

TEAM Polycom Agenda



TEAM
POLYCOM | **2016** Gaylord Opryland Resort
Nashville, Tennessee
January 11-14, 2016

Tuesday, January 12

5:00pm - 8:00pm TEAM Polycom Global
Welcome

Our Welcome Reception will be held in the EXPO Hall where Polycom's ecosystem of partners will show you first-hand the latest innovations and APIs available to help you to satisfy your customer's business communications challenges. Enjoy cocktails and hors d'oeuvres while networking with your peers, visiting partner booths and meeting Polycom solution experts.

Wednesday, January 13

8:30am - 12:30pm Opening Keynotes

Welcome to TEAM Polycom 2016

CEO Keynote

*Peter Leav, President and Chief
Executive Officer*

A new generation of workers have new requirements and new ways of getting work done. In 2016, the Workplace of the Future becomes a reality, creating incredible new opportunities for business growth. With new products that literally change the game and raise the bar for innovative differentiated collaboration solutions, Polycom is leading and redefining the industry. Together we are responding to the demands of a changing workforce that expects and depends on effective collaboration products and services. You'll hear how this will be a year of new markets, new opportunities and new profit potential. Polycom technology puts people at the center wherever they are, and transforms workspace, experience, and workflow with modular approaches that adapt to the ways people work, whatever the setting. In 2016, together we will change the game for our business, our industry and our customers.

Innovation Keynote

*Ashan Willy, Senior Vice President,
Worldwide Systems Engineering and
Product Management*

*Michael Frendo, Executive Vice
President, Engineering*

Join Ashan Willy and Michael Frendo as they share how Polycom's innovation engine is changing the collaboration game for our customers and delivering differentiated solutions that give you the competitive edge in the marketplace.

Ashan and Michael will highlight key innovations from 2015 that are enabling our customers to thrive in the workplace of the future, today, and also unleash the collaborative power of their teams for years to come. This session will offer an exciting and fast-paced mix of their own personal insights, external perspectives on Polycom innovation from industry analysts, the latest customer success stories, and LIVE demonstrations that will bring the future of collaboration to life right on stage.

If you want to better understand how you can continue to grow your business in fast-growth segments like huddle rooms and SMBs, increase user adoption and account stickiness through value-add services, expand delivery options via the Cloud and software-defined infrastructure, and much more, then the Innovation Keynote is a *Must Attend* for you!

Compete to Win - Change the Game in 2016

*Quentin Packard, Senior Director,
Polycom Intelligence Office*

*Sam Kennedy, Director, Worldwide
Consulting Engineering*

The collaboration market is in a state of transformation with new requirements, business models and a new way of working. The market opportunity has attracted new competitors that are working to disrupt the status quo. To compete effectively, sellers and channel partners need to demonstrate differentiated solutions that deliver better business outcomes for customers and prospects.

During this session you will hear from industry experts and see live demonstrations which address how these market complexities and competitive challenges are impacting and evolving our customers' Workspaces, Experiences and Workflows.

You will learn how Polycom can help you and your teams compete and grow in today's competitive market. Come see for yourself the game changing innovations that deliver differentiated experiences and better business outcomes to help you succeed in 2016!

Go to Market Keynote

*Jim Kruger, Chief Marketing Officer,
Executive Vice President*

New solutions create new opportunities, but only if we optimize our go to market strategies to capitalize on those opportunities. You'll hear about how Polycom is creating a digital buyer's journey for prospects and our customers and how we are providing game changing enablement tools that are easy to consume and help our sales teams articulate our differentiated value proposition. Being able to tell a compelling solutions story is the key to success. We'll arm you with the right tools at the right time to help you accelerate the sales cycle, close more business and drive customer success. In 2016, together we'll change the go to market game and break open new opportunities for business success.

12:30pm

LUNCH

1:15pm

EXPO Hall Open

Plan your time in the EXPO. Visit sponsor and Polycom solutions booths, hold discussions with Polycom experts and network with your peers.

