

▶ Polycom Unified Communications with Cisco Systems Environments

Polycom voice and video solutions enable best-of-breed unified communications environments that are interoperable with Cisco.

Polycom Solutions for Cisco Environments

Organizations are faced with the challenges of globalization, worldwide competition, and the need for business continuity in a world of disruptions. They are migrating to unified communications (UC) to increase effectiveness and business productivity through collaboration to respond to these challenges and gain a competitive advantage. No single vendor has a solution for every UC need. This presents organizations with choices and challenges as they grow UC throughout their enterprise. Some with multivendor environments today wish to reduce and remove problems with interoperability and interconnectivity in their networks. Others wish to utilize best-of-breed solution components based on open standards as they expand the use of video in their UC services mix. Budgets are often limited, so every organization seeks to leverage their existing communications investments with an eye on tomorrow. Open standards-based solutions offer the best strategy for addressing these challenges. Polycom's voice and video solutions enable best-of-breed unified communications environments with the major UC and call control platforms, including Cisco.

Polycom Telepresence Interoperability Protocol (TIP) Support

Polycom marks another milestone in our commitment to open interoperability by adding support for Telepresence Interoperability Protocol (TIP), a proprietary protocol developed by Cisco that is now available through the IMTC¹. For Cisco TelePresence customers, this means the freedom to:

- Collaborate with millions of standards-based telepresence and video conferencing systems in use today.
- Scale their network with standards-based Polycom solutions that deliver flexibility, investment protection and lower operating costs.
- Use their telepresence investments in any UC environment, including Microsoft, IBM, Avaya, Siemens, Cisco, and others.

TIP interoperability is now a licensed option on selected Polycom HDX® visual communication solutions including the Polycom OTX® 306, Polycom RPX® 204/210, Polycom RPX® 408/418, Polycom HDX® 9006, Polycom HDX® 8000 HD, Polycom HDX® 7000 HD and the Polycom HDX® 4500 solutions. No expensive gateway solution is required to integrate these endpoints that can support TIP natively. Polycom has also announced plans to support TIP on the Polycom UC Intelligent Core™ infrastructure solution. Visit www.polycom.com/cisco for the latest news regarding these developments.



Benefits

- **Seamless collaboration** across voice, video, and wireless platforms
- **Easy to use** solutions with choices to meet every budget, space, and application requirements
- **Existing investments are leveraged** using open standards-based technology that combines to support your network today and for the future
- **Fast ROI** – Immediately enhance team collaboration and effectiveness for faster decision-making with less travel
- **Investment Protection** – Investing in open standard-based end points ensures more deployment options as companies merge and change both organizationally and geographically

¹ As part of the acquisition of Tandberg by Cisco, the TIP Protocol was transferred to IMTC to facilitate the distribution of documentation licenses.

Verified Interoperability with Cisco Unified Communications Manager (CUCM)

Customers can confidently and seamlessly deploy Polycom Unified Communications with Cisco Unified Communications Manager (CUCM) environments. Verified Cisco-compatible by Cisco Developer Network (CDN) or SIP verified with Cisco Unified Communications by tekVizion (Cisco's authorized test facility).



Polycom Products Optimized for Cisco Unified Communications Environments Polycom Room and Personal Telepresence for Cisco

Polycom HDX[®] visual communication solutions natively integrate with the Cisco UC environment, allowing customers to deploy Polycom video endpoints that supplement their Cisco Unified Communications Manager network. Polycom brings down the total cost of ownership for Cisco customers by enabling them to achieve HD-quality at low bandwidths coupled with a low up-front cost. Polycom has a wide range of HDX personal and room telepresence systems from which to choose, fitting the needs of any application. New TIP interoperability options now increase the solution's overall value proposition.

Polycom[®] VVX[®] 1500 Business Media Phone for Cisco

Polycom introduced the first business media phone certified for Cisco[®] UC environments that supports Polycom HD Voice[™] calls, business quality video, and integrated applications on a color touch screen.



Polycom Wi-Fi Communications for Cisco

Polycom SpectraLink[®] wireless telephones deliver enterprise-grade quality, reliability and performance for on-site mobile workers using Cisco Unified Communications Manager. Leveraging Voice over Wireless LAN (VoWLAN) technology the SpectraLink wireless telephones provide a wide-range of handset features and functions with low-cost models for use in cost carpeted offices to "ruggedized" handsets for use in physically demanding facilities.

