



Product Migration

► Transitioning to High Definition Platforms at Polycom

Polycom's video operations team supports over 2,500 Polycom employees at more than 300 video-enabled offices and remote sites around the world. The mandate of the video operations team is to ensure high quality user experiences, leverage IP network resources, and support a highly reliable and scalable next generation conference infrastructure that enables 24/7 video collaboration for all employees.

► Statistics

- Conference infrastructure supports over 2500 Polycom employees
- 700+ Endpoints, standardized at 512K, are registered to the corporate gatekeeper
- Multipoint conference platforms support 10,000+ conferences each month
- Spot tracking shows over 20 Mbps of conference traffic is running on the Polycom network
- Video conferences are almost 100% on demand

► Solution

- Eight RMX 2000 conference platforms throughout the world support multi-participant video conferences
- Legacy MGC+100 ReadiConvene platforms are phasing out concurrently as IP growth supersedes legacy ISDN

► Results and Benefits

- Polycom employees collaborate over video more than ever
- Worldwide company meetings, regular conferences, immersive telepresence sessions, and product trainings are held on a single RMX 2000 or cascaded over multiple bridges
- Administrators devote markedly less time and resources to conference support

Challenge: Migrate existing conference infrastructure to a new high definition platform without impacting business continuity, network performance, and growth, with the goal of increasing user adoption and accelerating ROI.

Polycom launched its first high-definition (HD) endpoints and immersive telepresence solutions in 2006. To support widespread deployment of HD, the existing Polycom MGC™+100 conference bridges are being phased out in favor of Polycom's next generation conference platform, the RMX 2000™. Advantages for users and administrators using the RMX 2000 were myriad: improved video quality with support for standard definition (SD) and HD in continuous presence (CP); lower latency, enabling better experiences even at lower call speeds; simpler installation and upgrades; a more compact form factor; and improved energy efficiency. Management and troubleshooting features such as call detail records and the ability to record and analyze conferences ensured the video operations team could perform on-the-fly conference support and analysis whenever and wherever it was required.

The RMX 2000 Rollout Plan

The Polycom video operations team began deploying RMX 2000 conference platforms beginning in mid-2007. The rollout required installing a total of eight RMX 2000 platforms, beginning in the Americas (4) then extending to Asia Pacific (2) and Europe/Middle East/Africa (2). The transition involved upgrading video endpoint software and a controlled beta with executives and engineers. Existing MGCs served as gateways for audio calls and any remaining legacy endpoints prior to RMX 2000 support for PSTN and ISDN networks. After a successful six week beta, the deployment expanded to the production network. The first sites to go live were the new San Jose office and Pleasanton, California corporate headquarters with approximately 400 employees at those facilities.

"People wanted HD and they wanted on demand conferences. They wanted their virtual meeting rooms available anytime, anywhere. The question was: Could the RMX 2000 do it?"

Philip Hillberath, Worldwide IT Video Operations Manager, Polycom

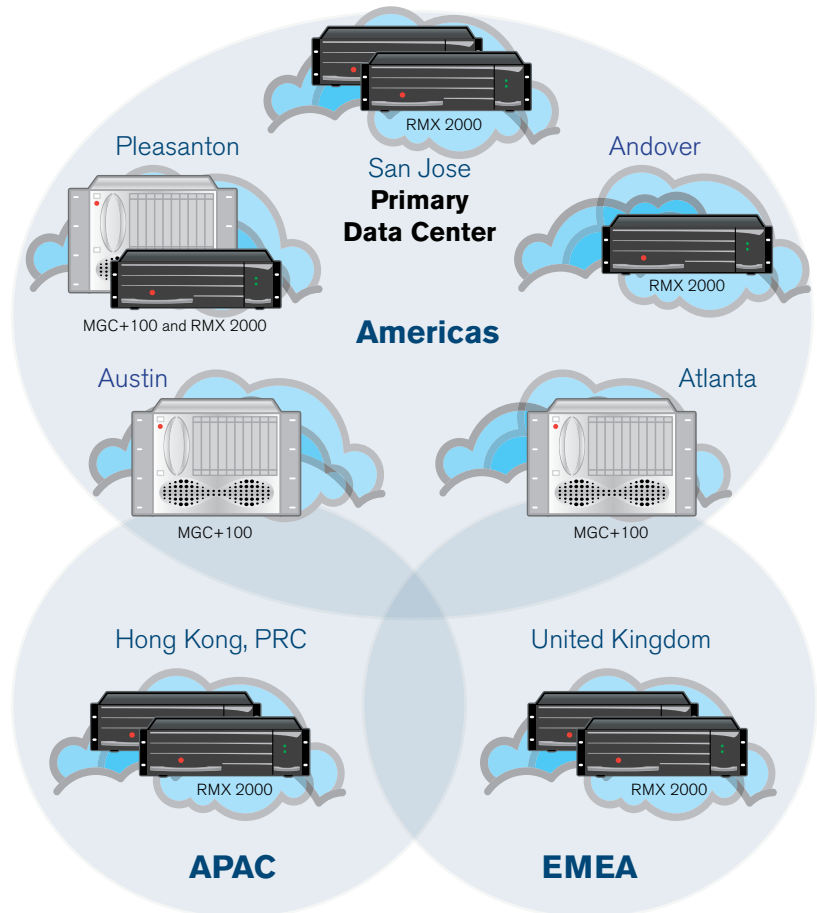
As each existing MGC had approximately 200 virtual meeting rooms for users to call into, the video operations team leveraged the profile templates in RMX Manager to duplicate MGC rooms on the RMX 2000 simply by developing a few key templates and applying them globally. Entry queues, also known as conference lobbies on the bridge, were easy to develop and deploy too. "With the RMX Manager it is easier to pre-conceive a strategy and apply it throughout the organization," said Carl Harvell, Polycom video engineer.

Worldwide IT video operations manager, Philip Hilberath, also saw the benefits. "You needed a very technical person to run the MGC, but managing the RMX is simple and streamlined, which made adoption easy for my team," noted Hilberath. "Upgrades on the RMX 2000 are a breeze, as the whole system is addressed at once, via the unified backplane." As Polycom supports a variety of call speeds and resolutions from audio to HD, Flexible Resource Capacity™ ensures the RMX 2000 platforms always operate at maximum efficiency and are never oversubscribed.

Polycom users similarly reacted. Though some missed their old MGC meeting room numbers, most issues were easily mitigated and disruptions kept to a minimum. "For the most part I didn't hear any objections," said Harvell "and in my business that means success." Hilberath notes the increasing reliance on video throughout the organization as a testament to the performance of the new HD-ready infrastructure, anchored by the RMX 2000.

As the video operations team concludes the RMX 2000 rollout, it is also examining the Polycom Distributed Media Application™ (DMA™) 7000 for further scaling of multipoint conferences. The DMA 7000 acts as a single point of call control over the eight RMX 2000 conference platforms, unifying the multiple bridge units into a scaleable, highly available pool of media resources. "The DMA 7000 takes the heavy lifting out of building meeting rooms," said Hilberath. On the DMA 7000 a virtual meeting room for each user spans multiple bridges and their network certifications are quickly and accurately applied by interfacing with directory servers. Meeting room creation is centralized in the DMA 7000 while calls are distributed throughout the network and placed on

Polycom High Definition Network



Transitioning to high definition throughout the corporate infrastructure required replacing MGCs with RMX platforms in each major geographic region

the most appropriate RMX. "As much as possible, we try to automate conference support and management," said Harvell. "The RMX and DMA solution enables us to do just that, so we can focus on driving innovative applications for video throughout the organization."

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