2:30pm - 4:45pm Breakout Program

During the registration process you will be able to select the breakout that you would like to attend from one of the three available breakouts during both periods. If you have already registered and wish to make your breakout choices please login using your email address and last name to modify your existing registration and make your breakout selections.

2:30pm -
3:30pm

The Shrinking Office and Business Growth: How to Harness the Workplace of the Future to Boost your Collaboration Business

Seize the UC Market Opportunity with the new Office 365 Skype for Business Service

Close Bigger Deals, Beat the Competition, and Drive Meaningful Customer Outcomes Through Solution Selling

We've all heard about workplace changes. The traditional private offices space is shifting towards more open spaces and huddle rooms as teams are more geographically distributed than ever. The question now is how can you harness these changes to drive your business? Learn how you can become the trusted advisor to guide your customers to better collaboration with practical, actionable guidance on how to grow your business with Polycom in the workplace of the future.

Over 100 million people use Skype for Business to communicate for work. Skype consumer gets 50 billion minutes of traffic every month, a leading indicator of what's to come for businesses. Skype for Business is growing year over year and most organizations have at least one subscription to Office 365 that they are using or will trial. So what?

As the only provider to offer voice, video and content solutions for Skype for Business and the first provider of business media phones for Office 365, we are poised to win.

Interested to learn more? Microsoft experts will walk through how they are going after this multi-billion \$\$ opportunity and make it actionable for you.

Learn and replicate how others are beating the competition more often, increasing deal values and improving customer adoption, satisfaction and growth. Hear directly from Polycom and Partner sales teams as they present case studies from around the world which exemplify true solution selling. What did they do to deeply understand the customer's business, their drivers, and collaboration needs? How did that knowledge help them create unique and highly differentiated solutions? How did these solutions drive amazing customer success? Learn what you can do to replicate this success in your opportunities.

The breakout sessions will repeat to allow you to attend two of the three over the course of the afternoon.

3:45pm - 4:45pm	The Shrinking Office and Business Growth: How to Harness the Workplace of the Future to Boost your Collaboration Business	Seize the UC Market Opportunity with the new Office 365 Skype for Business Service	Close Bigger Deals, Beat the Competition, and Drive Meaningful Customer Outcomes Through Solution Selling
--------------------	---	---	---

4:45pm - 6:00pm Cocktails in The EXPO

7:00pm Polycom's Special Philanthropic Evening

Onwards

Tonight is a special evening for us to give back to a very worthwhile cause as we enjoy great food and drinks.

We have an inspirational presentation from a remarkable guest speaker, Captain 'Sully' Sullenberger who was hailed as a national hero after he successfully executed an emergency water landing on the Hudson River saving all 155 people aboard.

Our charity tonight is Operation Smile who supports children born with facial deformities. By participating in our TEAM Polycom Casino Night you can have fun and give back.

Thursday, January 14

9:00am - 11:30am

Opening Keynotes

One Team - Together we Win!

Chris Jones, President Americas

Sales and WW Partner Organization

Chris Jones will take the stage to discuss Polycom's agile and aggressive channel strategy with a focus on our success as one team – together in the field. Hear how Polycom will increase your effectiveness through simplicity and how you can differentiate yourself from the competition.

Ira Weinstein, Senior Analyst & Partner, Wainhouse Research, will join Chris on stage to reveal what customers are saying about collaboration and how the changes are impacting both what and how they buy.

Together we can dramatically accelerate the adoption of collaboration technology, drive compelling customer experiences, and fundamentally change the modern workplace. Together, we win!

Guest Speaker – Scott McKain

Scott McKain is an internationally known authority who helps organizations create distinction in every phase of business and teaches the 'Ultimate Customer Experience'

Scott creates captivating presentations and bestselling books which clearly reveal how to create more compelling connections between you and your customers and how to stand out and move up, regardless of the economic climate in your industry. Scott benefits from three decades of experience, has an innate talent for articulating successful ideas and has spoken before and consulted for the world's most influential corporations.