Polycom DECT Communications for Cisco

The Polycom KIRK[®] Wireless Servers deliver CUCM-certified IP DECT solutions to Cisco partners starting from SMB-size up to very large enterprises. Along with the DECT solutions that are fully integrated with the Cisco Unified Communications Manager, Polycom brings the Cisco end-users a full range of professional wireless handsets that work in carpeted as well as industrial environments that need durable and rugged handsets. All handsets can be combined in one solution, which means that the individual need of the employee can be taken into consideration when choosing the right wireless DECT handset as part of the total wireless DECT solution.



Polycom with Cisco Unified Communications Manager (CUCM)

The Polycom video infrastructure allows you to integrate with Cisco Unified Communications Manager infrastructure to enable common dial plans between Polycom and Cisco Unified IP phones or video endpoints, as well as take advantage of the Cisco Unified Communications Manager monitoring capabilities. Polycom HDX visual communication solutions and the Polycom VVX 1500 media phones natively integrate with the Cisco UC environment, allowing any device to connect with any other device in a point to point, or multipoint conference. The Polycom HDX system is the first HD video device to carry a “Cisco Compatible” logo and ensures that Polycom customers can natively deploy Polycom HDX systems within a Cisco environment, taking advantage of Cisco Unified Communications Manager’s bandwidth management, call processing and provisioning capabilities. The Polycom solutions also work with other Cisco products in the UC portfolio such as Cisco Unified Meeting Place, Cisco Unified Personal Communicator, and Cisco IP Contact Center. Polycom Wi-Fi and DECT communications solutions provide a range of CUCM-certified enterprise and SMB mobility options for increase worker mobility. Workplace wireless systems integrate with other on-premises applications, such as nurse call systems, location-based services, and voice recognition systems to streamline everyday business processes.

Polycom supports the following deployment models when integrating Polycom Unified Communications with the Cisco Unified Communications Manager (CUCM).

Direct Registration of Polycom Endpoints with the Cisco Unified Communications Manager

When you register your Polycom endpoints directly with Cisco Unified Communications Manager, you have a single source for call admission control and bandwidth management. You can also take advantage of telephone functions like hold, transfer and so on.

Neighbored Gatekeepers (Cisco IOS Gatekeeper with Polycom CMA® solutions)

Consider neighboring gatekeepers if you are integrating an existing Cisco telephony environment with an existing Polycom network. Neighbored gatekeepers make it easier to create a common dial plan. With neighbored gatekeepers, you can do number translation and maintain your existing environments.

Standalone Polycom CMA System as a Gatekeeper

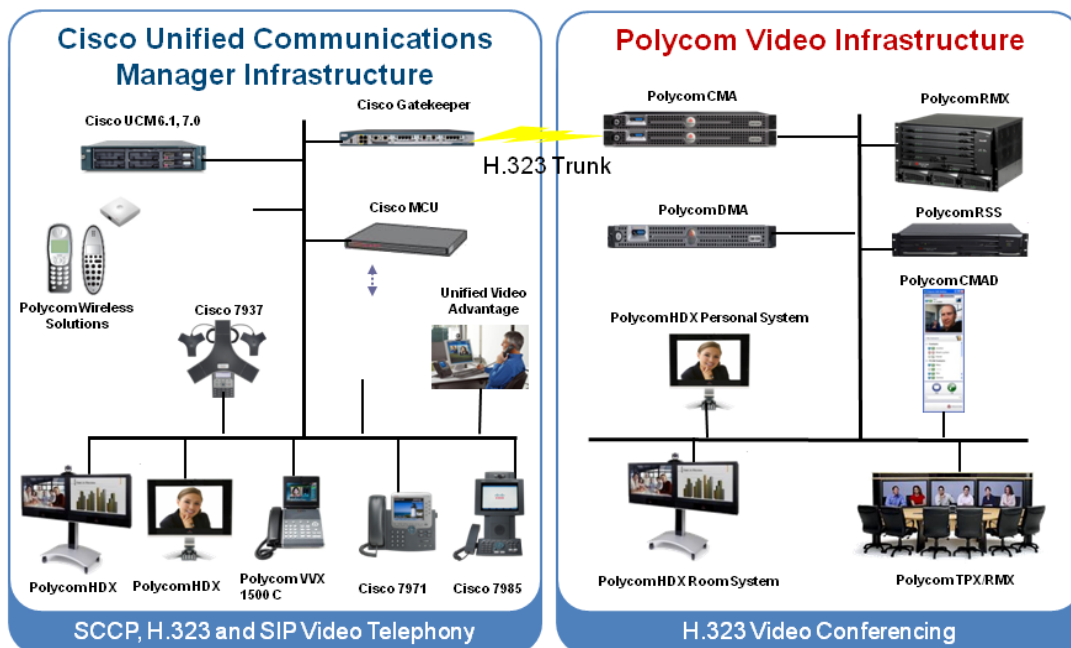
When you register your Polycom components with Polycom CMA system, bandwidth and call admission control is split between the CMA system and Cisco Unified Communications Manager. Polycom CMA system fully manages your Polycom components and you can take advantage of CMA provisioning with dynamic management.

