



WHITE PAPER

WHICH SUPPORT SERVICE IS RIGHT FOR YOU?



INTRODUCTION

Historically, organizations have invested in support contracts as a kind of insurance policy in case anything goes wrong. But as solutions such as video collaboration and the ways in which they are used have become increasingly sophisticated and mission critical, the classic break/fix model is rapidly being enhanced by support programs focusing on individual customer success and positive business outcomes. Admittedly, if something does go wrong, you need the reassurance that your solution will be up and running again quickly and with minimal disruption to your business. But whether you are using video, voice, or software solutions from Poly; your infrastructure is on-premises, hybrid, or cloud-based; or you want support for Poly and possibly third-party endpoints—for a relatively small investment, Poly support services can help you make the most of your collaboration solution and resolve a variety of business issues. This white paper summarizes the range of Poly support services available direct or through our authorized service partners, their benefits for different types of organizations, and the 'tipping points' that make transitioning from one to another sound business sense. It also examines some of the many ways in which Premier, Advantage, and Elite services can be tailored to meet your particular needs.

POSITIVE BUSINESS OUTCOMES

HEALTHCARE

A major U.K. health authority uses Poly video technology in their teaching hospitals, accident and emergency departments, local general practitioner surgeries, and oncology units throughout the region. The solution enables quicker access to consultants, faster diagnosis, and better patient liaison—as well as distance learning. Poly support services deliver the reliability and responsiveness needed to operate the system, and ensure teaching staff and students are able to remotely join in with and learn complex operating procedures.

WHAT ARE THE OPTIONS, AND WHAT CAN THEY DO FOR ME?

We understand that budgets are tight, and given the reliability of modern technology, it might be tempting to think that support for your video, voice, or cloud collaboration solution is an expense that may not be necessary. But there are solid business reasons to invest in Poly support.

- A Poly support contract reduces your need for, and cost of, specialist internal IT skills to support your collaboration solution.
- Poly provides replacements for any failed hardware covered under support agreements from an updated and tested spare parts inventory that has the latest releases of software.
- Poly support options ensure your video, voice, or cloud solution experiences maximize production time so you can focus on your core business activities.
- A single time and materials callout could cost you more than an annual contract, meaning Poly support services deliver consistent quality and value for money.
- Unlike some suppliers, you can mix and match Poly's flexible support options to the criticality of your applications. For example, if you want different levels of support for your infrastructure and endpoints, or need remote support, next business day onsite support, or four-hour onsite support to meet your business needs, these are all available.
- Maintenance support offers considerable enhancements over Poly's standard 90-day hardware and software warranties, and 30-day replacement parts delivery.

Given these benefits, which Poly support service will work best for you? The answer will depend on a range of factors, such as whether your collaboration solution fulfils a mission critical role within your business; is experiencing increasing utilization and adoption; requires 8x5 or 24x7 support; or you want to access direct input from Poly subject matter experts to help optimize your solution and its operation.

PREMIER SUPPORT

Poly requires 12-month Premier Support with the majority of video and infrastructure solution sales because it lets organizations immediately access the critical resources they need, including:

- Software upgrades and updates, with the latest features, functionality, and enhancements as soon as they are released—accelerating return on investment (ROI).
- Unlimited telephone technical support during normal business hours and extensive online support.
- Multi-vendor support for Poly strategic cloud partners provides service request tracking for devices used in Poly strategic cloud partner environments
- Next business day delivery of replacement parts, if or when they are needed, and at no additional cost.*
- Optional next business day onsite support to install the replacement parts.

Premier is also available to non-video and infrastructure customers and is ideal for your organization if:

- You have your own in-house technical collaboration experts available to cover your conferencing usage and address most collaboration challenges.
- You can accept some service interruptions as your need for support is not mission critical, and technical telephone support during normal business hours can meet your needs.
- Once Poly's technical telephone support team has diagnosed a problem, receiving a replacement part(s) the next business day works well for you, and there is no need for same-day problem resolution (24x7 support).

Alternatively, choose Premier Software support if you have purchased a Poly software-only solution and want to access upgrades and updates as they are released.

POSITIVE BUSINESS OUTCOMES

GOVERNMENT

A government ministry of a central Asian country was looking for a support contract for their collaboration solutions that ensured a consistent quality of service, irrespective of where in the country their systems were located, and for which they could pay a predictable, reliable cost. For cultural reasons they were unable to interface with Poly directly, and preferred to receive Premier support from an internal partner instead. Poly's network of authorized in-country partners were able to deliver this service, for which the government invested in a multi-year agreement.

