



Let's Build a Strong Partnership

Presented by:
Jonathan Garbin
&
Tim Sheehan

We Are VoIP Supply

Reseller Benefits



Since 2002 VoIP Supply has delivered unparalleled service and expertise to over 125,000 customers worldwide.

VoIP Rental Program

our Device as a Service (DaaS) rental program gives your customers the widest variety of VoIP Products for a low monthly payment!

Hardware & Provisioning

featuring over 60 manufacturers that offer over 16,000 products and the ability to provision for you!

CloudSpan MarketPlace

a single place to shop various VoIP service providers - build up your MRR and receive discounts on hardware selling through VoIP Supply

Fulfillment

provisioning and professional services from multiple warehouse locations in North America; providing real-time access to manage your projects from order through delivery

Refresh & Reclaim

offering certified reconditioned devices at a fraction of the cost plus offering an outlet for selling off used and excess VoIP equipment

Fulfillment & Provisioning



By taking advantage of VoIP Supply's **custom portal** and **API**, you have real-time access to your projects fulfillment progress and delivery. With the ability to manage your business from any web-enabled device you will always ensure your project is on track, and expectations are being exceeded.



Utilizing VoIP Supply's Provisioning and Professional services allows you to take complete control in providing the perfect solution to your customer without the **time constraints**, and **financial burden** of completing these tasks in house.

We Are VoIP Supply



<https://www.voipsupply.com/polycom-signup>

We Are VoIP Supply



Reseller Advantage



Are you struggling to be competitive in the marketplace?

VoIP Supply has partnered up with some of the top service providers to offer you a program you won't be able to find anywhere else!

Here are just a few key features:

- Earn High Residuals
- Equipment Discounts
- Expert Extended Sales Team - Combined experience of 50+ years

By partnering with us, you will be able to grow your business and strengthen your position in the marketplace.



We Are VoIP Supply

Join Our Team



Become a VoIP Supply Partner

- Exclusive Pricing Through VoIP Supply!
- Opportunity Support – Consulting & Solution Design



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/ Polycom+Plantronics = poly / Update

VoIP Supply

Tim Sheehan

3/19/19



Agenda



The New Poly



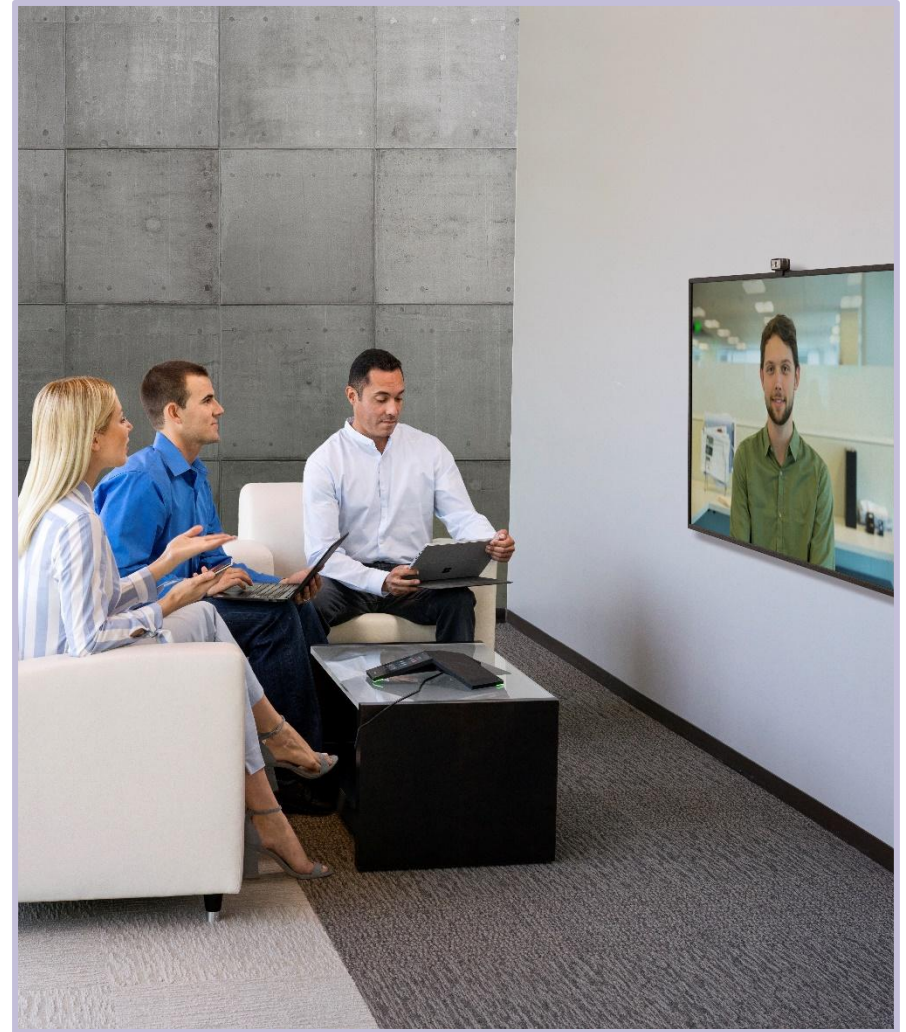
Why Plantronics + Polycom?



Poly - PDMS-SP



Partnership & Promos



Who Are We?

