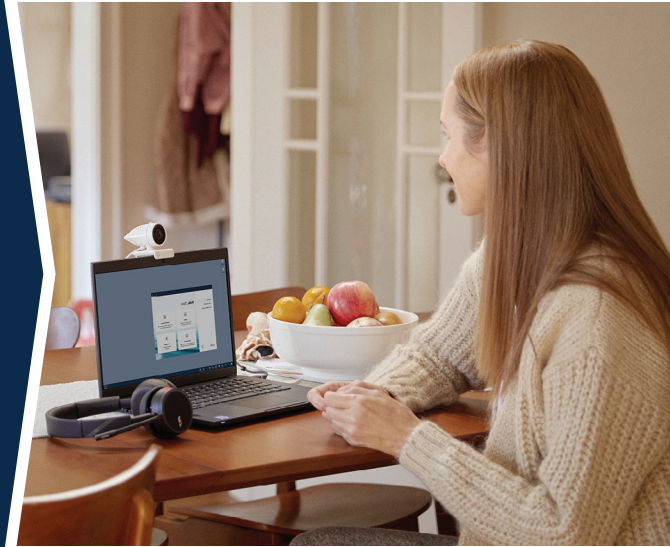


# 2021 BUYER'S GUIDE

Communications Solutions for a Hybrid Workforce



# POLY 2021 BUYER'S GUIDE

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# WORK IS NO LONGER A PLACE

Hybrid working empowers employees to work anywhere. To be mobile and productive. To be connected and collaborative. Between the pandemic and already-existing trends, hybrid work is here to stay. Work is no longer a place, it's what you do.

**34%** OF EMPLOYEES  
worked from home before the COVID-19 pandemic

**70%** OF EMPLOYEES  
work from home now, according to Nemertes research<sup>1</sup>

We'll continue to see the impact of this change everywhere. Homes will be built with dedicated workspaces. Remote work policies will become more expansive. Teams will become more virtual in nature.

However, one thing that won't change is the need for business-grade communications. It's no longer enough to just focus technology investments on central office space. Organizations need to provide a consistent, enterprise-grade experience for every worker, whether they're at home, in a co-working location, or in a company office.

To thrive in this new world, you need to empower employees to work from anywhere by delivering a secure, professional experience across workspaces, all while juggling device deployments and software updates. Sounds simple, right?



**74%** OF CFOs  
intend to shift some employees to remote work permanently, according to Gartner<sup>2</sup>

# THE CHALLENGES OF TODAY'S REALITY

It's up to IT to somehow keep everyone connected and communicating no matter their job, location, or communication style.

The good news is cloud communication and collaboration platforms have made the reality of hybrid work more viable than ever. Coworkers can collaborate over video as easily as face-to-face in a conference room. Customer support can take place as effectively from a cubicle or a kitchen table.

The bad news is that consumer hardware hasn't kept pace with the needs of business.

Built-in laptop cameras and smartphone microphones are fine for chatting with friends, but **poor video quality and background noise provide a sub-optimal experience** when talking to a client, customer, patient, student, and the like.

As a result, it can limit productivity, employee engagement, and how those on the other end of the call view your company.

To enable hybrid working, you need professional-grade solutions to maximize the audio and video capabilities of your cloud communications platforms, across every workstyle and workspace.



**30%**  
**OF COMPANIES**  
say the right cloud collaboration tools  
can improve company productivity<sup>3</sup>

# IMPACT ON KEY INDUSTRIES

We all have been impacted by COVID-19 in some way. However, the healthcare and education sectors and central government agencies have been transformed by it, and it's creating new realities for the way people connect, communicate, and collaborate. Technology is the driving force to help organizations and their workforces adapt.

## HEALTHCARE

Healthcare institutions have used telemedicine and video conferencing for years, but the pandemic has accelerated their adoption and reaffirmed their critical role moving forward.

01

**Practitioners and hospitals** are having telemedicine visits with patients in order to reduce office visits and hospital bed capacity.

02

**Psychologists and psychiatrists** are having phone and video calls to check in with patients and keep tabs on their mental health.

