

JUNIPER-POLYCOM TELEPRESENCE AND HD VIDEO CONFERENCING SOLUTION

Joint Solution Enables Service Provider Managed Services

Challenge

Service providers need products and network infrastructure solutions that deliver a wide range of video and telepresence services reliably and cost-effectively, without having to build costly overlay networks to support them.

Solution

Juniper Networks SRC Series Session and Resource Control Modules and intelligent network infrastructure that includes the SRX Series and the MX Series, combined with Polycom's telepresence and HD video conferencing products, enables service providers to offer high value, IP-based, scalable visual communication services over a single converged network.

Benefits

- Deliver comprehensive enterprise-wide video conferencing/telepresence from desktop to boardroom
- Improve ROI with system integration over a common network backbone
- Deliver high quality, secure, and scalable video services faster with a converged network
- Offer managed video services that support differentiated service models and are easily administered

Juniper Networks® intelligent network infrastructure, in combination with Polycom® telepresence and high definition (HD) video conferencing, creates a solution that improves the quality, efficiency, and cost-effectiveness of IP-based visual communications. Prior to this solution, service providers typically needed to build costly overlay networks to support video services. Now—capitalizing on Juniper's expertise in high-performance networking and Polycom's expertise in visual communications—this new solution enables the delivery of HD video and telepresence over a single converged network, significantly lowering provider costs and improving ROI.

High value visual communication services can be offered through a managed services model on a video-aware network, creating new revenue sources for service providers while leveraging their existing network infrastructures. The joint solution takes advantage of network intelligence to ensure quality of experience for all telepresence and HD video conferencing services—from the desktop to the boardroom. By leveraging an intelligent infrastructure from Juniper Networks, service providers can deliver greater customer value through assured video experiences that are consistent, scalable, secure, and easy for end users to access.

The Challenge

Service providers around the world rely on innovative products and network infrastructure solutions that can run their unique services reliably. To be competitive in today's challenging video communications environment, service providers need to be able to offer high value telepresence and video conferencing solutions that scale for enterprises as well as specific industry segments. These value-added solutions can range from CPE (customer premises equipment) products such as phones and video endpoints, to hosted multipoint audio and video solutions for either managed or hosted environments, to fully immersive telepresence services.

High quality telepresence and video conferencing both require a network that can respond dynamically to the needs of the service, allocating network resources and providing a feedback loop between applications, users, and network infrastructure. Service providers are also looking for ways to generate additional revenue from their existing network infrastructure by adding dynamically activated services, offering differentiated products and services, and delivering revenue-generating services on top of existing sessions with an assured level of quality.



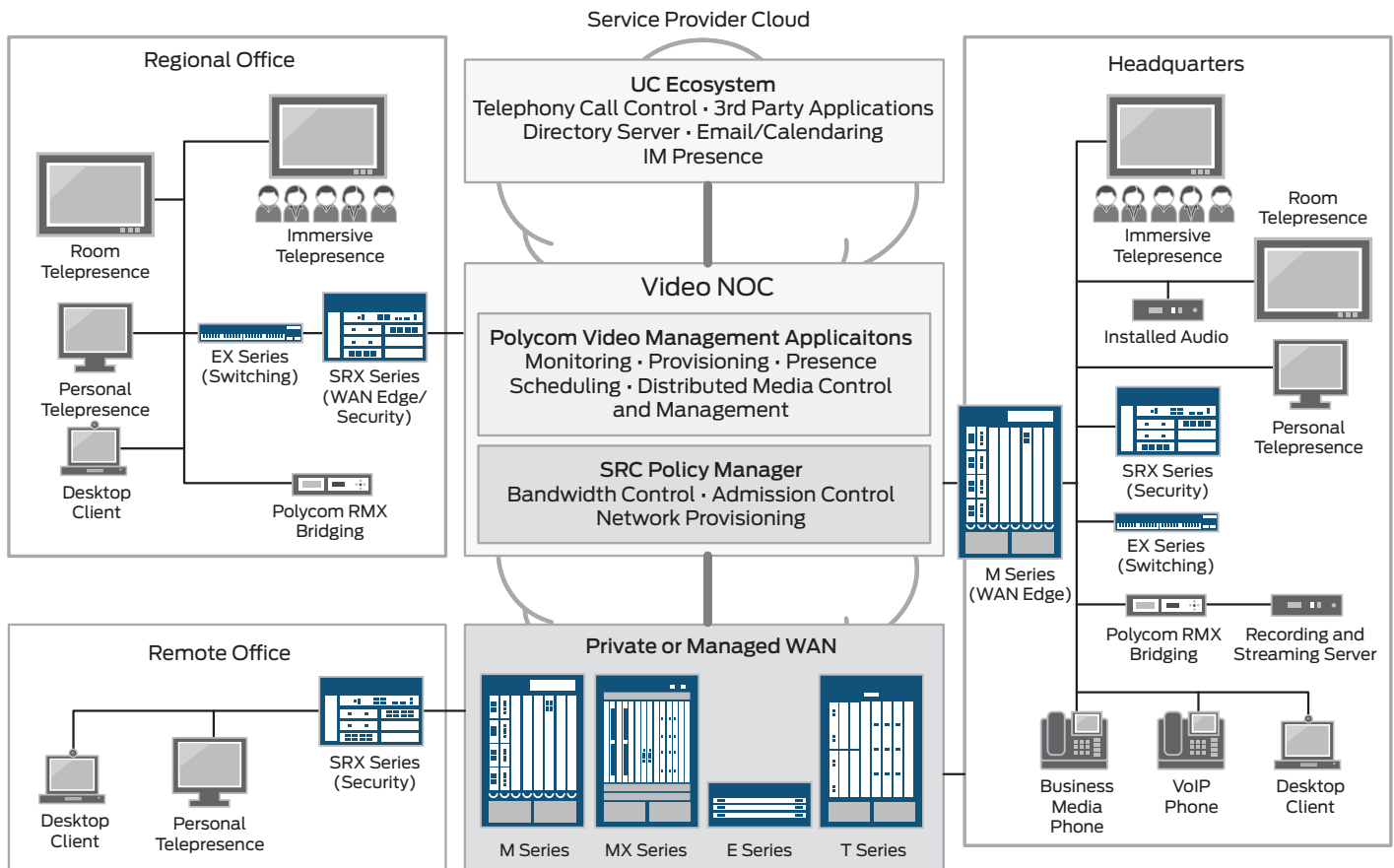
The Juniper Networks-Polycom Telepresence and HD Videoconferencing Solution