Plantronics



Polycom

- **Founded** in 1961: first customer was NASA! Plantronics went to the Moon!
- **\$900M** Annual Revenue
- **5,000+** employees worldwide
- **100%** Fortune 500
- **Leader** in contact center, business communications, and consumer headsets
- **12M** UC headsets sold globally
- **Acquired** Polycom July 2018

- **Founded** in 1990: revolutionized conference room audio with the iconic 'starfish' phone
- **\$1.2B** annual revenue
- **3,500+** employees worldwide
- **98%** Global 100 and Fortune 500
- **Leader** in business video & audio conferencing and desktop VoIP telephones
- **1.6M+** VoIP Phones annually to ITSP's in USA
- **Acquired** Obihai January 2018

Plantronics + Polycom = 86 Years Enabling



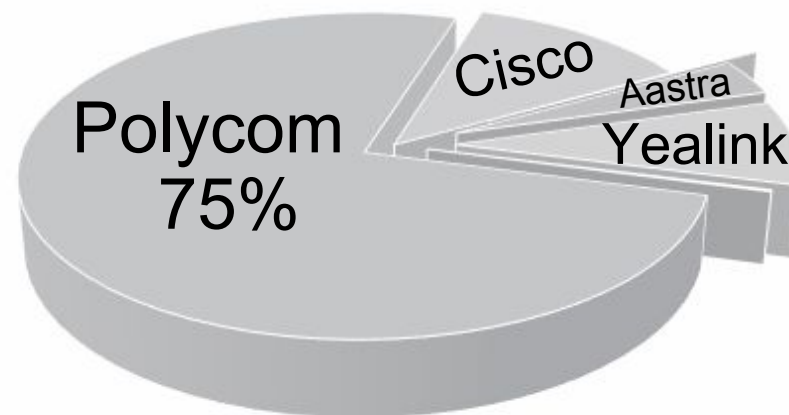
From the White House to the NFL Draft, to your personal workspace.
Plantronics + Polycom makes teamwork happen
when you can't be face to face.



WHY PLANTRONICS + POLYCOM?

Insights from Polycom's Top 15 Providers

- **Polycom has 75% Market Share** with Top 15 US ITSP's
- 180K+ phones per quarter with top 15 providers
- Top 15 Polycom Partners growing @ 25%+ CAGR



Cisco	12%
Yealink	8%
Aastra-Mitel	4%
Panasonic	<1%
SpectraLink	<1%
ClearOne	<1%

Why does Polycom have 75% market share?
Great question.

Why the top ITSP's pick Polycom

Vision

- Simple to use
- SMB to Enterprise
- Open Standards
- Complete UC Story

Quality

- .012% RMA
- Crystal clear audio
- Amazing video
- Design aesthetics

Innovation

- HD Voice
- Acoustic Clarity
- Acoustic Fence
- Mass Deployment
- 9 million lines code

Record

- 27 years of leadership
- Proven reliability
- #1 Global Open SIP



/ PDMS-SP

Polycom Device Management Services for Service Providers

Polycom Now: Innovators of PDMS-SP

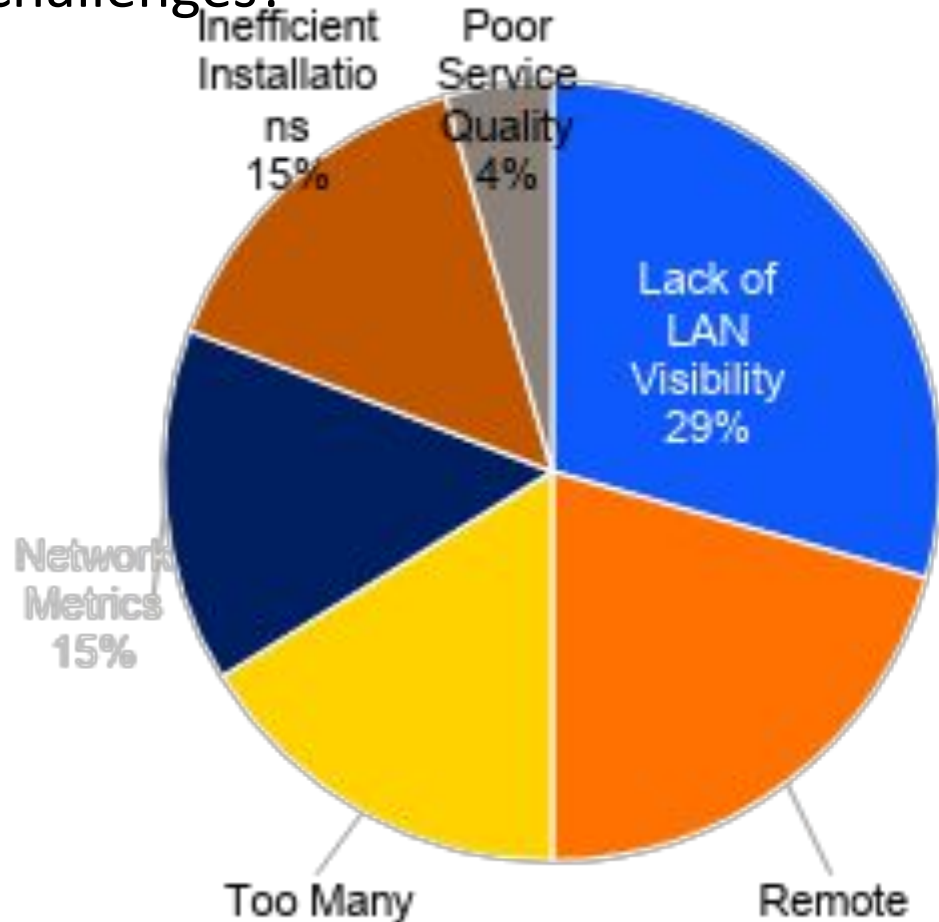
Polycom Device Management Services for Service Providers

Centrally manage and troubleshoot your Polycom voice devices securely from the cloud.