03

**Medical schools and teaching hospitals** are running remote classes on surgical techniques, bedside manner coaching, and more.

04

**Functional teams and executives** are performing more duties in virtual and remote spaces.

## EDUCATION

In-person learning is always preferred for teachers, parents, and students, but health and safety concerns are making hybrid learning the most viable approach. But the shift to hybrid has exposed technology gaps, environmental issues, and other difficulties that make learning and teaching from home challenging.

01

**Elementary and high schools** have had to pivot their class formats and teaching techniques based on local COVID-19 infection rates, as well as guidelines from administrators and teacher unions. Teachers need to ensure students have access to reliable computers, learning software, and peripheral devices to provide a quality learning experience.

02

**Universities** have had to completely shut down campuses or limit the number of students permitted for in-person learning in order to minimize transmission rates. These realities have made immersive virtual learning models and easy access to course material both critical, heightening the importance of technology.

## CENTRAL GOVERNMENT AGENCIES

Many central government agencies were not prepared for the shift to teleworking when COVID-19 infection rates peaked. In the early spring, many IT leaders scrambled to implement short-term capabilities to get workers up and running.

01

**Central government agencies** have had to implement audio, video, and conferencing capabilities that eliminate distractions and support high-quality communication for workers as they hop between home spaces and offices.

02

**Agency IT leaders** are developing more long-term strategies to address COVID-19 concerns and ensure that central governments can maintain business continuity and productivity in light of other natural disasters.

03

**Central government organizations** must continue to balance providing employees with seamless communication and collaboration experiences, and secure access to critical information. That means all meetings, collaborative spaces, and information shared in these spaces remain secure.

## KEY CONSIDERATIONS FOR YOUR WORKFORCE

# WORKSTYLES AND WORKSPACES

No one works the same way. Different departments, job functions, environments, and employees all have unique communication requirements.

Similarly, the needs of an office desk are wildly different than those of a conference room. Delivering the right access and devices across these spaces and types of work ensures that your employees can be their most productive, no matter the location.

### FOR WORKSTYLES

Consider that 92% of your workforce can be classified into six different worker personas<sup>4</sup> based on where they spend most of their day, how many devices they use to communicate, and the specific challenges they face while working. Providing the right equipment for these workstyles is critical to driving productivity and great experiences.

### FOR WORKSPACES

Consider both the experience of those in the space and everyone else on the call. A small huddle space will have different audio and video needs than a conference room. A desk in a private office or at home may not require the noise-limiting technology you'd find in a higher-density environment like a customer support floor.



“Technology that enables effective collaboration and communication breaks down geographical barriers, but rather than impose a one-size-fits-all, we need to empower employees with headsets and devices that optimise their personal set up.”

**CARLOS GATÓ**

COMMERICAL DIRECTOR, LCRcom (SPAIN)

## KEY CONSIDERATIONS

# IT MANAGEMENT

For IT, the ability to provision and manage this massive collection of devices will be the difference between an enterprise that seamlessly adapts to the future of work and one that struggles to get hybrid work off the ground. When evaluating solutions, these are the four key things to consider:

## 01

### INTEROPERABILITY

No matter which UC platform you choose for your internal communications, you'll find that users likely need to connect to several different platforms due to the needs of a client, partner, or prospect. That means your audio and visual technology should have the flexibility to work equally well with any platform.

## 02

### DEVICE MONITORING AND MANAGEMENT

Choose a solution that offers rich monitoring and insight capabilities, so you can keep a pulse on device status, meeting performance, and end-user experience. Troubleshoot issues quickly and maintain centralized performance information.

## 03

### SECURITY

Between cyberattacks that can take your business offline, and data privacy regulations like HIPAA, GDPR, and ISO, you must hold security to the highest standard. That's why it's important to keep in mind that every communication device is an endpoint that needs to be regularly monitored and enhanced.

## 04

### SERVICE AND SUPPORT

A distributed workforce can mean you need extra support to meet their uptime requirements. UC vendors, device manufacturers, and consultants can help you assess, evaluate, and recommend everything from the right cloud collaboration platform and devices to changes that should be made to your network, security, and remote monitoring capabilities.



