



# Polycom Studio

Bringing premium performance to huddle spaces everywhere, Polycom Studio delivers business-class audio and video capabilities in an easy-to-use USB video bar. Capture a larger share of wallet with your customers by helping them expand video into smaller rooms in a cost-effective, scalable way. It's based on decades of technology expertise that your customers would expect from more expensive enterprise video solutions. This means users will love it, and your IT buyers will love you for recommending it. Unlike the consumer-grade technology you're selling if you offer other vendors' USB video devices, Polycom Studio can be centrally managed, whether your customer has deployed 10 or 10,000 units throughout their organization. Polycom Studio: built for small rooms and big ideas.

## AT A GLANCE POLYCOM STUDIO

- Understand each other clearly with Polycom Acoustic Clarity technology
- Focus on the meeting, not the controls, with automatic group framing and speaker tracking
- Start meetings easily with simple-to-use, plug-and-play USB connectivity
- Make managing and deploying easier at scale with remote Wi-Fi management
- Enjoy the flexibility of compatibility with nearly every video platform, including Microsoft Teams, Skype for Business, Zoom, GoToMeeting, Cisco Webex and more
- Block distracting sounds and voices with Polycom NoiseBlock and Acoustic Fence technology

## TARGET CUSTOMERS

The market opportunity to outfit huddle rooms with video conferencing systems is something you can't afford to ignore. There are over 32 million huddle rooms today with less than 2% equipped with video conferencing. Frost and Sullivan predicts that by 2022 the huddle room will represent almost 70% of all video conferencing rooms\*. Selling Polycom Studio will help you capture your share of this revenue.

### KEY TARGET—ENTERPRISE

Enterprise customers typically have bigger budgets for large-scale deployments with more rooms that they need to video enable. Targeting large enterprises will allow you to capture revenue from early adopters and could lead to early revenue spikes. When selling to the enterprise customer, you will want to emphasize management which simplifies large-scale deployments more simple and will be the biggest differentiator against other products in market.

### KEY TARGET—SMB ORGANIZATIONS

Your typical SMB will likely have fewer rooms to enable and much smaller budgets than your enterprise customers. Even though the average deal size may be smaller than enterprise, the total opportunity is massive as SMBs are gravitating towards USB devices for video in conference rooms.

## Customer pain points

ISSUE	HOW POLYCOM STUDIO HELPS
Need to enable video in smaller meeting rooms	<ul style="list-style-type: none"> <li>• Polycom Studio delivers powerful audio and video capabilities at a competitive price point, all in a simple-to-install system.</li> <li>• It's easy to connect over USB, and contains all of the audio and video components needed to deliver an outstanding experience for smaller groups.</li> </ul>
Searching for a solution which easily integrates with any video platform	<ul style="list-style-type: none"> <li>• Polycom Studio works with nearly any video service provider, ensuring that it'll work with particular customer needs.</li> </ul>
Struggling to manage large number of devices	<ul style="list-style-type: none"> <li>• Polycom Studio is centrally manageable, so whether customers are deploying to 10 rooms or thousands, they will have no concerns about maintaining uptime or coordinating software updates.</li> </ul>

\*Frost & Sullivan, "Growth Opportunities for Video Conferencing in Huddle Rooms", Feb 2018

# Key conversation starters

- How are you enabling video conferencing in your huddle rooms?
- Do your users complain that your meeting technology is confusing?
- Do your users sound and look professional on video conference calls?
- Does your IT team spend a significant amount of time troubleshooting issues for your conferencing solutions?

## Competitive comparison

	Polycom Studio	Logitech MeetUp
Audio quality	Rich, clear, best-in-class	Consumer-grade
Camera resolution	4k UltraHD	4k UltraHD
Field of view	120 degrees	120 degrees
Auto-framing	Speaker or group	Group only
Stereo speakers	Yes	No
Mic pick-up range	12 feet	8 feet
Remote management	Yes	No
Blocks distracting noise during meetings	Polycom NoiseBlock	No
Eliminates audio interruptions	Polycom Acoustic Fence	No

## Objection handling

### Q. COULDN'T I JUST BUY A CHEAP WEBCAM?

Webcams are designed for just one person sitting right in front of it. When misused in meeting rooms, they result in frustrating experiences with lousy audio and video that don't allow teams to see and hear everyone clearly. Polycom Studio eliminates that frustration by delivering a business-class solution that allows meeting users to think big. It keeps technology in the background with simple USB plug-and-play connectivity that just works.

### Q. WHY DO I NEED TO BUY ANYTHING? OUR USERS JUST BRING THEIR LAPTOPS INTO MEETING ROOMS FOR VIDEO COLLABORATION.

That's fine for one person, but it's a terrible experience for two or more people in the room. It's hard to get everyone on camera—the images are fuzzy, the audio is tinny, and people can't see clearly. The only way to have an effective video call with more than one person in the room is to use a device that's designed for it, such as Polycom Studio.

### Q. MY COMPANY IS CONSIDERING MOVING FROM AN ON-PREMISES PLATFORM TO A CLOUD SOLUTION. HOW DOES POLYCOM STUDIO FIT INTO OUR PLAN?

Polycom Studio works with most collaboration platforms, including Microsoft Teams, Skype for Business, Zoom, GoToMeeting, Cisco Webex, and more.