



Bart Vandenberghe

Pre-Sales Specialist

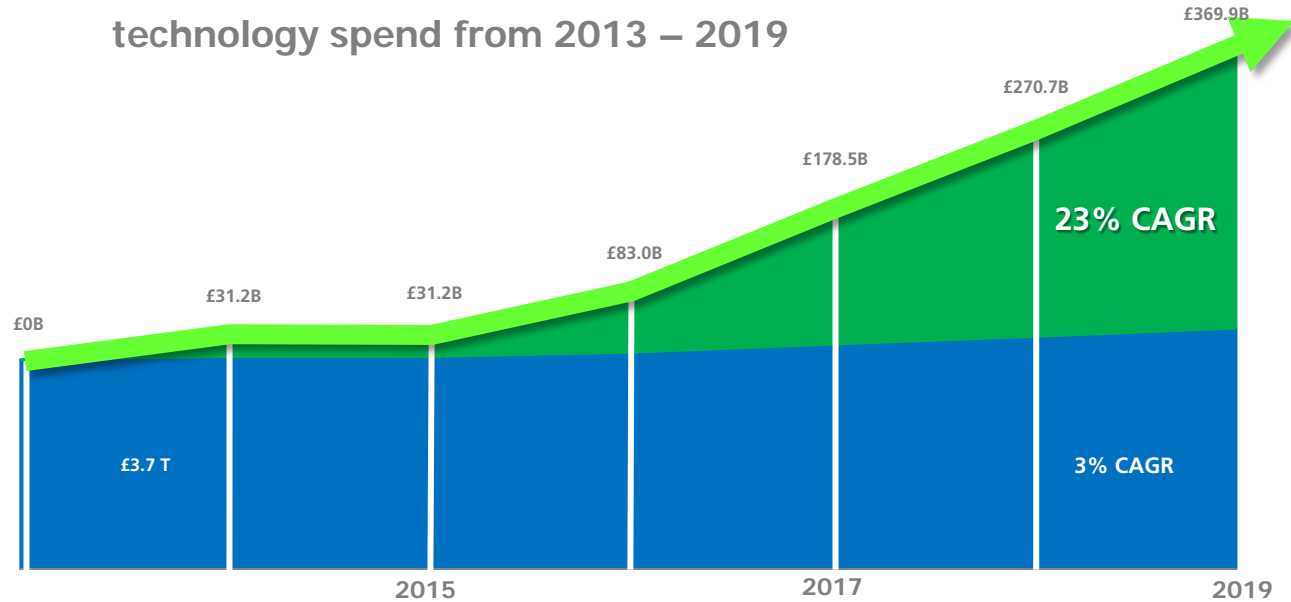


GoldSeal™ **VaaS** powered by Polycom

Westcon  **Comstor**
Delivering Results Together
powered by WestconGroup

Cloud is the key to our growth

Cloud will drive more than 90% of our customers' technology spend from 2013 – 2019



■ IT spend based on legacy ■ IT spend driven by cloud

Source: IDC Worldwide Predictions 2015: Accelerating Innovation on the 3rd Platform

Some more facts

- On-Premises infrastructure & VC endpoint declining
- Most companies use cloud services (public or private, infrastructure or application) now or will do soon
- Resellers are targeting SMB (company size 50 to 250)
- Microsoft Cloud (O365) momentum
- End users need to interconnect different users/existing (legacy) systems