# POLY END-TO-END SOLUTIONS

To create a hybrid work environment that meets employees needs and supports collaboration and productivity, you don't just need the right technology; you need a strategic partner that makes the buying, adoption, and support experiences as simple as possible.

That's where Poly comes in. We offer solutions for every workstyle and workspace, including headsets, video devices, desk and conference phones, management software, and global services and support.

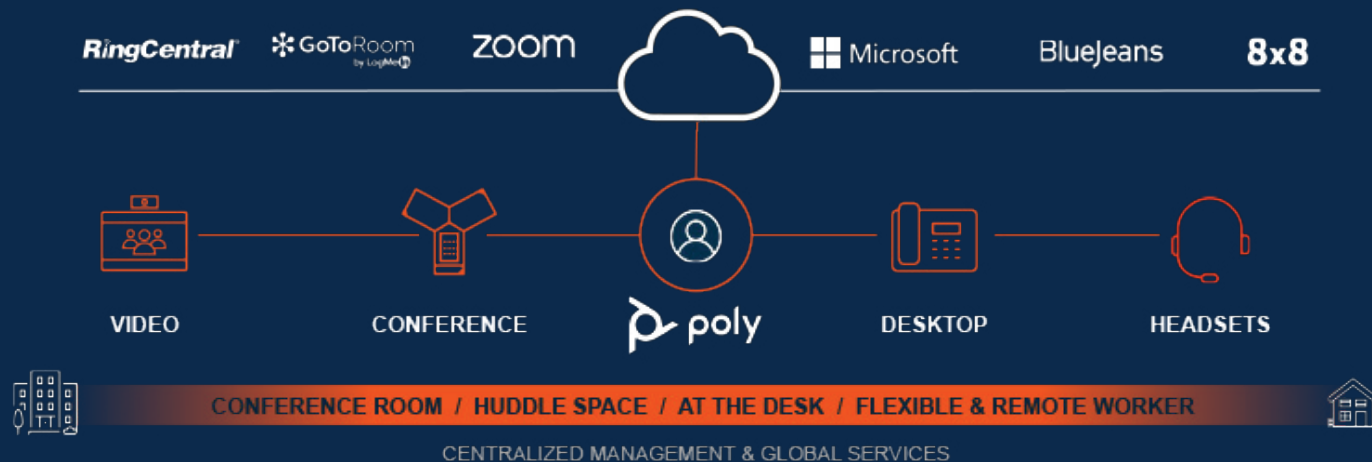


“As distance and remote working continues for many organizations, the need for a wide variety of UCC integrated devices will remain a top priority. No other vendor comes close to Poly's deep portfolio of devices for home, office, and everywhere in between.”

**ALAA SAYED**

**INDUSTRY DIRECTOR,  
FROST AND SULLIVAN**

End-to-end portfolio of solutions and services across every workstyle and space. Integration with key UC platforms.



# AT THE DESK (HOME OR OFFICE)

Employees need to communicate professionally whether in a central office or their home office. Make it simple to connect and collaborate with the highest standards, no matter where they work.



**VOYAGER FOCUS UC**  
Stereo Bluetooth® Headset



**BLACKWIRE 8225**  
Premium Corded UC Headset



**SAVI 8200 OFFICE AND UC**  
Wireless DECT™ Headset System



**BLACKWIRE 5200 SERIES**  
USB Headset



**CCX 400**  
Entry-Level Phone with Touchscreen



**POLY STUDIO P15**  
Personal Video Bar



**POLY STUDIO P5**  
Professional Webcam



**POLY SYNC 20**  
USB/Bluetooth® Smart Speakerphone

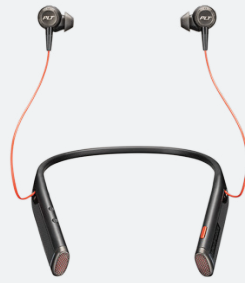
## POLY WORKPLACE SOLUTIONS

# ON THE GO

Our mobile solutions provide unmatched noise cancellation and the highest audio quality possible so your employees can sound professional no matter where business takes them.



