



POLYCOM®

Will your video investment today
meet your organisation's future
needs?

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Background...Industry Drivers

Globalisation of the Campus and increased
competition for student enrolments



Changing dynamics of students and methods for
learning



Fast ROI and Travel Costs



AGENDA

- ▶ Infrastructure for future scalability
- ▶ Increasing student enrolment
- ▶ Increasing profit while leveraging your existing technology

AGENDA

- ▶ Infrastructure for future scalability

Building the future environment with the RIGHT technology. Questions to ask...

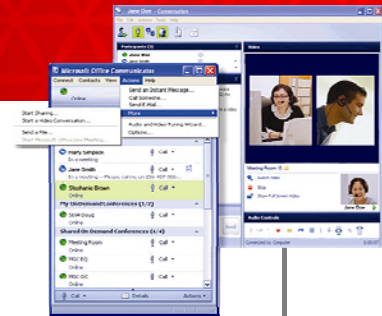
- ▶ Is my current technology **SCALABLE** and **RE-DEPLOYABLE**?
- ▶ Do we really need **HD 1080p RIGHT NOW**?
- ▶ How **EASY** is it for students and instructors to **CONNECT** with any communication device?
 - Interoperability with other vendors/products
 - **Unified Communications**



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Technology includes many things...



**Telepresence,
Desktop
Video Conferencing**

Partner Integration



Multipoint



**Recording &
Streaming**



**Security & Remote
Access**



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What does technology provide?

Flexibility for the STUDENT

AGENDA

- ▶ Increasing student enrolment



Real life examples where institutions INCREASED ENROLMENTS with technology...

American University

- East Coast USA and Middle East
- New Foreign Service Degree
- Added \$2 Million additional revenue per year
- ROI achieved in one year

Real life examples where institutions INCREASED ENROLMENTS with technology...

Georgetown University

- 2007 created a Global classroom
- Cross Content MBA program
- Use Telepresence for learning/interviews



Real life examples where institutions INCREASED ENROLMENTS with technology...

Duke University – Fuqua School of Business

- Cross Content MBA program
- Use Telepresence for learning/interviews




Real life examples where institutions INCREASED ENROLMENTS with technology...

Barrow Neurological Institute



AGENDA

- 
- ▶ Increasing profit while leveraging your existing technology

How do I make money from my video investment?

Manhattan School of Music

- ▶ Virtual Conservatory of Music
- ▶ Over 1700 students
- ▶ Use special modifications for the **Music Mode** in Polycom equipment
- ▶ Offer educational and community outreach music programs for K-12 schools.



How do I make money from my video investment?

As well...

- ▶ A US based medical school created a revenue generating lecture series
- ▶ Remote attendees are able to dial in, participate and interact with elite physicians
- ▶ They charge a nominal \$50 per lecture and have a maximum of 100 participants
- ▶ Yields a \$5,000 additional return per lecture

Summary



Have you thought how your investment will enable your institution to expand beyond the physical campus?



Have you thought how you might increase enrolments?



Have you thought of new ideas of how you can make money from your video investment?



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Thank you

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