 HW SN	12 digits 00XXXXXXXXXX
	LX100 – hardware serial number SN	12 digits 00XXXXXXXXXX
MGC (sometimes the sn is prefixed with ACMG)	MGC25	4 to 6 digits all numeric
	MGC25V	4 to 6 digits all numeric
	MGC50	4 to 6 digits all numeric
	MGC100	4 to 6 digits all numeric
MGC+	MGC+25	4 to 6 digits all numeric
	MGC+25V	4 to 6 digits all numeric

MGC+	MGC+50	4 to 6 digits all numeric
	MGC+100	4 to 6 digits all numeric
Middleware /Software products Licence numbers / serial numbers	PVX	12 digits XPVX-XXXX-XXXX
	GMS Version 5 & below SN	8 digits starting 00000XXX
	GMS Version 6 & above LN	14 digits XGMS-XXXXXX-XXXX
	Path Navigator Version 5 & below SN	8 digits starting 00000XXX
	Path Navigator Version 6 & above LN	14 digits XPNV-XXXXXX-XXXX
	PCS Version 6 & above LN	14 digits XPCS-XXXXXX-XXXX
	Web Office Version 7 & above LN	14 digits XWBO-XXXXXX-XXXX
	Web Commander Version 7 & above LN	14 digits WMWC-XXXXXX-XXXX
	MP, AES H264, P&C licences	17 digits K1000-0000-000X-XXXX
	VSX upgrade licence	17 digits K1000-0000-000X-XXXX
	VSX P+C licence	17 digits K1000-0000-000X-XXXX
	Ipover AES	11 digits AES-XXXX-XXXX
	Readimanager RMSE200	17 digits X1XXX-XXXX-XXXX-XXXX
LX100 licences	17 digits X1000-0000-000X-XXXX	

Appendix C – Deliverables Chart for Installation and Implementation Services

	Installation and Training	Implementation
Channel Client Review		●
Polycom Project Team		●
Pre-Installation Survey	●	●
Installation of Software	●	●
Onsite Training	●	●
Project Manager		●
Provide Statement of Works		●
Database development		●
Database Loading		●
Status Checks		●
Progress Reports		●
Full System Testing		●
Customised Test Protocol		●
Customised Administrator Training		●

Appendix D – Glossary

Activation Key (instead of key code) – When installed on your Video Conferencing system the Activation Key will enable or unlock the purchased functionality

CRM – Customer Relations Management System – holds all customer, product, warranty and contractual system entitlement

CVE – Certified Video Engineer

CSP Certified Service Partner – Replacement programme for the Polycom Partner Services Programme

ESD – EMEA Services Delivery team

Knowledgebase – Online Solution search tool, constantly evolving as new technical solutions are added

Licence Number (instead of license key) – Number required to demonstrate eligibility to access your software, upgrade or option

NST – Non Standard Terms – denotes an aspect of the service agreement is not included in our published description and therefore needs to be approved as non-standard.

Online Support – Polycom support tools available online 24x7 from www.polycom.com/support

PIC – Pre-Installation Checklist

Principal Period of Maintenance (PPM) – EMEA normal service coverage period, excluding Polycom recognised holidays; may be extended as an uplift to most offerings. Monday to Friday 9.00-17.00 GMT.

EMEA Customer Support Centre contact numbers:

Country	Contact telephone number	Language
Germany, Austria & Switzerland	+49 (0) 811 999 4222	German
France	+33 (0) 1 4132 1820	French
Scandinavia	+44 (0) 1753 723020	English
UK, Rest of Europe, Middle East, Africa	+44 (0) 1753 723020	English

Product Activation (replaces CFS) – The act of generating an Activation Key

RMA – Returns Material Authorisation

Serial Number (replaces Serial ID) – Product serial number used to track and entitle each hardware product.

Software Updates – Minor bug fixes and patches made available for entitled software as they become available from Polycom via electronic download.

Software Upgrades – Major feature and enhancement releases made available for entitled software as they become available from Polycom via electronic download.

SPOC – Single Point of Contact

TSE – Technical Support Engineer

Appendix E – Useful contacts

For General Service Sales enquiries	emeaservicesales@polycom.com
For Service Contract and entitlement enquiries only	emeaservicecontracts@polycom.com
For Training and Course availability enquiries	emeatraining@polycom.com
For Logistics	emeapgsrma@polycom.com
For Installations	emeainstallations@polycom.com
For Invoice/Credit note enquiries	emea-credit@polycom.com
For Product Sales enquiries	+44 (0)1753 723072
For Global Fulfilment enquiries	gf@polycom.com
Polycom Resource Centre (PRC)	http://portal.polycom.com
Support Website	http://support.polycom.com/
Knowledgebase	http://www.polycom.com/kb
Partner Response Team	prt@polycom.com
Polycom Global Services	http://www.polycom.com/pgs/emea
Polycom Learning Centre	http://www.polycom.com/emeatraining
Service Pricing Tool	http://www.polycom.com/pgs/partnerservicetool

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Denmark

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92042 Paris La Défense Cedex
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