Why Everyone Wants Cloud Video Services



Lower TCO

OPEX

No IT

Monthly Subscription



Flexibility

Pay as You Go

Universal Access



Simplicity

Easy

Click to Connect



Mobility

Any Browser

Any Device

Any Place

Reseller Options

Strategy Option	Advantages	Disadvantages
Do nothing, recommend a third party VCaaS to customer	<ul style="list-style-type: none"> Avoids all business risk 	<ul style="list-style-type: none"> Does not build brand equity or channel partner value Does not provide recurring revenue stream
Do-it-yourself; invest in video infrastructure, management, monitoring, and billing software, network and data center facilities	<ul style="list-style-type: none"> Total control over end user pricing models Generates highest gross margins Can customize VCaaS options and functions Generates annuity revenue stream for channel partner Fosters long term customer relationship Easily positioned and sold to customer as part of comprehensive service offering from channel partner Can support large variety of endpoints 	<ul style="list-style-type: none"> Technology risk - requires significant up-front equipment and hence highest risk option Development risk - requires initial and continuing investments in software development to stay up-to-date Requires expertise in service management
Re-sell a co-branded or white-labeled VCaaS	<ul style="list-style-type: none"> Keeps channel partner brand in front of customer Generates (recurring) annuity revenue stream for channel partner No upfront equipment or software investment required Fast time to market Fosters long term customer relationship Leverages network and infrastructure architecture of VCaaS platform Leverages software development and service delivery teams of VCaaS provider - maximizes interoperability and support for wide variety of mobile platforms Easily positioned and sold to customer as part of comprehensive service offering from channel partner 	<ul style="list-style-type: none"> Likely to have lower gross margins than DiY approach Less control over features than DiY approach Risk that co-branded VCaaS provider will go out of business or be acquired



What is GoldSeal VaaS

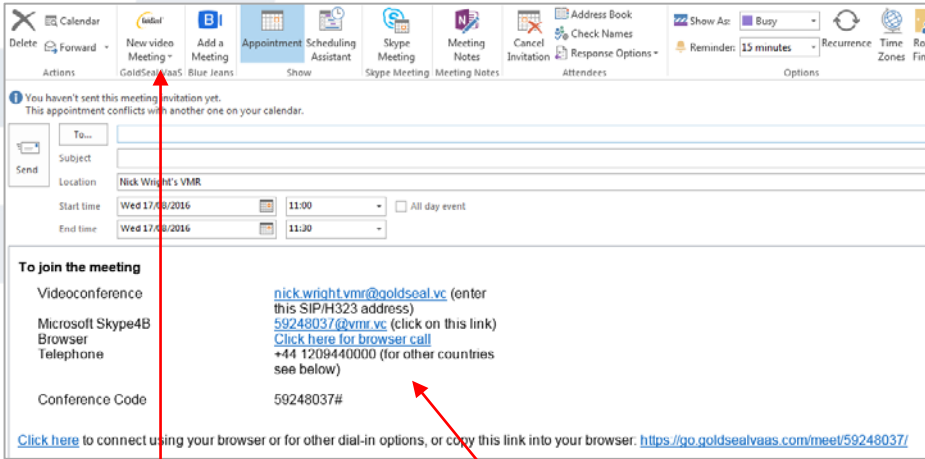
- GoldSeal VaaS is an entry level VaaS offer that utilizes Polycom's technology to deliver basic Video functionality (Audio, Content share, and Video), across a variety of video enabled solutions (e.g. H.323/SIP devices, WebRTC, MSFT Lync/S4B)
- A set of visual collaboration capabilities through virtual meeting rooms (VMRs) that connect a variety of endpoints together through a cloud-based service model.
- Sold as a White label service via Polycom, GoldSeal VaaS is branded, priced, packaged, and supported by Westcon



It's all about the user!

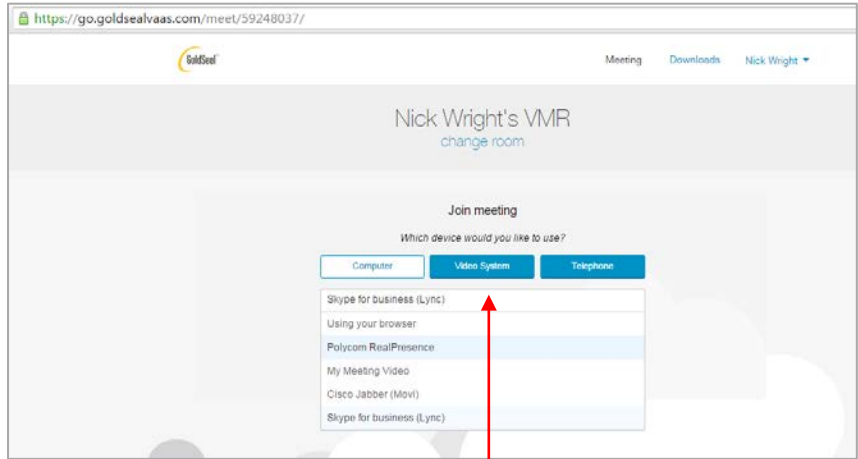
- Personalised Video ID Address
- Virtual Meeting Room (VMR) with up to 25 participants (capacity increasing)
- Company Directory Service
- Microsoft Outlook Plugin
- End user portal
- WebRTC
- BYOD
- Dial in number for 55 Countries (audio conf bridge)

