



CHANNEL PARTNER RESOURCE GUIDE



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Please visit the Polycom Resource Center at <http://extranet.polycom.com> or contact your channel marketing manager for additional details on these and other marketing tools.

This Resource Guide is a quick reference of the tools and resources Polycom provides to our valued channel partners. The information contained in this guide is available on the Polycom Resource Center.

PROMOTIONS

COMMUNICATIONS

SALES & MARKETING TOOLS

EXECUTIVE BRIEFING CENTERS

POLYCOM PARTNER UNIVERSITY

SERVICE & SUPPORT

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PROMOTIONS

Polycom PAYS – Reseller Rewards Program

- Polycom has created the PAYS program (Polycom Awards Your Success) to reward our valued resellers for selling Polycom’s industry leading products.
- With Polycom PAYS, you will earn AwardperQs® points for every eligible sale of targeted Polycom products. You will also be able to earn bonus AwardperQs for selling multiple product lines or overachieving your quarterly sales growth.

- Visit the Polycom Resource Center and sign up today.

Promotions At-A-Glance

- This “Promotions At-A-Glance” flyer outlines all the available promotions on an easy to read, single sheet to help you determine what promotions will best meet your customer’s needs.

- Visit the Polycom Resource Center to download current version.

Trade in & Trade up Programs

- The Technology Upgrade program offers rebates to your end user customers who purchase a new Polycom VSX or MCU Platform and trade a qualified non-Polycom system.
- Polycom Upgrade Program offers rebates to your end user customers who purchase a new VSX or MGC module and trade in a qualified Polycom system.
- For complete details visit the Sales & Marketing section of the Polycom Resource Center

Demo & Certification Equipment Program

- Channel partners can purchase equipment to outfit demonstration facilities at special discounted prices. For complete details visit the Sales & Marketing section of the Polycom Resource Center

COMMUNICATIONS

Partner Post Newsletter

- The Partner Post bi-weekly newsletter is your #1 source for the current information on Polycom products, program events and much more. Once you sign up, the Partner Post will be sent directly to your desktop for easy access.

- To sign up for the Partner Post please visit the Polycom Resource Center and click on Partner Post under Newsletters.

Polycom Resource Center

- The Polycom Resource Center (PRC) is your primary source for tools and information that Polycom has created for channel partners to use.
- To access the PRC go to <http://extranet.polycom.com/csnprod/signon.html>

Polycom Sights & Sounds Customer Newsletter

- This newsletter is for end user customers who have requested to be kept up to date on Polycom news and information.
- To have your customers sign up for this newsletter, direct them to www.polycom.com and click on “Sign up for E-News”.

SALES & MARKETING TOOLS

Conference Room Kits

- Channel marketing developed a new conference room kit that you and your customers can use to help organize and make all your conference rooms easier to use.
- The kits includes a rotating centerpiece that holds remote controls, note pads and pens, and a helpful conferencing quick reference guide with tips and conferencing etiquette, with additional space for adding your own contact and support information.

- The kits are available for resellers to purchase through our online literature fulfillment site located under the Sales & Marketing section of PRC.

Driving Adoption Kit

- This kit will help your customers increase the usage of their video conferencing equipment. These kits include helpful information from planning to implementation of video conferencing systems. It also includes a sample letter for promoting conferencing to employees, an ROI tool and training information.

Seminar in a Box

- This kit will supply you with all the information you will need to sponsor your own seminar including how to start planning, sample agendas, budgets, sample invitations and more.

Ads & Email Templates

- In an effort to help our channel partners reduce the cost of promoting Polycom products we have created a series of ads and email blasts that can be used for your own campaigns.
- They can be modified to include your logo and corporate messaging to generate leads for your sales team.

Marketing Planning Worksheet

- Many of our channel partners have successfully leverage this tool with the help of their Polycom channel marketing manager. This planning worksheet offers ideas on how to maximize the use of your coop funds and plan out how to implement a fully integrated marketing plan to increase revenue.

Grants & Funding Resource Guide

- Many grants are available to resellers and Polycom has developed this guide to assist you in taking advantage of these valuable resources.

Case Studies

- Polycom has developed a large number of case studies that represent a wide variety of industries.
- You can take these case studies and share them with your customers in similar industries and show them how their investment in conferencing communications will help them reduce costs and increase productivity.

Tactical TeleSolutions – Call Center Support

- Polycom has partnered with Tactical TeleSolutions (TTS) to help our channel partners generate additional qualified leads. TTS is a call center and solutions provider that features 200 stations and full network capabilities. TTS provides marketing, sales and database services to companies worldwide.
- TTS can do outbound call campaigns, scrub your existing database, help you create a new database and assist you in closing the loop on all your leads so your sales force can focus on close business.

Team Polycom Collection – Brand Merchandise Store

- Polycom offers a wide variety of promotional items that can be purchased and used for customer events, trade shows, incentives and more.

Network System Product Configuration Tool

- This easy to use tool helps resellers design the best MCU platform configuration to meet customer requirements.
- To use the configuration tool go to the Network Systems section of the PRC.

MCU ROI Calculator

- This simple and effective tool can be used to show your customer how quickly their investment in Polycom bridging technology will quickly reduce costs to recover the investment expense.
- To use the configuration tool go to the Network Systems section of the PRC.

Literature

- Product literature is available to all resellers. Literature can be purchased online and can be accessed through the PRC under the Sales & Marketing section.
- Product literature can also be co-branded with the resellers logo and contact information.

EXECUTIVE BRIEFING CENTERS

Executive Briefing Centers

- Polycom has several Executive Briefing Centers (EBC) located in the North America that can be schedule for customer briefings and product demonstrations.
- Executive Briefing Center location:

Andover, MA	Irvine, CA
Atlanta, GA	Milpitas, CA
Austin, TX	New York, NY
Plano, TX	Pleasanton, CA
Chicago, IL	Toronto, Canada
Herndon, VA	Westminster, CO
- To request a customer demonstration or schedule an EBC for customer briefing visit the Sales &

Marketing section of PRC and select the Demonstration Request Form or send an email to demo@polycom.com.

POLYCOM PARTNER UNIVERSITY

Certification

- The Polycom Certification program offers a wide variety of benefits to resellers who complete the requirements to become certified.
- To learn more about the certification program please visit the Polycom Resource Center and click on Certification on the left side bar.

Training

- Polycom’s Partner University offers information training for our valued Reseller salespeople and SE’s. Our goal is to provide you with course curriculum including sales certification, webinars and programs that are focused on helping you with your sales execution every day.
- To register for a webinar please visit http://forms.polycom.com/portal/forms/partner_webinar_reg.html

SERVICE & SUPPORT

Partner Service Program

- Polycom offers a wide variety of support options and tools for our channel partners to leverage. The Polycom Global Services Quick Reference Guide is a valuable tool you can use to determine which benefits you can utilize.
- To download a copy of the Global Services Quick References Guide to go Polycom Resource Center and click on Service & Support.

Knowledge Base

- The Polycom Knowledge Base is a quick and easy-to-use technical support database that puts many of the questions you may have about Polycom products at your fingertips.
- To use the Knowledge Base visit the Polycom Resource Center and click on Knowledge Base on the left side bar.



Phone
800-POLYCOM

Corporate Website
www.polycom.com

Polycom Resource Center
<http://extranet.polycom.com/csnprod/signon.html>