What challenges do Service Providers face today?

What are your biggest technical challenges?



How do they affect your business?



SOURCE: GatePoint Research, US Service Provider Study, 2018

What if we could..

Remotely access deployed devices as if it resides on your local network

Notify you when a phone is down before the customer complains

Evaluate the overall metrics and usage insights of your voice service



Introducing PDMS-SP

Polycom Device Management Services

for Service Providers

Centrally manage and troubleshoot your Polycom voice devices securely from the cloud.



What does PDMS-SP do?

Remotely access deployed devices as if it resides on your local network (even if behind their firewall)

Access the device tools such as PCAP, logging, live call stats, device status, connected devices, +more

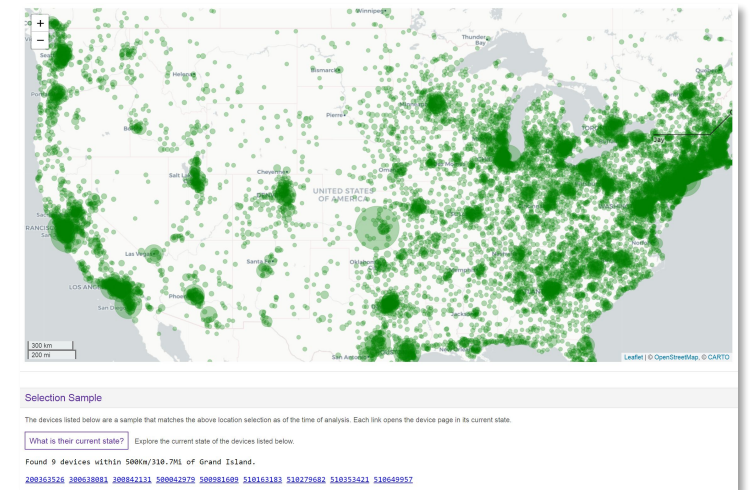
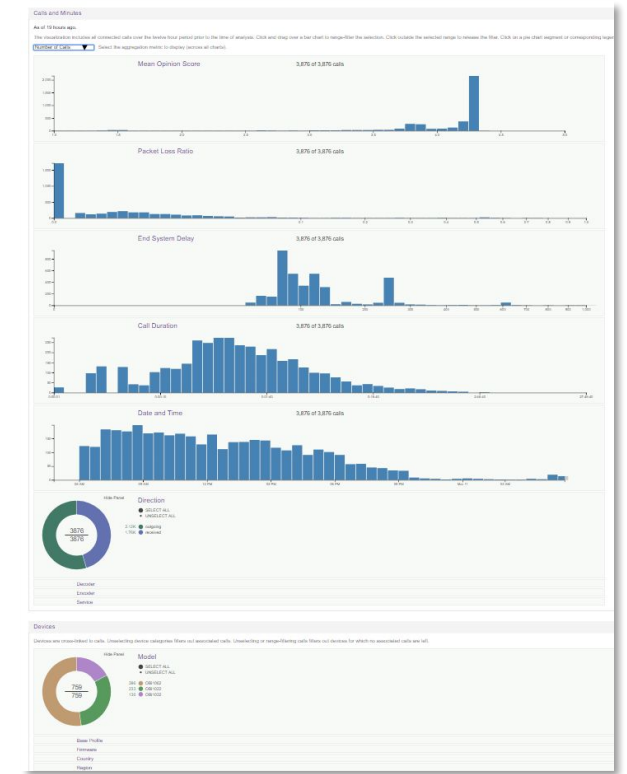
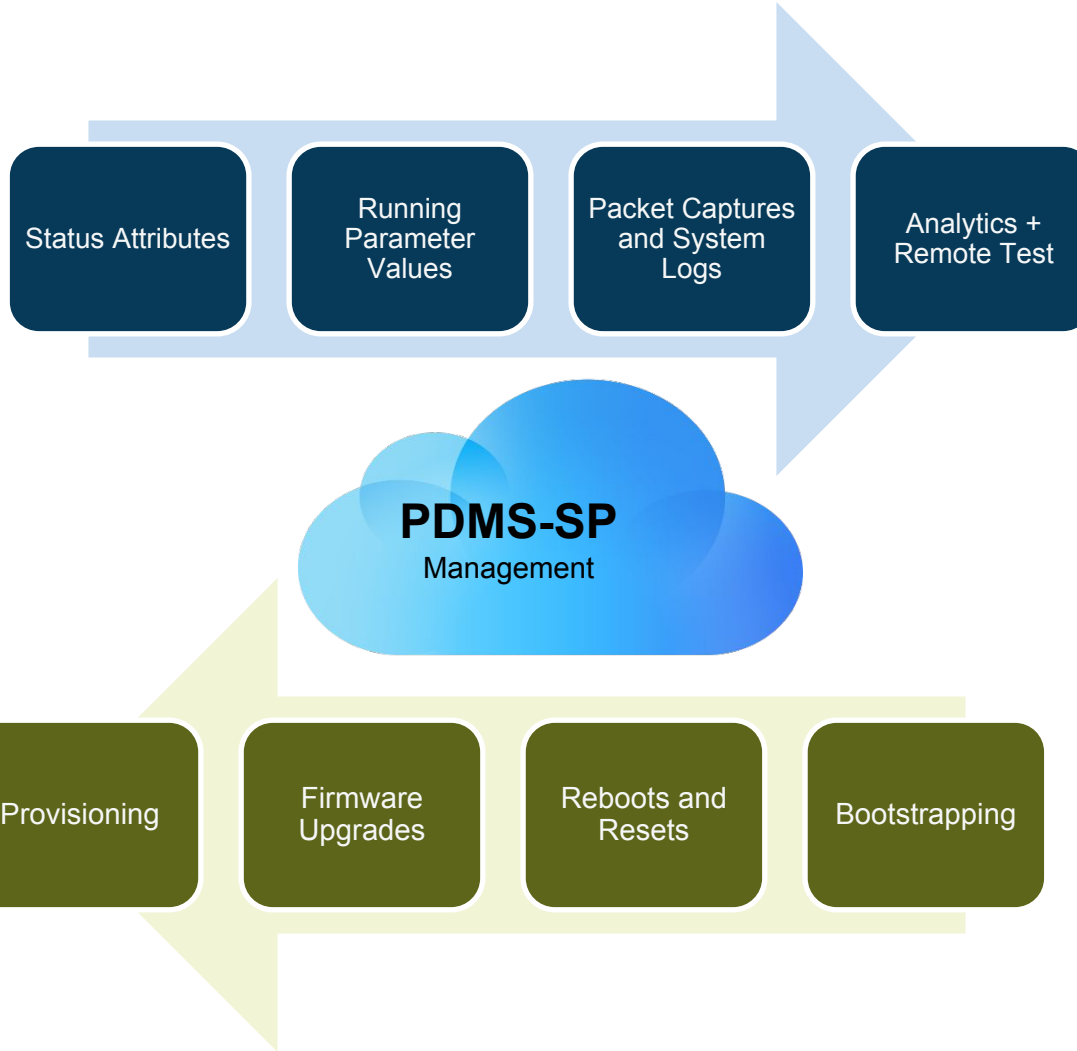
Evaluate the overall metrics and usage insights of your voice service