Together we can dramatically accelerate the adoption of collaboration technology, drive compelling customer experiences, and fundamentally change the modern workplace. Together, we win!

12:00pm - 1:00pm

Breakout Program

During the registration process you will be able to select the breakout that you would like to attend from one of the three available breakouts. If you have already registered and wish to make your breakout choices please login using your email address and last name to modify your existing registration and make your breakout selections.

12:00pm - 1:00pm	Cloud Video – Success Stories and Enablement Solutions	Inside Track with Polycom Experts	Over 50% of Your Customers Spend \$100K+ on Streaming Technologies Each Year - Are They Buying from You?
---------------------	--	--------------------------------------	---

Make money as you evolve from reselling Polycom products to selling a combination of products and your own cloud video services....many partners already have, and their services are built on Polycom technology. Learn why Polycom was the right technology and how they are taking their cloud service to market. Join us for a discussion highlighting successes, tools, and best practices expended by partners from around the world using Polycom powered cloud video services.

Inspired by how customers are using Polycom's innovative technologies? Eager to learn more? Join us for a panel discussion and Q&A with key Polycom experts. Panelists will roll up their sleeves to discuss the evolution of collaboration and consumption models, share thoughts on the rapidly changing competitive landscape and go deeper into best practices and tactics for winning with Polycom.

Are you interested in an adjacent market that is already \$500M+ in size and growing at a staggering 20% CAGR through 2017? Would you be more interested if your existing customers were already active in the market and actually buying complementary products from you today? We thought so! Come join the Polycom team to better understand how you can grow your business with a small, but strategic, investment in recording, streaming and video content management solutions and services. In this session you will get a fresh look at the market opportunity, key applications, use cases and buyer personas. With lively discussion and customer success stories, you will gain insight on Polycom's simplified approach, re-tooled product and service offering, and new tools and assets to help your teams sell. And, most importantly, you will hear directly from your peers who were early adopters and are already reaping the financial benefits of leveraging Polycom solutions to help their customers excel in training, corporate communications, knowledge management, and much more.

1:00pm **LUNCH**

1:45pm - EXPO Hall Open
3:00pm

Plan your time in the EXPO. Visit sponsor and Polycom solutions booths, hold discussions with Polycom experts and network with your peers.

In order to focus on specific needs we will be running an optional session ideal for those looking for practical insights on sustaining sales growth in the competitive hosted voice marketplace. If you would like to attend

this session please select this breakout when you register. If you have already registered and wish to sign-up please login using your email address and last name to modify our existing registration.

1:45pm - 3:00pm **Beyond Hosted Voice -
What Comes Next?**

The hosted voice market has enjoyed tremendous growth in recent years, but where is the market going? How will operators sustain growth and drive new revenues as the SMB market saturates? Come learn how hosted voice operators can expand into the Enterprise, win deals from big premise PBX players, and navigate the shifting market dynamics ahead. Experience the session from the perspective of a live TV show audience, integrating pre-recorded video segments with 1:1 stage interviews and an executive panel hosted by industry expert Dave Gilbert.

3:15pm - 4:45pm Regional Strategy and Award Breakout Program

An opportunity to come together by Theater to celebrate success and look ahead to 2016. Enjoy the company of your peers and hear from Polycom leadership about specific theater strategy and top priorities for 2016.

You are asked to attend the Theater Session appropriate for your geographic location. Sessions will be held for The Americas, EMEA and Asia Pacific.

6:30pm Cocktail Reception

7:00pm **Annual Partner
Onwards Awards Gala**

An evening filled with celebration and recognition for outstanding achievements in 2015. Polycom will honor our partners around the world who have demonstrated excellence using the Polycom partnership to deliver innovative solutions and exceptional service to meet the needs of our customers.