POSITIVE BUSINESS OUTCOMES

MEDIA

A major U.K. broadcaster uses Advantage to support their global news gathering services 24x7, and ensure that wherever and whenever a news event happens, their correspondents around the world are able to interact and talk about it in real time. Previously, they were struggling to collate, interpret, and provide meaningful management data on video usage among their internal staff, so Advantage's utilization and benchmarking reports help the IT team to be more proactive with their least and most utilized endpoints, and make informed business decisions.

POSITIVE BUSINESS OUTCOMES

FINANCIAL SERVICES

One of India's leading diversified financial services groups was seeing a decline in utilization rates and adoption of their Poly video collaboration solution. By understanding their environment, technical, and business challenges, and identifying the pain points in their process workflow, Poly was able to position key services to unleash the potential of their existing investment.

ADVANTAGE SUPPORT

As soon as your collaboration solution becomes mission critical, any service interruption will impact your business, making Advantage the ideal solution. Priority access to 24x7 support—vital if a collaboration solution spans borders or continents—is the number one reason organizations choose Advantage; along with proactive support from a trusted advisor; and regular utilization and benchmark reports that help with understanding how well they are embracing video collaboration—all for around 15% more than the cost of Premier support.

Choose Advantage if:

- Your organization's use of Poly infrastructure is mission critical, or it is being utilized by senior executives or other high profile individuals.
- You want 24x7 priority access to technical experts who know your environment.
- You require cloud partner endpoint telephone support which provides a primary point of contact for Poly-enabled strategic cloud partner endpoint environments.
- You need a premium service offering insight into your video usage.
- You have limited technical staff or do not have video conferencing experts in-house.

*Local import taxes/duties may be charged.

ELITE SUPPORT

Instead of providing support for individual products, the Elite Service delivers a holistic support strategy for optimizing the performance of your solution and increasing your return on investment. Elite Service is a proactive, high-touch service that helps you manage your Poly environment. Elite Service is a proactive, personalized, high-touch support service that assists you in managing your dispersed Poly environment around the world, provides resources to manage your day to day technical requests, and keeps an eye on your Poly investment, in its entirety. Key benefits include:

- You save time and money, by having direct access to an assigned Elite Business Relationship Manager and Remote Technical Support Engineer as well as prioritized access to Telephone Technical Support, 24 hours per day and seven days per week.
- You minimize the demand on your internal IT resources, by addressing your needs with expertise that's directly related to conferencing and collaboration.
- You minimize risk and impact, through monitoring, assessment, software upgrades and asset management.
- You maximize your return of investment, by increasing the user adoption of video solutions to enhance business process.

POSITIVE BUSINESS OUTCOMES

ENGINEERING

With the vision to deliver more agile, cost-effective services to all customers around the world, the company wanted to standardize on core enterprise solutions, especially for communications and collaboration, to ensure that its diverse and globally dispersed staff and customers can most efficiently and productively work together. Their goal is to "drive a different way of working" with more engagement, better communication, less travel, and faster reactions enabled by Microsoft and Poly.

Due to the demanding nature of their business and the frequency with which video is used, a key requirement and benefit of the solution was the comprehensive product support provided by the Elite Service, which provides direct access to an assigned Business Relationship Manager and Remote Technical Support Engineer, as well as 24x7 telephone technical support.

POSITIVE BUSINESS OUTCOMES

FINANCIAL SERVICES

An established U.S. multinational Financial Services company was struggling to compete with more nimble start-ups, and had invested in Poly collaboration infrastructure to help differentiate their offering. Choosing Advantage and Business Critical Support (BCS), they invested in a 'trusted advisor' relationship with Poly to manage, collate, and interpret the results of their utilization and benchmark reports, and so enable them to be more proactive, make better informed decisions, and help drive the success of their solution.

SUPPORT MODULES

For global organizations with the most demanding, mission critical video collaboration needs, and therefore high rates of adoption and utilization, Poly offers the scope and flexibility of supplementing the existing support contract modules. To qualify for these services all Poly infrastructure must be following modules are available.