Zero Touch Provisioning on Obi-Edition models today and coming soon for UCS models



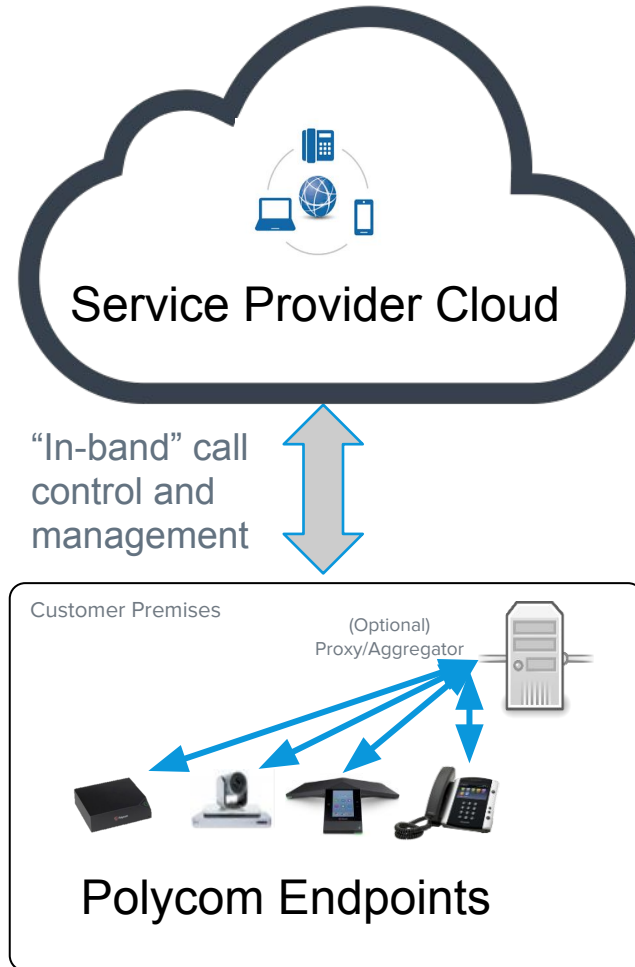
Cloud-Managed VoIP Endpoints

Greater visibility and control for your Polycom deployment



How does PDMS-SP fit with the SP Ecosystem?