**VOYAGER 8200 UC**  
Bluetooth® Stereo Headset



**VOYAGER 6200 UC**  
Bluetooth® Neckband Headset



**VOYAGER 5200 OFFICE  
AND UC SERIES**  
Mono Bluetooth® Headset System



**POLY SYNC 20**  
USB/Bluetooth® Smart Speakerphone



**CALISTO 5300**  
Personal Bluetooth® Speakerphone



**POLY STUDIO P5**  
Professional Webcam



## POLY WORKPLACE SOLUTIONS

# IN THE CONFERENCE ROOM

Some of your workforce's most important conversations take place in the conference room. Make it easy for everyone to connect and communicate while maintaining safety with automatic production rules and simple one-touch and voice-activated interfaces.



**POLY STUDIO X50**  
All-In-One Video Bar



**G7500**  
Video Conferencing System



**EAGLEEYE DIRECTOR II**  
High-Performance HD Video Camera



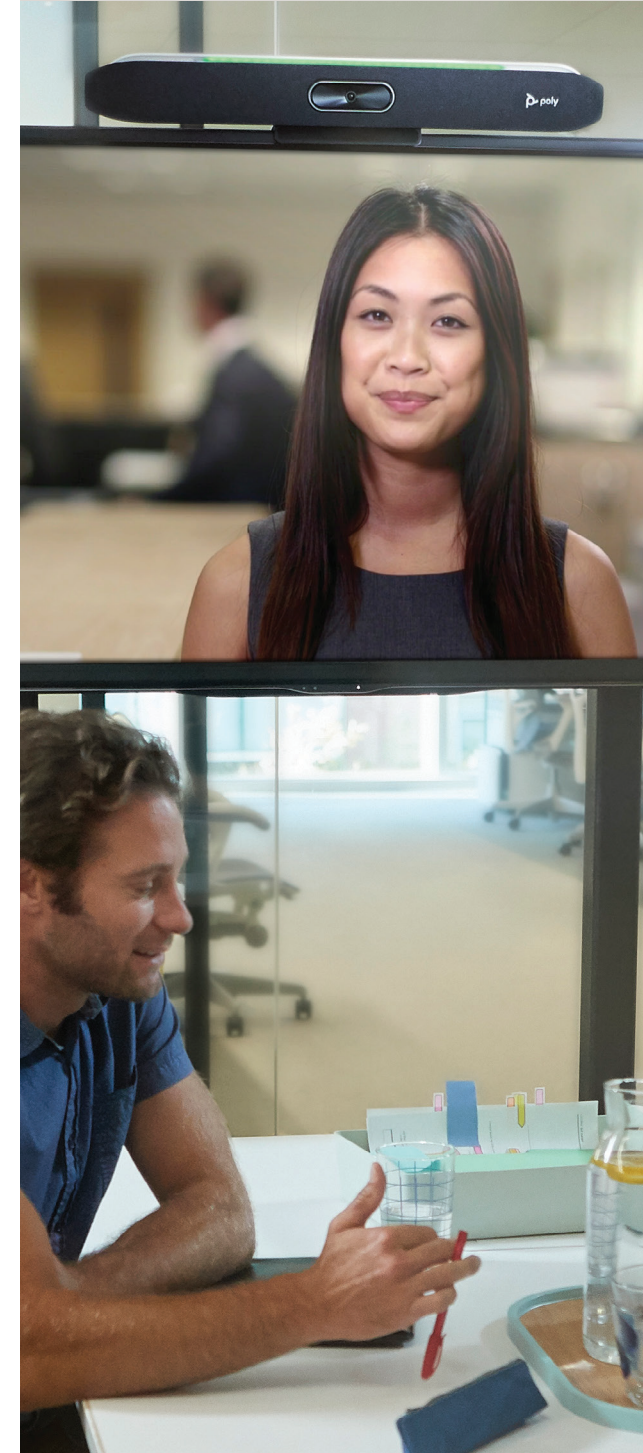
**POLY SYNC 60**  
USB/Bluetooth® Smart Speakerphone  
for Conference Rooms



**G40-T**  
Room System for Microsoft Teams



**TRIO C60**  
Smart Conference Phone



## POLY WORKPLACE SOLUTIONS

# IN THE HUDDLE SPACE

From impromptu brainstorming sessions to weekly check-ins with remote coworkers, help your employees have big conversations in even the smallest of spaces.