- **Business Critical Support (BCS)** is intended to provide the highest level of response and resolution for organizations seeking the maximum degree of video network performance. This includes direct, proactive business and technical support from Poly subject matter experts who know and understand the customer's video collaboration environment.
- **Business Relationship Management (BRM)** offers organizations seeking post-implementation support to grow, manage, and optimize their Poly investment through virtual access to an assigned service management advocate.
- **Remote Technical Support Engineer (RTSE)** helps customers maintain their Poly solution and achieve desired response and reliability goals when technical assistance is required.
- **Technical Account Management (TAM)** is a proactive, personalized support program developed for enterprise customers with mission critical Poly solutions that are seeking a consultative relationship with Poly. The service includes a dedicated, high-touch Technical Account Manager with personal responsibility for the customer's environment, who serves as their voice and advocate within Poly.

You can supplement your support contract with these modules if you want to:

- Experience the highest level of response and resolution to service requests.
- Enjoy a closer business and technical relationship with Poly subject matter experts.
- Maximize ROI by increasing successful enterprise-wide adoption of your video solution.
- Reduce risk and the impact of changes throughout the Poly solution lifecycle.
- Augment your internal IT resources with conferencing and collaboration solutions expertise.

Select only the modules that meet your business needs.

CLOUD SUPPORT

Organizations deploying Polycom RealPresence Clariti cloud-ready infrastructure for video (and voice) collaboration can obtain Premier, Advantage, or Elite software support covering the entire platform, with a single license and on a subscription basis. Coverage is available for Clariti-enabled private, public, and hybrid cloud solutions, and the subscription model offers considerable flexibility; for example, for small-size to mid-size businesses (SMBs) wanting the ability to rapidly increase or decrease the scale of their infrastructure investment.

VOICE SUPPORT

Several voice support options are available to meet differing business needs.

- Premier Service is an ideal solution for organizations that deem their business phones to be mission critical, and who require technical phone support and advanced parts replacement, have a smaller number of Poly phones, and do not have in-house VoIP expertise.
- Larger enterprises with in-house VoIP expertise, and that do not require hardware replacement (as they have purchased spare phones as backup should any fail) can opt for Technical Phone Support for Audio Endpoints. Entitlement is on an enterprise basis, which as a single contract can cover a customer's entire installed base of phones, offers a practical solution for organizations with as few as 2,000 to more than 150,000 phones.
- Organizations looking for an extended insurance policy on their phone hardware can benefit from Poly's Limited Lifetime Hardware Replacement service. For a very low cost, this provides unlimited hardware replacement for Poly voice products until the end of support date marking the end of the product's life.

POSITIVE BUSINESS OUTCOMES

RECRUITMENT

A U.S. IT staffing and recruiting firm wanted to give their recruiters the ability to enable, record, and share video interviews, and had both audio and video conferencing requirements. Uplifting their existing infrastructure from Premier to Advantage, and covering their new infrastructure with Advantage, enabled them to gain 24x7 and priority access to telephone technical support—vital as their upgrades and maintenance are done at weekends to minimize disruption during normal business hours, and they needed out of hours support.

SUPPORT CONTRACT RENEWAL AND TECHNOLOGY REFRESH

A significant benefit of Poly support contracts is that when Poly infrastructure and endpoints reach their end of life, subject to these solutions running the most recent software release, the contract helps to support migration to the next generation of the product. To ensure organizations can keep up to date with the latest technology available, work with the most current solutions, and maximize ROI, Poly enables customers to carry forward existing support contracts to new contracts when new Poly equipment is installed, enabling them to migrate to new solutions at the right time for their business requirements.

TAILORING YOUR SUPPORT PACKAGE TO BEST FIT YOUR NEEDS

For many organizations, the above should give you the basic information you need to identify the Poly support service that matches/meets your business needs. But in addition to these standard packages, Poly offers considerable flexibility in tailoring support to specific requirements—whether that's in terms of ROI, uptime, response time, network reliability, utilization and adoption, or many other measures of success. Premier, Advantage, and Elite can be tailored through more than 40 different service options, or prescriptive or custom Statements of Works (SOW) to meet individual needs. Following are some examples of these kinds of capabilities.

