# Polycom CMA™ 4000/5000 Polycom CMA™ Desktop



#### **Positioning Statement**

For distributed enterprises seeking to communicate using video from anywhere at any time, the Polycom CMA ™ provides high scale, powerful management, and software-based video-clients that are as easy to use as instant messaging

#### **Key Benefits**

- Expanded adoption Widespread video communication enabled via a common instant message-type interface
- Reduced costs Maximized ROI through centralized video management and provisioning of existing infrastructure
- Highly accessible Users can easily search and contact colleagues via integration with existing Microsoft Active Directory.
- High quality experiences Bandwidth control and powerful gatekeeping functions enable policy applications to one or many users simultaneously
- Multipoint conferencing Enables users to participate in bridge calls from anywhere and schedule conferences to RMX meeting rooms

#### Applications

#### Line of Business:

ROI – Expand the use of video communications and reduce travel costs

Business Growth – Enable workers to communicate better with colleagues and management

Employee Retention – Improve work-life balance for more employees

#### IT Department:

Large Organizations - Desktop deployment needs for green initiatives, inter-office communications, and remote workers Education/Training - Distance learning, selfstudy, certification Medical - Center of Excellence support to rural

Medical – Center of Excellence support to rural medical facilities, enable specialists services Sales & Marketing - Product updates, sales rep training, promotions, reseller updates, daily communications to corporate headquarters

# Qualifying Questions

#### Line of Business:

What are your goals for reducing operating costs using communication technologies?

How are you increasingly the efficiency of your remote work force?

How do you integrate newly acquired companies?

#### IT Department:

How do you currently manage your video endpoints?

What are your plans for high-scale deployment of visual communication?

How do you communicate with mobile workers?

How often do you utilize multipoint video conferences?

How do you manage and control bandwidth?

# Polycom Cma 5000 User Guide

**CO Houle** 

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