Cloud UC
Deployment



metaswitch

ribbon

broadsoft
broadworks

netsapiens

2600Hz

FreeSWITCH

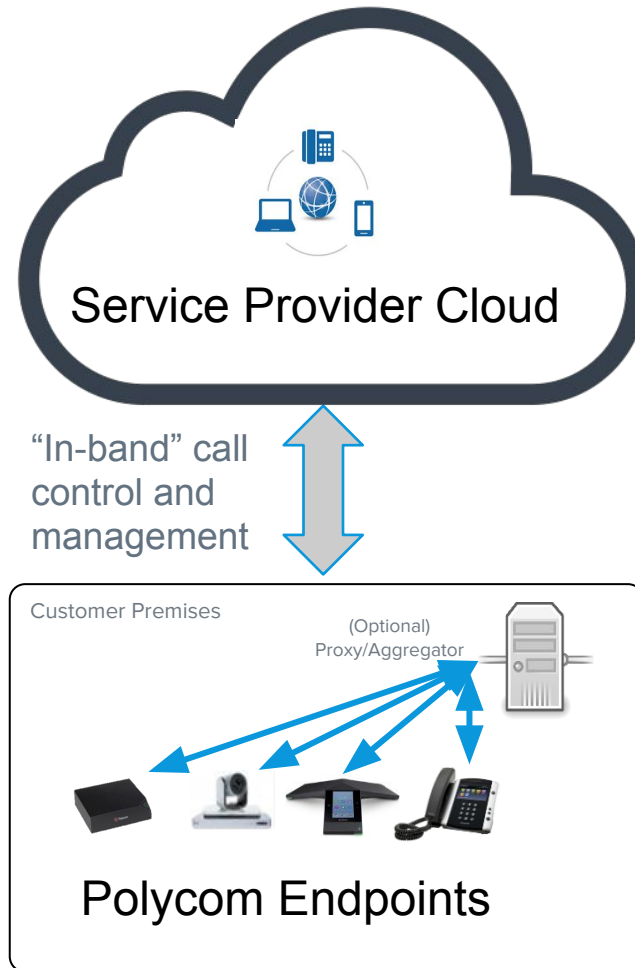
Asterisk

+ Many More Call Control Platforms

How does PDMS-SP fit with the SP Ecosystem?

Cloud UC
Deployment
+ PDMS-SP

acts as a supplemental tether
rather than overtaking



Secure Portal
and/or API

PDMS-SP
Management

"Out-of-band" provisioning,
management and analytics

- Remote PCAP
- Logging
- Remote Reboot
- Live MOS Score
- Alerting
- ZTP



Cloud-Managed VoIP

Deploy and Maintain Self-Healing Devices

Fetch running statuses of devices, make configuration changes, and push firmware updates on-the-fly. Can be done via REST API or web portal.