Some screenshots



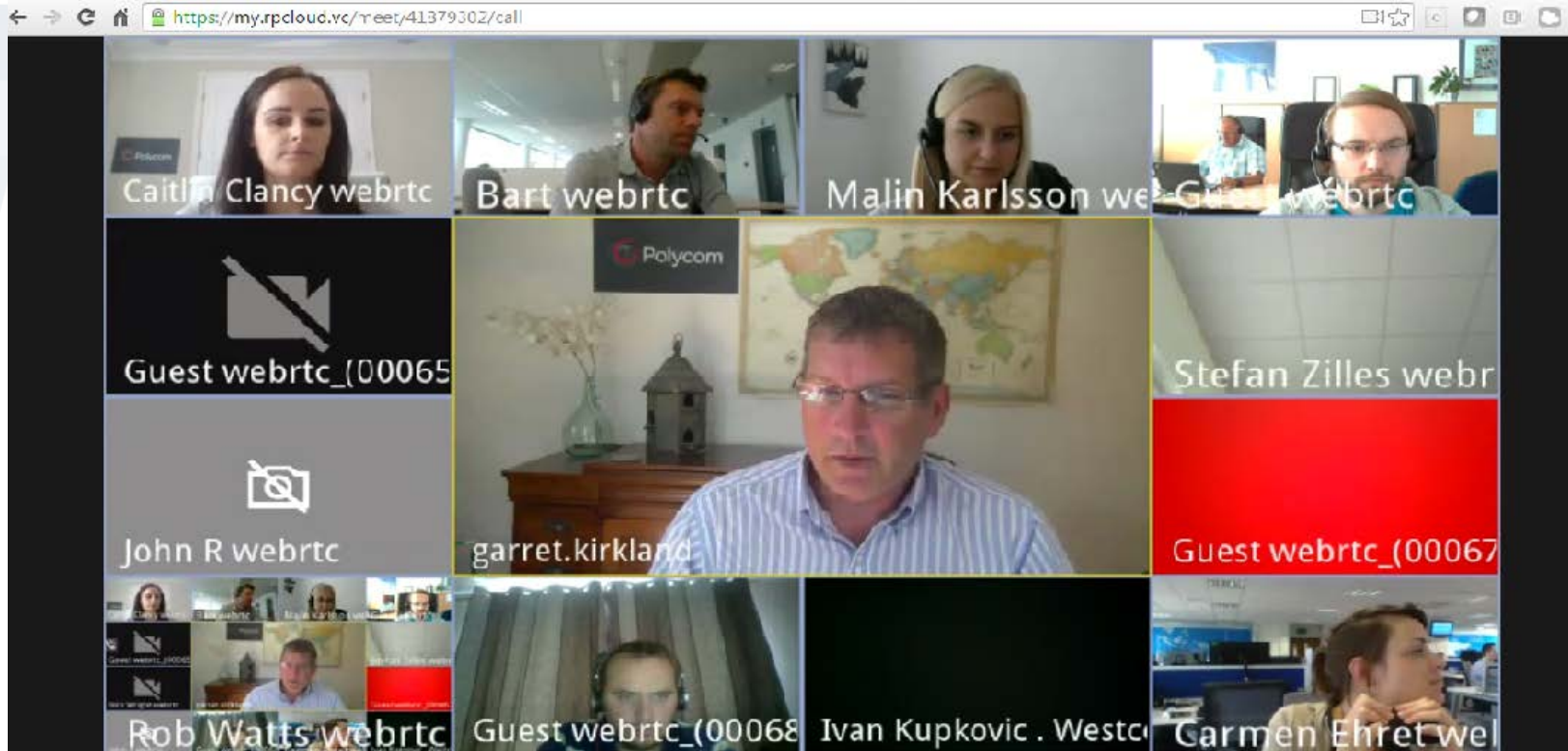
Outlook Plugin for 'click to create' meetings

Meeting Invite includes 'click to join' options







VMR includes different options to join meetings

Another screenshot

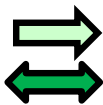


Browser Support (now full support)