**POLY STUDIO X30**  
All-In-One Video Bar



**POLY STUDIO X50**  
All-In-One Video Bar



**POLY STUDIO**  
Premium USB Video Bar



**TRIO 8300**  
Smart Conference Phone



**POLY SYNC 60**  
USB/Bluetooth® Smart Speakerphone  
for Conference Rooms



## POLY WORKPLACE SOLUTIONS

# IN THE CALL CENTER

When it comes to customer engagement, your call center is the voice of your company. Enable the crystal-clear communication experience your customer service representatives need to provide the highest quality interaction possible.



**ENCOREPRO 700 SERIES**

Customer Service Headset



**ENCOREPRO 500 SERIES**

Customer Service Headset



**SAVI 8200 OFFICE AND UC**

Wireless DECT™ Headset System



**SAVI 7300 OFFICE SERIES**

Ultra-Secure Wireless DECT™  
Headset System



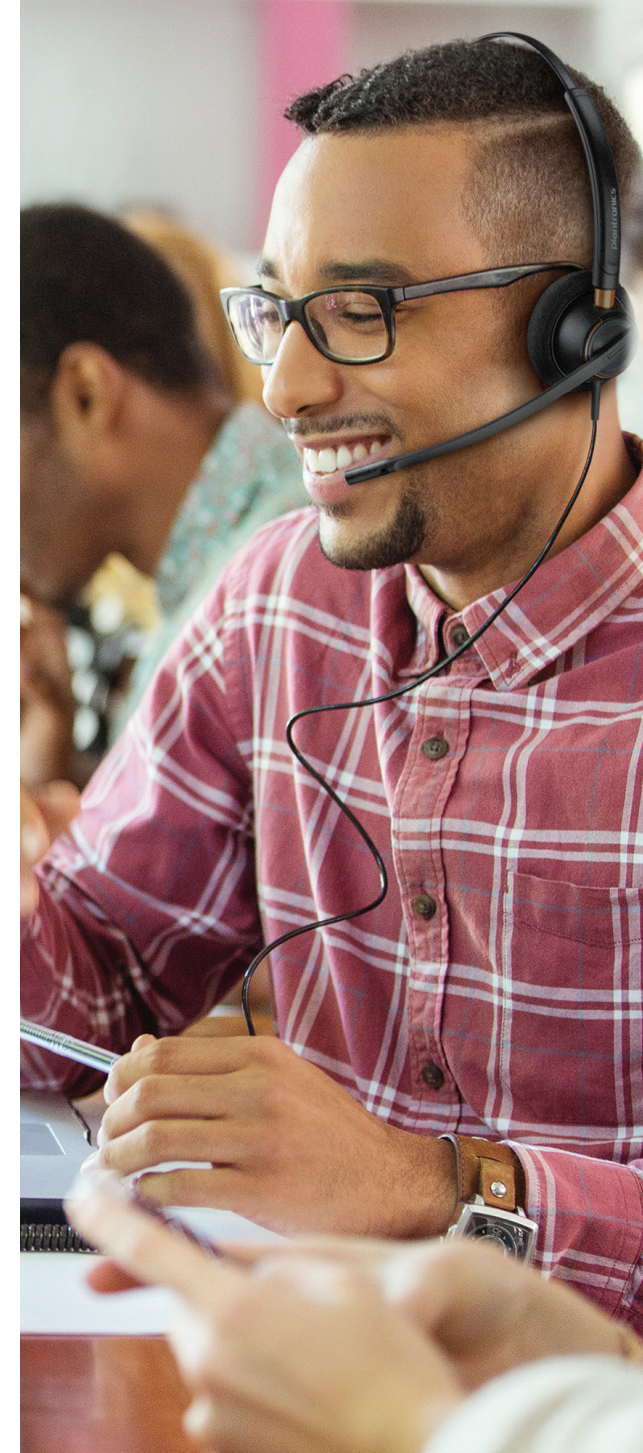
**VVX 350**

6-Line, Mid-Range IP Desk Phone



**POLY STUDIO P5**

Professional Webcam



# IT TOOLS

The keys to user success are ease-of-use, reliability, and quality. The best way to deliver these needs are to centrally manage and monitor devices. Poly solutions can be self-managed by enterprise IT, or remotely monitored and managed by Poly, and we can provide remote or on-site high touch expert consultative services to help your IT teams set up their teams for success, providing solutions to help you deploy, manage, monitor, and troubleshoot an end-to-end suite of devices.



## POLY LENS

- Cloud-based insights and management for your Poly device investment in video, voice, and headsets
- Intelligent news-feed like device highlights identifying the most important actions and insights
- Comprehensive inventory management ensuring systems are running at peak performance

## CLARITI

- All-in-one meeting platform deployed in a private cloud
- Includes device management, call signaling, firewall traversal, multi-point, and software for desktop and mobile users
- Device monitoring and call detail reporting to measure success and areas needing attention

## REALCONNECT

- Cloud-based services that connect traditional video conferencing systems to Microsoft Teams or Skype for Business

# IT SERVICES AND SUPPORT

## PERSONAL CONFERENCING DEVICES SERVICE

- Unlimited, 24/7/365 access to Poly technical experts for support around the world with chat, phone, email, live video
- Up to three-year product replacement with advance hardware replacement next business day
- Single-app support across Poly personal conferencing solutions to control your personal device settings, ensure up to date software, and access advanced troubleshooting tools
