

Microsoft Office 365 Partners: Win More with Polycom

Be the partner today's businesses need

Win more accounts & consume more licenses

It's no secret that businesses are moving rapidly to cloud solutions, creating new opportunities but also reducing traditional partner revenue streams. To differentiate yourself as a Microsoft Office 365-certified partner, you need to meet these new demands head-on—by becoming the single, strategic, end-to-end solutions provider your customers need.

WHY MICROSOFT + POLYCOM?

Microsoft and Polycom have over a decade of partnership and joint engineering efforts, and today Polycom is:

- The market share leader in Skype for Business/Lync IP phones
(Source: Synergy Research Group, March 2016)
- The provider with the largest portfolio of Office 365-certified voice and video devices
- The world's first provider of business media phones and conference phones for Office 365 cloud PBX
- The only provider of solutions that integrate natively into Skype for Business workflows
- The only provider of UI that mimics the Skype for Business look and feel—driving ease of use and adoption

Partner with Polycom to set your business apart

Becoming a Polycom partner opens up new opportunities to expand your business.

- **Boost your consumption metrics**
Microsoft research shows that a Skype for Business license paired with a device is **12x more likely** to be consumed, and consumption **rises 75% to 80%** with Polycom solutions.
- **Expand your solution profile & differentiate yourself**
Add unified collaboration solutions that will help you reach new customers, up-sell to existing customers, and consume more licenses. Naturally, customers want to work with one vendor, not many. Make sure it's you, with licenses plus services and voice and video solutions from Polycom.
- **Increase your services revenue**
Expand your income stream by providing network and other services that customers need.
- **Build better customer relationships**
As businesses continue their shift to the cloud, you can become the trusted partner they need to solve all their voice, video, and other collaboration challenges.

“When you consider all voice and video vendors in this space, Polycom’s offerings are the most compelling. The quality and innovation of Polycom solutions amaze customers every day. As a partner, Polycom makes business sense—helping me expand O365 adoption and deliver an end-to-end solution that natively integrates into the customer’s workflow.”

Brad Sousa, Senior VP, AVI Systems

It's never been easier to partner with Polycom

As a Polycom partner, you can deliver everything your customers need, integrating the latest voice and video solutions and services with their legacy deployments. And Polycom is by your side the whole way—providing the information, sales and marketing resources, and technical support you need to succeed.

Get Polycom certified in three simple steps

We make it easy to become Polycom certified, even providing a personal Business Development Manager to assist you. You can start with voice and move to video and interaction—whatever your customers need, you can provide. And it's all free.

- **Step 1: Apply to become a Polycom partner**
Go to Polycom.com and click “Partners” on the bottom navigation menu. Complete the registration form.
- **Step 2: Work with your personal business development manager**
You will be given a personal Business Development Manager, exclusively supporting Office 365 partners, who will help you fulfill the basic requirements and determine which certifications are right for your business.
- **Step 3: Get certified**
Free online training is available 24/7. You can start with simple voice solutions and add certifications in areas of expertise like unified communications.

Success story: Maximizing sales opportunities

What started as an opportunity for a certified partner to help a global insurance company equip a few rooms with AV devices turned into a global deployment of Skype for Business and Polycom solutions. The partner earned a five-year contract on a subscription-based consumption model and is now established as the single, trusted partner to deliver solutions for the customer. The customer lowered their OpEx and credits the solution for improving decision-making and even raising the stock price.

ASK YOURSELF THESE QUESTIONS

To take full advantage of the opportunities available as a Polycom partner, ask yourself:

- **Is our organization up to speed on selling, implementing, and supporting end-to-end solutions?** For some organizations, moving from a license sales model to a licenses+devices or Devices-as-a-Service model can be challenging. It may require bringing additional competencies in-house, retraining your sellers, or rethinking compensation models. If you're not quite there, Polycom offers technical training, sales readiness, and many other resources to help you get ready.
- **Are we selling with an MRR or subscription model? Or are we ready to invest in one?** An established, subscription-based services or consulting practice can take some time to implement. However, once you do it, it will yield better long-term customer relationships and revenue opportunities, and the compensation model will already be familiar to your sales team.

“Polycom made it easy for us to become a certified partner and they have been very supportive along the entire journey that we've taken to create a Microsoft and Polycom offering. The partnership with Polycom has allowed us to realize our potential. We're on our way to building a lucrative practice of Polycom devices with Office 365 licenses.”

John Lamb, Co-Founder and President, Modality Systems

GET STARTED

Apply today at www.polycom.com (click on “Partners”).
Questions? Email: TeamMicrosoft@polycom.com