Remotely troubleshoot as if they are in your local network

Packet capturing, Syslog, local device webpage view from the cloud

See insights to the overall health of your service

Call statistics, MOS scores, SIP Registration, device location

Supported Devices



VVX Desktop Phones



OBi Voice Adapters



OBi Desktop Phones

Standard Connection Method

for **PDMS-SP** and your Services via **HTTPS**



Other Servers



PDMS-SP
Cloud

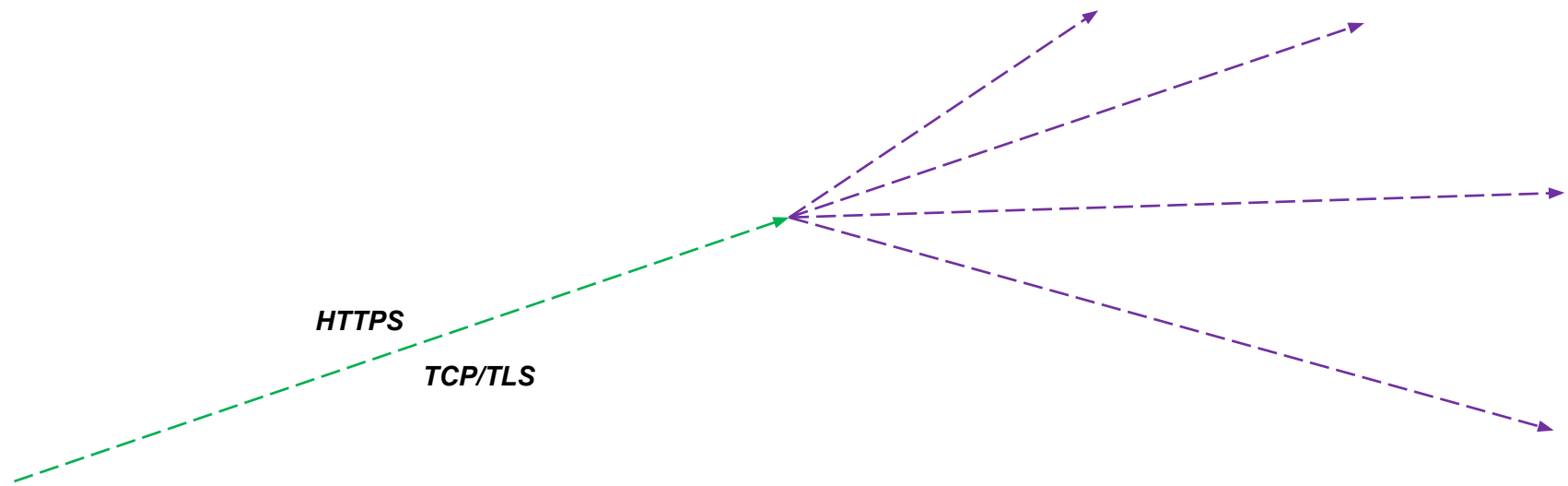
Customer Premises



Polycom Endpoint
e.g. 192.168.10.155

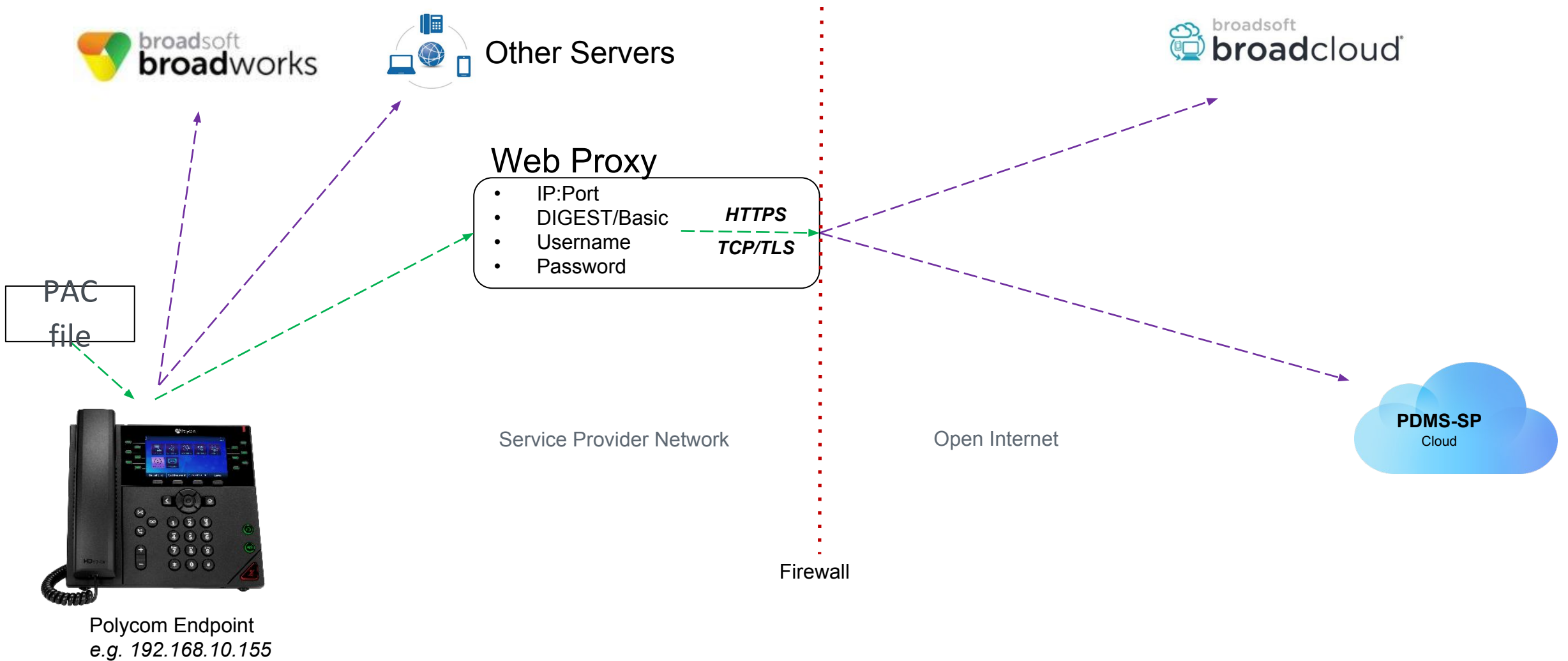
HTTPS
TCP/TLS

Public Internet
Connection Required



Web Proxy Support Within the SP Datacenter

for **PDMS-SP** and your **Services** via **HTTPS**



How to access PDMS-SP?

On your web browser, go to <https://www1.obitalk.com> and enter your credentials

Welcome
Sign in to OBITALK

obi.spsupport@polycom.com

.....

Sign in

Keep me signed in

By logging in, you agree to Polycom's [Terms of Service](#)

[Forgot your password?](#) If you have forgotten your password, please contact your company's IT Administrator.

No account yet?

Create a new account!



Polycom | OBITALK Hello Polycom User | Sign out

PDMS-SP Service Provider

Manage Devices - /PDMS-SP Service Provider/

Display 100 records Download as CSV

Idx	OBINo	Model	MAC	SN	Note	Status	SP1 Status	Org	BaseProf	LastUpd	ZT
1	723822521	WX450	64167F3A53B9	64167F3A53B9	Wilson WX 450 OBIEd G1	managed	Registered	WX OBIEd G	WX OBIEd G	2018-11-08 23:46:53	Yes
2	723765344	WX350	64167F397460	64167F397460	Wilson WX 350 OBIEd G2	managed	Registered	WX OBIEd G	WX OBIEd G	2018-11-08 23:46:53	Yes
3	725739569	WX250	64167F579431	64167F579431		managed	Service Not Configured	WX x50 OBIEd Base	WX x50 OBIEd Base	2018-11-08 23:46:53	Yes
4	552288466	OBI508	9CADEF900953	88H01N400Y5Q	Jerry OBI508 Fax	managed	Disabled	Mountain Time Zone	Mountain Time Zone	2018-11-08 23:46:53	Yes
5	723739308	WX250	64167F390EAC	64167F390EAC	Wilson WX 250 OBIEd 2	offline	unknown	WX x50 OBIEd Base	WX x50 OBIEd Base	2018-10-05 08:36:50	Yes
6	723732719	WX250	64167F38F4EF	64167F38F4EF	Sherman WX 250 OBIEd KSE	managed	Registered	0	0	2018-11-08 23:46:53	Yes
7	713074235	WX600	0004F2C77F3B	0004F2C77F3B	John Pietroniro - WX 600	connected	Registered	0	0	2018-11-08 23:46:32	Yes
8	713242240	WX600	0004F2CA0F80	0004F2CA0F80	Darren Knapp WX 600 Hm	connected	Registered	0	0	2018-11-08 23:44:42	Yes
9	723822711	WX450	64167F3A5477	64167F3A5477	Sherman WX 450 OBIEd 2	managed	Registered	0	0	2018-11-08 23:46:32	N/A



SECURITY AND PRIVACY WHITE PAPER

Polycom® Device Management Service for Service Providers

Sales & Partner Resources

Privacy WP



DATA SHEET

Polycom® Device Management Service for Service Providers

Centrally manage and devices securely from t

Value

Polycom® Device Management Ser innovative cloud management serv ongoing operating expenses and h support to accelerate their business to support millions of devices, whil across the globe.