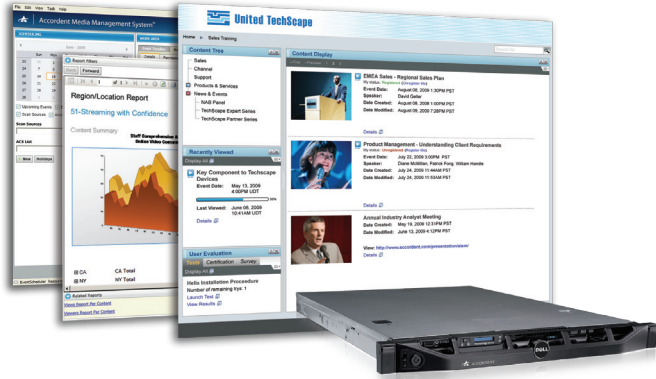
Standalone Cisco IOS Gatekeeper

You can use the Cisco IOS Gatekeeper as the only gatekeeper for your deployment if you do not need the management capabilities of the Polycom CMA system. In this deployment model, the Cisco Unified Videoconferencing MCU and Cisco Unified Meetingplace are supported along with Polycom H.323 devices.

A complete and detailed deployment guide titled ‘Polycom Unified Communications for Cisco Unified Communications Manager Environments’ is available on Polycom’s support page at http://www.polycom.com/support/strategic_partner_solutions under ‘Cisco’.

The following diagram illustrates a sample Neighbored Gatekeepers and direct registration configurations.





Polycom Rich Media Delivery through Cisco ACNS

The Polycom Accordent® Enterprise Video Management platform enables organizations to leverage their Cisco ACNS environments for video delivery. The Polycom Accordent Media Management System™ (AMMS) includes out-of-the box integration with Cisco ACNS, enabling system administrators to configure and establish communications with the Cisco Content Distribution Manager through the AMMS Media Director. Rich media delivery enables clients to deliver video across multi-vendor, disparate, or hybrid networks. A central administrative console again alleviates routine operational burdens for IT staff by locking down precise control over live event multicasting, content pre-positioning for video-on-demand, distribution of video-based content over multiple content delivery, and WAN optimization networks—including out-of-the-box integrations for Cisco, Blue Coat, and Riverbed, native Windows Media® delivery, and pre-configured distribution profiles for specifying content routing and stream failover paths.

Simplify UC Integration with Polycom Global Services

To accelerate deployment, reduce costs, and speed ROI, the Polycom Global Services team offers UC Professional Services that include solution planning and design, pilot deployment, and full deployment. Polycom UC Professional Services can provide the expertise to ensure proper planning, design, and integration of visual communication into a customer's Cisco environment. Polycom consultants use proven methodologies to help customers achieve optimization of their UC solution, and take full advantage of the promise that a comprehensive Unified Communications solution can provide. Benefits to the customer include faster time to production, lower overall total cost of ownership, decreased implementation risk, and the freedom to focus technical resources on high priority business needs.

Unified Communications Everywhere

Polycom's voice and video solutions enable best-of-breed unified communications interoperable in Cisco environments. Whether prompted by economic concerns, the need to foster collaboration among a dispersed workforce, security issues associated with global travel or a simple desire to reduce their environmental footprint, enterprises worldwide are using Polycom unified communications, Polycom video conferencing solutions, and Polycom video content management solutions to conduct day-to-day business operations. Contact your Polycom channel representative to learn more about how the next phase of Polycom's Cisco interoperability developments planned for the second half of 2011 make an already great open standards based solution story even better. Again and again, customers who want flexibility, choice, and investment protection without limiting themselves to the constraints of single vendor strategies choose Polycom solutions. Enterprises choose Polycom because of Polycom's commitment to open standards and interoperability. They choose Polycom because of Polycom's vision, strategy, product quality and performance and they choose Polycom UCEverywhereSM technology—for communication anywhere, on any device, on any network,

Learn More

Visit www.polycom.com/cisco for more information on Polycom solutions for Cisco environments.

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