

HP, Microsoft, Polycom: Bundling Against Cisco

Written by Bob Snyder
03 April 2012

Last summer Polycom bought HP's video and telepresence business and also became the exclusive videoconferencing supplier for HP's reseller and integrator businesses.

Now they will launch the first integrated, all-in-one solution bundle to come from the two vendors that's intended to be sold through the channel. And there will be more bundles in the future...

Polycom® RealPresence® Video Solutions



If a fist makes a more powerful weapon than a single finger, then you'll realize how Hewlett Packard and Polycom, along with Microsoft, will hit Cisco harder by making available to the channel unified communications and video bundles that tie together networking products from all three vendors.

The bundles now come in only two specific offerings (only one is available for sale by HP and Polycom partners).

HP and Polycom **Rich Media Communications (RMC)** is a bundled offering of HP Networking products -- including its 12500 and 10500 series switches -- and Polycom RealPresence video products will be sold through VARs.

Sold direct and only by HP's own Technology Services will be **HP AppSystem for Microsoft**

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Lync which offers integration with Polycom RealPresence -- the software that powers Polycom's telepresence and video products -- and its relevant video and virtual meeting room offerings.

Solution providers from HP and Polycom can now bring it all together--from video installation to desktop and mobile video integration using open standards-based, interoperable products from both vendors, with multi-layer security available to protect all of the various applications. (RealPresence integrates with Microsoft's Lync, and Polycom's CX7000 telepresence line is custom-built for Lync integration, with a Lync client in the system.)

The bundles are meant to simplify integration of offers and if the simple fist works, it will be only the first of a flurry of punches aimed at Cisco's body of business.

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