POSITIVE BUSINESS OUTCOMES

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ENDPOINTS

If you are operating a global video collaboration infrastructure, you will almost certainly want to cover this with Advantage for its 24x7 support. However, as your endpoints are unlikely to be needed out-of-hours, 8x5 support for these may be more appropriate. Poly gives you the flexibility to reduce support costs by choosing Advantage for your collaboration infrastructure, then mix this with Premier support for your video endpoints, and if you want, add Advantage support for endpoints used by your C-level or high profile, power users.

ONSITE SUPPORT

Onsite support can be provided either through Resident Technical Service, where a technician works at your designated facility 8x5 to provide onsite technical support; Onsite support, where a technician will be deployed as needed; or 4-Hour Response support, whereby a technician will be dispatched to your facility with a replacement part(s) within four hours of a problem being reported, at any time 24x7.

POSITIVE BUSINESS OUTCOMES

MATERIALS TECHNOLOGY

A global specialist in materials testing and engineering was looking for proactive and around the-clock support for their UC solution. They chose Poly Advantage Onsite as it let them access 24x7 telephone technical support; an onsite engineer when required; monthly utilization reports enabling them to be more proactive in managing their solution's utilization, and identify areas where adoption was lower than expected; so they could help to increase user adoption for both new and existing users.

POLY VOICE SERVICES FOR SKYPE FOR BUSINESS AND MICROSOFT INTEGRATION SERVICES

Organizations that have used Poly's Voice Services for Skype for Business and Microsoft Integration Services to integrate Poly phones and/or video endpoints into their Microsoft environment can obtain Premier or Advantage support for the Poly infrastructure elements of the integrated solution.

IMMERSIVE TELEPRESENCE

Where Poly undertakes room design, fit-out, and testing for immersive telepresence suites including third-party equipment, Poly can provide ImmersiveCare support for the total integrated solution, on a worldwide basis, if required.

SECURITY

Security is a vital concern for businesses, and Poly has support services to help in this area. For example, if you are deploying infrastructure and have concerns about how to dispose of any failed components—particularly disk drives—you can access replace and destroy capabilities similar to those used by government agencies. Or, if you need your technical support calls to be answered in a particular country, or by a person of a particular nationality, that can be accommodated, too.

POSITIVE BUSINESS OUTCOMES

COLLABORATIVE JUSTICE

A European Ministry of Justice using video collaboration solutions wanted a single service provider offering a consistent level of service to enable them to deliver victim, witness, and evidence support throughout the court process. Poly services were chosen to support the solution, as the systems need to be in operation whenever a particular case requires a witness or victim to give a statement remotely, and if this was not available the accompanying costs would be considerable.

WHAT'S NEXT FOR CUSTOMER SUCCESS AND POSITIVE BUSINESS OUTCOMES?

The Workplace of the Future is rapidly evolving, with the use of video collaboration far more pervasive and mission critical than 10 or even five years ago. In many countries worldwide, organizations are embracing trends such as increasingly flexible working, mobility, work from home, etc., and Poly support services are evolving to support these trends.

Whereas previously, video collaboration was primarily roombased, users now expect the same quality of conference experience whether they are joining via their desktop PC, phone, or tablet. Poly's increasingly flexible, holistic, modular approach to support service provision, and the examples in this whitepaper, are intended to reflect these market trends and help organizations address a broad range of challenges created by them. And, as the Poly product portfolio continues to evolve, so will the support service portfolio, to drive increased customer success and positive business outcomes with potential offerings in areas such as:

- Regular health checks and preventative maintenance for organizations that do not possess the specialist expertise to optimize their collaboration environment.
- One-time technology refresh, configuration, and uplift support for key solution components.
- Tailored vertical market support offerings for Education, Financial Services, Healthcare, Government, etc.
- New budgetary models for organizations with particular purchasing requirements.
- Secure customer delivery, direct from the factory.
- New limited hardware replacement warranties for voice Service Providers and Distributors.

LEARN MORE

To discuss how Poly can help you benefit from a support offering tailored to your specific needs contact your authorized Poly partner for more details.

POSITIVE BUSINESS OUTCOMES

VERTICAL AND REGIONAL MARKETS

Positive business outcomes mean very different things to different people. Collaborative Justice, Education, Financial Services, Government, Healthcare, Materials Technology, Media, and Recruitment, for example, face widely different demands. A university in the Middle East may have different expectations of the features and benefits of a particular service compared to a university in the U.S.A. And a European government may think differently about support than one in eastern Asia—which is why Poly's extensive, global experience of support requirements is so critical in ensuring customer success.