- Exclusive Professional Services discounts saving business time and money

## SUPPORT SERVICES

- Our support services team meets various needs, from broadening and deepening support to providing ongoing guidance of specific systems
- A flexible support model helps companies meet various needs in all stages of hardware ownership
- Troubleshooting to resolution and advance hardware replacement next business day services
- In-depth expertise helps reduce risk, increase uptime, drive productivity and provides peace of mind
- A primary point of contact for Poly enabled strategic cloud partner endpoint environments accelerates response times

## MANAGED SERVICES

- Outsource day-to-day technology management responsibilities to our team of experts
- Reduce the burden on internal IT and keep collaboration solutions reliable and cost-effective
- Improve operations and accelerate a return on technology investments

## PROFESSIONAL SERVICES

- We provide end-to-end services and guidance for all phases of technology adoption, from planning and design, deployment, and optimization
- We provide on-site and remote support to reduce risk, tailor solutions, conserve resources, speed deployment, and more
- Unique services are available specifically for Microsoft Teams or Zoom environments





# UC PLATFORM INTEROPERABILITY

The world now runs on unified communications. Not only do platforms like Microsoft Teams, Zoom, GoToMeeting, and many others make it possible to connect with customers and coworkers, but during the pandemic, these were critical to keeping many businesses operational.

Poly solutions provide standards-based interoperability, giving your workforce the flexibility to switch between UC platforms easily. Device interfaces are intuitive, helping you reduce IT support calls and optimize the return on your hardware investments.

In addition, Poly devices natively integrate with both Microsoft Teams and Zoom, the two leading UC platforms. This makes it simple for employees to move from one device to the next with a consistent user interface.



# TECHNOLOGY INNOVATION

Poly brings together two established brands, Plantronics and Polycom, with a heritage of innovation. The research and thoughtful development that goes into designing our technology and architecting the overall experience is what separates us from the rest. Examples of our innovation include:



## **POLY NOISEBLOCKAI**

Using advanced machine learning algorithms, identify and remove unwanted noise from meetings, even while someone is speaking. Say goodbye to the interruptions caused by loud typing, paper shuffling, and noisy hallways.

