



Benefits

- Improved customer service
- Enhanced communications
- Innovative products and services
- Competitive differentiation
- Cost reductions
- Faster decision-making

Key applications

- Branch-level communications
- High net-worth customers
- Morning call

SOLUTION BRIEF

Polycom® Financial Industry Solutions

Provide better service, increase customer loyalty,
reap high revenue

Financial institutions are always looking for new and innovative products as well as more effective ways to provide services to their clients

With the right technology and tools, these objectives can be achieved. Collaboration can enable a higher level of customer service, spawn interactive kiosks, aid in new product training and facilitate faster time to market.

Bank branches can communicate more effectively to increase customer service levels. New financial products can be launched more quickly to a larger audience. New product training or market trend analysis can be completed remotely. These are just a few of the reasons financial companies worldwide choose Polycom to provide the most lifelike experience for collaboration and communication from anywhere to anywhere, instantly.

Integrating voice, video and content

Polycom offers the broadest range of solutions to enable anyone to successfully connect and conference, no matter what the environment. This includes almost any type of user device, as well as the necessary supporting infrastructure and management tools. All Polycom solutions are backed by a world-class service and support organisation, which Polycom delivers from its global network of 55 offices in 25 countries.

Only Polycom can take your collaborative communication network where it needs to go with the best products, the best partners, the best practices, and the most advanced services on the market today.

Voice

From a single phone line to large installed voice systems, Polycom voice solutions make audio sound clear and natural. IP phone connectivity between financial headquarters, bank branches, and remote locations provides high quality, reliable, cost-effective communications. Applications can be embedded into IP phones to transform them into powerful productivity tools and a catalyst for fast decisionmaking. HD-quality sound ensures accuracy and full comprehension, which is critical in the financial industry. Conference speakerphones are ideal for corporate meetings, morning calls and market reporting. With unprecedented price and performance, it's no wonder financial institutions around the world are using Polycom voice solutions to enhance collaboration, gain a competitive advantage and reduce costs.

Video

Polycom video solutions deliver powerful, high definition customer experiences across desktops, meeting rooms, immersive environments and more. In an industry where face-to-face, personal relationships are the key to success, Polycom makes this a reality with HD video solutions that bring financial institutions and customers together—just like being there. Key information and content such as market reports, trading information, stock prices can be shared with more impact. Critical financial processes such as interviewing, fiscal planning, distance learning, corporate communications can all be enhanced and shortened. Polycom is helping financial institutions worldwide implement e-learning, digital marketing and corporate green initiatives.

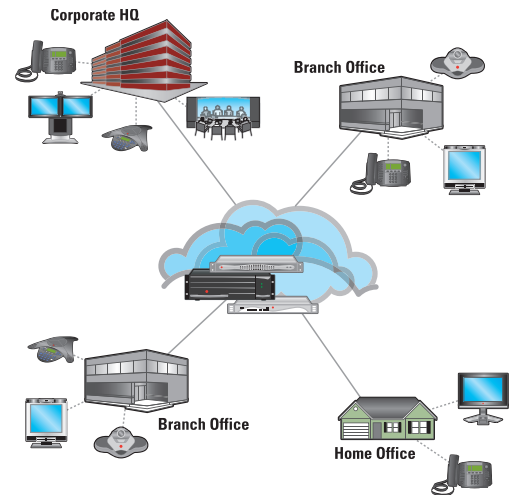
Telepresence

From personal to immersive, Polycom offers a complete portfolio of high definition telepresence solutions over IP networks. Each environment is created so that people are life-like and true-to-size, giving the illusion of being together in the same room. These solutions are ideal for corporate board meetings where face-to-face, life-size discussions are expected from the executive suite. High net-worth individuals can receive white glove treatment and elite access to experts within their financial institution, further differentiating your service offerings.

Key applications

Branch-level communications

Bank customers prefer to seek service and product information by physically visiting branch locations. Many banks, however, are saddled with an obsolescent branch infrastructure that is poorly aligned with their sales goals. Polycom real-time collaboration between branch offices and headquarter locations can facilitate a new era of customer service that includes distance learning, remote experts and more timely and actionable corporate communications. This collaborative environment can ultimately transform the



obsolescent branch into a vibrant sales channel that is more responsive, and able to offer more products and services such as access to remote experts.

High net-worth customers

Financial institutions are changing from being “transaction specialists” to becoming “relationship managers”—experts and counsellors in an expanded set of complex areas such as tax and retirement planning and estate planning. High net-worth clients and the mass-affluent market are migrating to firms that can articulate and deliver world-class advice and guidance. Polycom provides these customers with real-time access to financial experts and to elite services that meet their high expectation levels.

Morning call

A morning call is a tradition in the financial industry. Market research and other relevant information is broadcast to traders and brokers prior to the opening bell. Polycom solutions allow the call to be broadcast over voice or video. Recorded and archived, sessions can be replayed throughout the day, increasing productivity through content sharing.

About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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