Browser Interoperability

	Sep	Oct	Nov	Dec'15	Jan '16	Feb	Mar	Apr	May	Jun
				→	→	→	→	→	→	↔
	→	→	→	↔	↔	↔	↔	↔	↔	↔
	→	→	→	→	→	→	↔	↔	↔	↔
				→	→	→	→	→	→	↔

Content share (one way or bi-directional)



one-way content share (browser participant cannot share)



bi-directional content share

RP Cloud Roadmap – 2016

Q1 2016

Complete

- Debut + Cloud Promo
- Content Share via Firefox
- Enhanced Endpoint Activation (Java replacement)
- Trial Automation

Q2 2016

Complete

- Bi-directional Content sharing via IE / Safari Browser
-
-
- 1-9 EULs formalized
 - Portfolio Simplification (remove Fixed Capacity VMR)

Q3 2016

In process

- Larger capacity meeting rooms
- Group Series Promo

Q4 2016

Planned

- Recording & Playback
- Lync / S4B bi-directional content
- Native RDP support – Lync / S4B content experience
- Trio Promo
- Microsoft Edge (Browser)

These are planned for Q4 2016

GoldSeal VaaS Subscription offers



Enterprise User License (EUL)

Individual or Shared-Use VMR
Provides Video, Audio, and Content Share services
Unlimited usage of VMR
Designed for volume play
Hold meetings with up to 25 participants
Registered via Company directory
Uniquely identified video ID enables:

- Point-to-Point
- Multi-Point
- Directory calling

End user conference control via web interface
Register up to 6 soft endpoints for anytime / anywhere video access

Endpoint Registration

Automated endpoint provisioning
Enhanced Quality
(3) Options (Basic, Plus, Premium)
Firewall traversal confirmation

Enterprise User License Pricing (annual pre-paid)

Part Code	LongDescription	EMEA-EURO	EMEA-GBP	Disc
4870-09900-005	Enterprise User License - 1-9 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 1,080	£880	DC8
4870-09900-111	Enterprise User License - 10-49 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 624	£524	DC8
4870-09900-021	Enterprise User License - 50-99 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 658	£524	DC8
4870-09900-031	Enterprise User License - 100-499 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 546	£436	DC8
4870-09900-041	Enterprise User License - 500-999 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 434	£347	DC8
4870-09900-051	Enterprise User License - 1000-4999 licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	€ 323	£258	DC8
4870-09900-061	Enterprise User License - 5000 plus licenses, unlimited usage - 25 participants - pre-paid annual plan effective on service commencement. No cancellations or reduction of the plan or scope allowed.	Custom Quote	Custom Quote	DC8

Note: the one-time service activation fee € 417 is no longer applied

Endpoint Subscription Pricing (annual pre-paid)

Part Code	LongDescription	EMEA-EURO	EMEA-GBP	Disc
4870-09900-106	Endpoint Subscription Service - Basic, supports standard definition up to 768kbs - 1 yr. Pre-paid annual subscription, effective on service commencement. No cancellations and requires purchase of a VMR	€ 753	£613	DC8
4870-09900-107	Endpoint Subscription Service - Plus, supports high definition 720p up to 1.5Mbs - 1 yr. Pre-paid annual subscription, effective on service commencement. No cancellations and requires purchase of a VMR	€ 971	£791	DC8
4870-09900-108	Endpoint Subscription Service - Premium, supports high definition 1080p up to 3.0Mbs - 1 yr. Pre-paid annual subscription, effective on service commencement. No cancellations and requires purchase of a VMR	€ 1,189	£969	DC8
4870-09900-910	Endpoint Subscription Service - Plus, supports high def. 720p up to 1.5Mbs - 1 yr. Pre-paid annual, effective on service commencement. Only sold with Debut and Group 3xx endpoints. Assigned at time of setup, no cancellations and non-transferable. (PROMOTION)	€ 273	£222	DC8

Note: VMR needed through a EUL

Device Attach Opportunity

Video endpoint opportunity

- Increase 'video footprint' across enterprise; small meeting / huddle rooms
- Low cost video endpoints; Polycom Debut / Group 310
- **Debut GoldSeal VaaS attach promotions available from Westcon**



Polycom® RealPresence Debut™ bundled with one year of free Polycom-powered cloud video endpoint registration

