



# Polycom® Go Green Initiative Service Program

## Benefits

### **Enhance your corporate brand, positioning and image**

**Reduce your carbon footprint** – Use collaborative tools to conserve resources, emissions and harmful discharges resulting from unnecessary business travel

**Improve productivity and efficiency** – Allow employees to be productive, while working from home or remote business sites through the use of green technologies

**Realize immediate carbon savings** – With the use of green Polycom voice, video, and Web technologies

**Expedited system return on investment** – See how quickly investments in collaborative technologies can pay for themselves and create a handsome return

**Deployment recommendations** – Guidance from industry leading experts to ensure your go green initiatives are well positioned

## Reduce your carbon footprint with Polycom collaborative tools.

Your carbon footprint is part of your ecological footprint and represents the overall impact the activities your organization has on the environment. The larger your footprint, the greater the amount of greenhouse gases produced, which are measured in units of carbon dioxide (CO<sub>2</sub>).

Carbon emissions and changes in the climate are real concerns, and have resulted in an increased focus on organizations to adopt “go green” initiatives. Governments have established mandates – and organizations are being offered incentives to adopt environmentally friendly policies. Businesses are starting to realize that a responsible environmental policy not only provides a competitive advantage, but it also increases brand equity.

In light of global green initiatives, organizations are seeking ways to communicate, yet be environmentally friendly at the same time. Personal interaction among employees and customers is important and technology exists to allow face-to-face interaction at a distance. Decreasing the amount of business travel and working from home are two viable options for organizations looking to lessen CO<sub>2</sub> output and the need to heat and cool bricks and mortar.

In addition to increasing productivity and cutting travel costs, collaborative conferencing tools, using voice, video and Web are green technologies that can be used to reduce carbon emissions. These technologies can help an organization become more sensitive to the environment and the negative impact of travel.

Polycom works with organizations to identify ways in which our collaborative technologies such as voice, video, and Web conferencing can be deployed to help organizations “go green”. Our Go Green Initiative Service Program includes an evaluation of current travel patterns and practices, an assessment of how users currently work and would prefer to work, and provides formulas that can be used to increase productivity, improve time efficiency, and reduce travel costs.



VideoVoiceDataWeb

Polycom's Go Green Initiative Service Program provides a comprehensive assessment of meeting and travel requirements, collaborative tool usage, and identifies where collaborative technologies could and should be applied. This information provides direction to your management team that is essential in the creation of business plans and growth strategies for a video conferencing and collaborative technology network. As part of this service, Polycom provides decision support information in the following areas:

**Quality-of-Service** – Assessment of current service quality, determination of appropriate service quality expectations, and identification of best practices that drive increases in quality

**Business Benefits** – Information on the strategic and tactical value that a going green collaborative conferencing initiative brings to your organization

**Processes, Procedures, Promotions and Training** – Evaluation of current processes, procedures, promotions and training efforts as they relate to the adoption and usage of video conferencing in a “go green” environment. Recommendations are made regarding how each of these areas work best to improve overall usage of collaborative technologies

### Overview of the Polycom Go Green Initiative Service Program

Aside from recommendations, Polycom will assess business practices as they relate to collaboration. In the result findings, Polycom will present recommendations for modifications in strategy and the adoption of “go green” initiatives. These findings will also illustrate how these changes can positively impact performance, as well as the environmental sensitivity and awareness of the organization. The three phases of this program include:

#### Phase 1: Definition of Objectives and Project Planning

During this key planning phase, Polycom partners with you to customize the Go Green Initiative process, and to determine the areas of performance that are of greatest interest to your organization. During the on-site kickoff meeting, Polycom will identify what information is needed and valuable, customize what data gathering instruments will be used in the course of the assessment, and determine the quantitative and qualitative data collection plan.

#### Phase 2: Data Collection

During this phase, qualitative data is collected through a series of interviews and Web-based surveys. Data collection is focused on information as it relates to video conferencing usage levels, applications, quality of communication, costs, processes, procedures, promotions and training.

#### Phase 3: Analysis and Reporting

This is the final phase of the project. Polycom will review and analyze all the collected data. A complete summary of performance, applications and benefits, as well as conclusions and recommendations drawn from the analysis will be delivered in a final report. These findings will be presented to appropriate audiences you identify.

Upon completion of the Go Green Initiative, a concise report will be provided, which includes a summary of voice, video and Web performance, an identification of how each technology can impact a “go green” effort, as well as conclusions and recommendations resulting from the analysis. Additionally, an evaluation of video conferencing processes, procedures, promotions, and training will be made. Recommendations will be provided to adopt better practices and utilization of collaborative technologies in order to become more sensitive to a “go green” effort, thus positively impacting your bottom line.

#### Performance Benchmarking and Best Practices Assessment

This service is also available packaged with Polycom's Performance Benchmarking and Best Practices Assessment Service. This highly structured program helps you maximize the return on your collaborative conferencing investment to realize substantial strategic benefits.

For more information on these services, contact your local Polycom reseller or visit us at [www.polycom.com](http://www.polycom.com).

#### Make great things happen with Polycom Go Green Initiative Service Program

In today's Internet-driven world, the ability to conduct real-time communication and collaboration has become critical to an organization's survival. As the market leader in voice, video and content collaboration and communications, our award-winning conference technology makes it easy for people to interact and maximize productivity – over any network, in just about any environment, anywhere around the globe. That's why more organizations worldwide use and prefer Polycom conferencing solutions. Because when people work together, great things happen. See how you, too, can achieve great things with the Polycom Go Green Initiative Service Program.

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