From real-time desktop video and telepresence sessions to recorded meetings, application-driven network infrastructure resource controls are enabled by the integration of Polycom's Distributed Media Application™ (DMA™) and Juniper Networks SRC Series Session and Resource Control Modules. The network responds dynamically to the needs of the video service and makes network policy changes to ensure that every communication session goes through the network with the expected level of quality. This joint solution delivers higher network scalability, service reliability, and reduced day-to-day network administrative requirements for video services.

By dynamically allocating network resources, SRC Series Session and Resource Control Modules enable service providers to deliver differentiated products and services. The SRC Series modules provide a feedback loop between applications, users, and the network to connect the service layer with the network layer. Open interfaces allow integration with any network and any service offering, regardless of where the demand is generated. Service providers can also generate additional revenue on their existing network infrastructure by adding dynamically activated services.

Unlike competitive solutions that use authentication, authorization, and accounting (AAA) for policy management or deploy static policy enforcement, the SRC Series delivers granular dynamic policy enforcement on a per-service basis. This allows providers to deliver revenue-generating services on top of existing sessions. In addition, the SRC Series modules readily interface with existing subscriber management databases to facilitate the mapping of available network resources to subscriber and service profiles.

When an enterprise places a video call from the employee desktop, conference room, or an immersive telepresence suite, the call is routed to the Polycom DMA in the service provider data center, which interfaces with the SRC Series policy manager to correctly provision all devices on the service provider network for adequate bandwidth to accept the call and deliver it with assured quality. The DMA then pushes the call parameters onto an available RMX bridge located at the customer premises, which provides media processing for the duration of the call and integration of differing endpoint capabilities.



Juniper Networks and Polycom Joint Communications Solution

Features and Benefits

- The Juniper Networks-Polycom joint solution delivers comprehensive telepresence and HD video conferencing for the entire enterprise—from the desktop to the boardroom.
- Service providers enjoy improved ROI, reducing costs by integrating all systems over a common network backbone and eliminating the need to create a separate video overlay network.
- Time to market is accelerated, as providers deliver compelling video services faster with network convergence.
- Flexible, intelligent network architecture allows for different service models, enabling providers to offer managed video services that can be easily administered.
- End users experience consistent, high quality visual communications that are secure and scalable.

Solution Components

- Juniper Networks SRC Series Session and Resource Control Modules—to provide a policy and resource management system for intelligent network resource control
- Juniper Networks SRX Series Services Gateways—to provide converged security and routing at the customer premises
- Juniper routing platforms, running Juniper Networks Junos® operating system in provider data centers—to support high bandwidth applications such as telepresence and HD video conferencing
- Polycom DMA 7000 call control server—to act as a bridging infrastructure that integrates with the SRC Series policy and control engine to virtualize Polycom RMX™ bridging resources for the best in scalable and reliable group collaboration
- Polycom immersive telepresence suites and Polycom HDX telepresence solutions for visual communication options—to provide functionality that scales from the employee desktop to the corporate boardroom
- Polycom Converged Management Application™ (CMA™)—to manage and provision video endpoints and RMX conference platforms
- Polycom Recording and Streaming Server (RSS™) and Video Media Center (VMC™)—to enable recorded, on demand video and video archive services

Summary—Delivering High Quality and Cost-Effective Video with Juniper Networks and Polycom Technologies

By taking advantage of existing network infrastructure, the Juniper Networks and Polycom joint solution enables service providers to maximize their current network investment with high quality, scalable, and secure managed telepresence and HD video offerings. Time to market is accelerated, as providers deliver compelling video services faster over an intelligent, converged network. Enterprise customers benefit, since the service provider oversees the day-to-day management and maintenance of their video equipment. At the same time, service providers are able to generate additional revenue sources and increase influence in their enterprise accounts by offering differentiated services and a compelling video experience to end users.

Next Steps

To learn more about how your company can take advantage of the Juniper-Polycom telepresence and HD video solution, please contact your Juniper or Polycom representative or email us at polycom@juniper.net.

About Polycom®

As the industry leader in unified collaboration solutions, companies choose Polycom for solutions that enable their geographically dispersed workforces to communicate and collaborate more effectively and productively over distances. Using Polycom telepresence, video, and voice solutions and services, people connect and collaborate from their desktops, meeting rooms, class rooms, and mobile settings. Since its inception in 1990, Polycom has evolved to become the worldwide leader in market share for best-in-class unified collaboration solutions that help organizations meet both productivity and cost containment challenges.

About Juniper Networks

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at www.juniper.net.

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