## **POLY ACOUSTIC FENCE**

Create an invisible bubble where sounds outside of the bubble are not heard while voices inside of the bubble are heard clearly. Deployed on certain Poly headsets, phones, and conference room solutions, Poly Acoustic Fence blocks out distracting sounds such as noisy neighbors and barking dogs.

## **POLY PRESENTER TRACKING**

Stay focused on the active talker and follow them around the room automatically, keeping them in the middle of the camera view at all times. Simple to use for instructors on the move while providing a classroom-like experience for remote students.

## **POLY AUTOMATIC SPEAKER FRAMING**

Frame and zoom the camera on the active speaker(s) in the conference room, switching automatically as different participants are talking. Teams won't have to hassle with remotes or presets. Poly Speaker Framing uses TV production rules to make your teams look their best.

## **ACTIVE NOISE CANCELLATION**

Eliminate background sounds before they even reach the ear. By inverting incoming soundwaves in the headset, employees can focus on their conversation and not the air conditioning unit in the next room.

## **ALEXA FOR BUSINESS INTEGRATION**

Allow users to ask Alexa for Business to join your meeting without ever pressing a button. This safe and convenient innovation brings the voice command world of the future to today's boardrooms and on-the-go professionals.

# THE POLY DIFFERENCE

**99%** OF FORTUNE 500 COMPANIES  
rely on Poly products and services to power their  
communications and collaboration. Here's why:

**01**

**YOUR HEADSET,  
VIDEO, AND PHONE NEEDS.  
ALL IN ONE PLACE.**

Extensive portfolio of headset, video, and phone solutions for every workspace and workstyle. Find the right device for every employee and environment while avoiding the hassle of juggling multiple contracts, services, hardware, and support.

**02**

**INTEGRATED WITH YOUR  
PREFERRED PLATFORM.**

Wide-ranging interoperability with all platforms, along with deep integration into leading platforms Microsoft Teams and Zoom. Protect your investment and avoid the need to rip and replace hardware down the road should you change providers.

**03**

**QUALITY THAT'S  
SECOND TO NONE.**

HD cameras and audio devices that work great and feel natural. This makes team meetings productive while improving the quality of client communications.

**04**

**FUTURE-PROOF  
COMMUNICATION.**

Strong relationships with key UC platforms means our technology is always prepared to leverage the next workforce trend. We continuously innovate and expand upon our solutions to adapt to your business needs.

**05**

**LOCAL SUPPORT.  
AROUND THE WORLD.**

No matter where you and your remote employees work, you'll be backed by Poly experts and Preferred Channel Partners in your home market, language, and time zone.



# BUILD THE FUTURE OF WORK TODAY

Now's the time to develop your hybrid work strategy. Using this guide as a starting point, you can begin to design your workspaces and find the right technology for your workforce, to bring your vision to life.

At Poly, we help companies like yours create work experiences that allow people to connect, collaborate, and perform at their best. With a combination of innovative technology and consultative services, we can help you plan, design, deploy, optimize, and support a hybrid work strategy that can adapt as employees' needs and behaviors change.

Whether employees are in the office, on the go, or at home, together we will create an environment that makes it easier to hear, share, and see.

## WE'RE HERE TO HELP.



Business Solutions  
1.800.800.0014

Enterprise Solutions  
1.800.369.1047

Public Sector Solutions  
1.800.800.0019

[www.connection.com/Poly](http://www.connection.com/Poly)

## SOURCES

<sup>1</sup> Nemertes Visual Communications and Collaboration: 2020-21 Research Study

<sup>2</sup> Gartner, "Gartner CFO Survey Reveals 74% Intend to Shift Some Employees to Remote Work Permanently"

<sup>3</sup> McKinsey, "Technology, Media & Telecommunications"

<sup>4</sup> Factworks: Poly Global Segmentation Research, 2021



"Working from home doesn't have to mean reduced productivity. Business-grade audio and video tools let your people communicate effectively and reliably, even while working in 'less than ideal' locales. When you equip your workers properly, you make working from home what it should be—a wise business decision, not a compromise."

**IRA M. WEINSTEIN**

MANAGING PARTNER, RECON RESEARCH



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