Management

Companies from SMBs to enterpris desktops, in conference rooms and reliability is to ensure the device is with the latest firmware and softwa detailed view and control of Polyco overall end-user experiences.

Troubleshooting

Visibility into device information, ca helps avoid costly churn that disrupt perceived device failure is costly to satisfaction. It's no secret that most and many will simply find another w While no hardware is perfect, statis factory with no hardware failure fou sending a technician or even worse of dollars and damaging the relat

With PDMS-SP, your business can n money spent tracking down true fail management portal allows your sta most importantly, collect device log an improved bottom line.

Support

PDMS-SP delivers powerful trouble before those issues escalate into se management portal—speeds troubli customer satisfaction and helps you



PDMS-SP FAQ

Polycom® Device Management for Service Providers

Overview

Polycom's Device Management Ser management service that speeds in services providers deliver better life maximum scalability supporting mill tenants across the globe.

Manage

Reboot your devices, sync your con

Troubleshoot

Set time to retrieve logs, stop and st

Support

Backup and restore your devices, fe

"The ability to resolve issues

FREQUENTLY ASKED QUESTI

Q: What are the key features of P
A: PDMS-SP is a cloud-based devic connectivity to your Polycom VoIP e of-Band™ management tether. Key f

Access PDMS-SP via our
A web portal is available for firmware, documentation an

General Profile Feature

- Connection logging
- ITSP Status: SIP se
- Firmware: Firmware
- Device Notes field
- Organization: the di

Device Management Fe

- Restart Device: A w



ADMINISTRATOR GUIDE

Polycom® Device Management Service for Service Providers

How to claim Polycom OBi devices to PDMS-SP?

Claim as Zero Touch Device
(if the device is owned by the SP or reseller)

Add as non-Zero Touch Device
(if the device is owned by the subscriber)

- PDMS-SP Service Provider
 - Map
 - Snapshot
 - Manage Devices
 - Manage Base Profiles
 - Edit Note Alias
 - Claim Device**
 - Add Device
 - Tools
 - Manage Organizations
 - Manage Permissions
 - Service API
 - Firmware
 - ZT Profiles

Claim Device for ZT Customization

Use this tool to add uncustomized devices, not already assigned to your account, to the database. Uncustomized devices which have been assigned to another OBITALK Device Management Platform account or previously assigned to a ZT customization profile cannot be claimed using this tool.

Claim a single device

Please Submit Device MAC Address and Serial Number

MAC:

SN:

ZT Profile:

Organization:

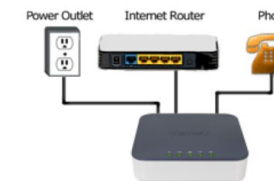
Claim

- PDMS-SP Service Provider
 - Map
 - Snapshot
 - Manage Devices
 - Manage Base Profiles
 - Edit Note Alias
 - Claim Device
 - Add Device**
 - Tools
 - Manage Organizations
 - Manage Permissions
 - Service API
 - Firmware
 - ZT Profiles

Add an OBi Device

If you have an OBi Universal Phone Adapter:

- Connect a telephone to the OBi device's phone port.
- Connect the OBi device's Internet port to your Internet router or switch.
- Power up the OBi device.



Click next when ready: **Next**

How to claim Polycom OBi devices to PDMS-SP?

OBiTalk Service Settings

Parameter Name	Value	Default	
Enable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	?
DisplayLabel		<input checked="" type="checkbox"/>	?
DisplayNumber		<input checked="" type="checkbox"/>	?
LocalPort	10000	<input checked="" type="checkbox"/>	?
TryMultiplePorts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	?
Transport	UDP/TCP	<input checked="" type="checkbox"/>	?
ServerAddress		<input checked="" type="checkbox"/>	?

OBiTalk Provisioning

Parameter Name	Value	Default	
ZeroTouch	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	?
Method	Periodically	<input type="checkbox"/>	?
Interval	86400	<input type="checkbox"/>	?
TimeofDay	00:00+30	<input checked="" type="checkbox"/>	?
ConfigURL	SYNC -A=aes -K=\$SPRM0 -IV=\$SPRM1 https://devpfs.obitalk.cc	<input type="checkbox"/>	?
DnsLookupType	A Record Only	<input checked="" type="checkbox"/>	?
DnsSrvPrefix	No Prefix	<input checked="" type="checkbox"/>	?
GPRM0		<input checked="" type="checkbox"/>	?

How to claim Polycom UCS devices to PDMS-SP?

Parameters to ensure successful connection to PDMS-SP in UCS devices:

- PDMS-SP
 - device.set
 - device.da.enabled
 - device.da.enabled.set
 - feature.obitalk.enabled
 - obitalk.accountCode
 - diags.pcap.enabled

1
1
1
1
SERVICEPROVIDER-Y.1111111
1

How to claim Polycom UCS devices to PDMS-SP?