FREE 30 DAY TRIAL AVAILABLE

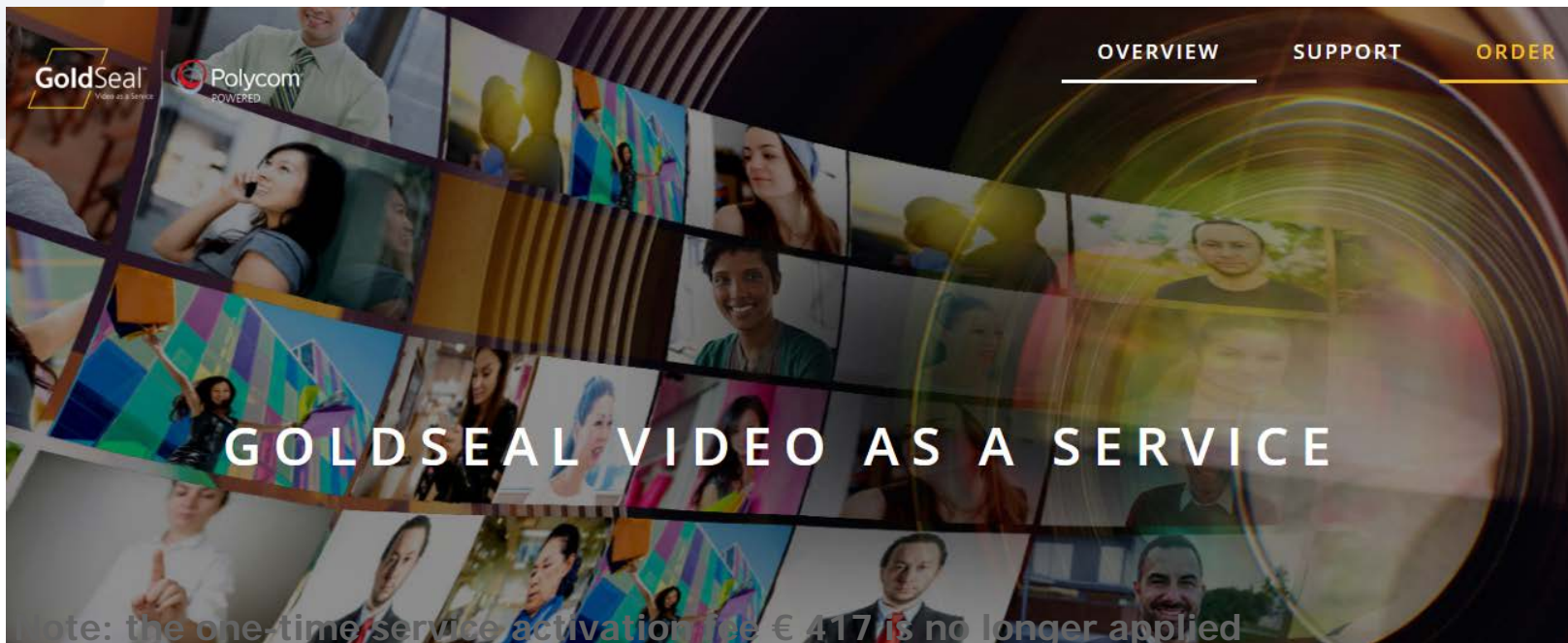
- 30 day free trial licenses can be setup by polycomsupport.eu@westcon.com
- Debut in demo



Process

Resellers must first sign up to
Westcon Cloud Agreement

- <http://www.goldsealvaas.com/>



Debut subscription: Out of box experience

Step 1

Your subscription

The video system can now be activated

ACTIVATE

Subscription details

Name: Bart Vandenberghe

URI: bart.debut@goldseal.vc

Type: Plus

Billing: Trial

Best regards,

The GoldSeal Support Team

<http://www.goldsealvaas.com/>

Step 2

Subscription details

Display name	bart.vandenberghe.debut
Video address	bart.vandenberghe.debut@goldseal.vc
Description	bart.vandenberghe.debut
Plan	Plus
Tie to serial #	FD160330D643DS

Ready to activate your endpoint?

We've made it easy for you. This subscription is tied to the serial number on a specific endpoint. Once connected to the Internet, the endpoint will either automatically connect to the service or guide you through a simple process to get setup.





Questions?

 Security  UCC  Networking  Data Center