

# Polycom® DMA™ 7000



## Positioning Statement

The Polycom DMA 7000 is a network-based application for managing and distributing multipoint calls within a highly reliable and scalable architecture. By maximizing resource utilization and lowering administrative costs, the DMA 7000 is an ideal solution for networks supporting on-demand bridge personal meeting rooms and desktop video applications.

## Key Benefits

- **High reliability** - Removes any single point of failure for routing calls, with ACTA-based RMX media servers and dual hot standby DMA 7000 application servers automatically routing around network outages and server failures.
- **Highly scalable** - Expandable from twin RMX media servers up to 1200 mixed A/V ports across ten RMXs
- **Maximum resource use** – Utilizing load balancing and distribution of calls to the media servers, all ports and media servers are optimally utilized
- **Lower administration costs** - Integrated LDAP enables centralized account management for thousands of users. Consolidated call logging and port capacity monitoring further reduces administration overhead.

## Applications (LOB/IT Dept)

### Highly-distributed video communication –

In tandem with the Polycom CMA Desktop client, users can reliably communicate over high-quality video anytime from anywhere.

**On-Demand Collaboration** – Personal meeting rooms for virtually every employee allows individuals and teams to hold easily accessible, ad-hoc video and audio conferences

**Highly Flexible** - Advanced design enables new conferencing services to be introduced, modified, and scaled without end-user disruption

## Qualifying Questions

### Line of Business:

How do you currently empower employees to make faster and more informed decisions?

In what ways are you improving communications between employees and customers?

What concerns do you have about adoption rates of your conferencing investments?

### IT Department:

How do you presently scale and support thousands of conferencing end users?

How do you presently report on video services use and bridge port utilization?

Who would be impacted if you utilized highly reliable services that didn't involve outages?

What plans are in place to minimize trouble tickets about availability?

How often do you perform your upgrades after hours?