Set the parameter **obitalk.accountCode** based on your “Onboarding Service Tag” in PDMS-SP



Polycom | OBITALK

PDMS-SP Service Provider

- Map
- Snapshot
- Manage Devices
- Manage Base Profiles
- Edit Note Alias
- Claim Device
- Add Device
- Tools
- Manage Organizations
- Manage Permissions
- Service API**
- Firmware
- ZT Profiles

Service API Info - /PDMS-SP Service Provider/

Service Info

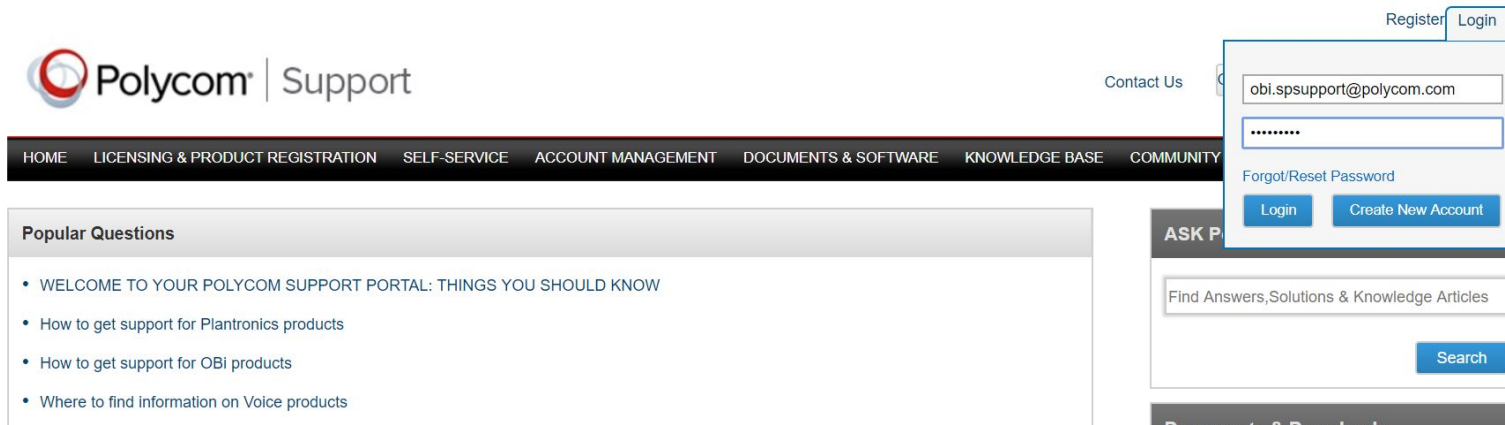
Name	Value
Onboarding Service Tag	"PDMS-SP_Service_Provider-.5165165."

Documents

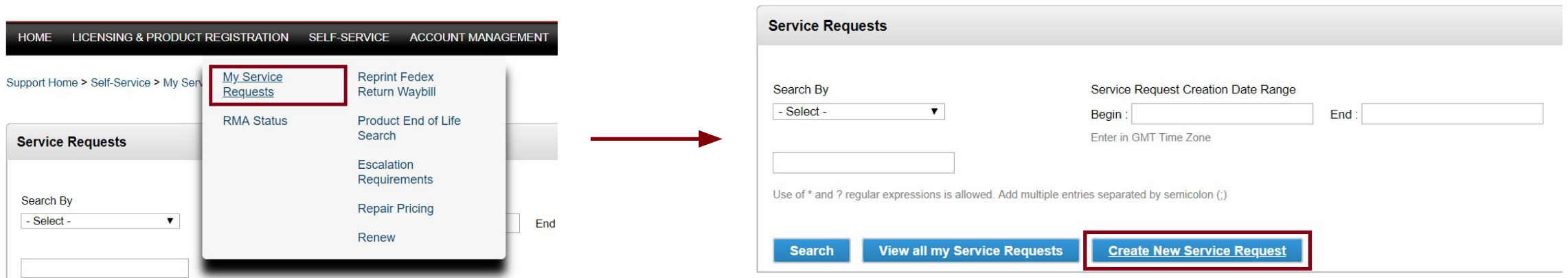
OBITALK Service API Document

How to open a support ticket for PDMS-SP?

Step 1: Visit <https://support.polycom.com> and login



Step 2: Create a Service Request Ticket



Access Control List for PDMS-SP

Trusted Hosts

Protocol

www.obitalk.com	HTTP, HTTPS
www1.obitalk.com	HTTP, HTTPS
prov.obitalk.com	HTTP, HTTPS
devpfs.obitalk.com	HTTP, HTTPS
api.obitalk.com	HTTP, HTTPS
fw.obitalk.com	HTTP, HTTPS

Allow Outgoing

TCP Ports:	6800, 5222, 5223
UDP Ports:	5060, 5061, 10000 to 11000, 16600 to 16998, 19305

Allow Incoming

UDP Port:	10000
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Access Control List for PDMS-SP

Trusted IP Address	UDP	TCP	TLS
54.241.160.4	10000 to 20000	6800, 10000 to 20000	443
54.241.163.234	10000 to 20000	10000 to 20000	443
54.67.107.54	10000 to 20000	10000 to 20000	443
54.67.113.163	10000 to 20000	10000 to 20000	443
54.219.101.123	10000 to 20000	10000 to 20000	443
54.52.249.241	10000 to 20000	10000 to 20000	443
52.53.96.55	10000 to 20000	10000 to 20000	443
13.52.69.0	10000 to 20000	10000 to 20000	443
54.241.91.173	10000 to 20000	10000 to 20000	443
52.9.223.41	10000 to 20000	10000 to 20000	443
52.9.225.203	10000 to 20000	10000 to 20000	443
13.56.185.145	10000 to 20000	10000 to 20000	443
13.57.121.193	10000 to 20000	10000 to 20000	443

Polycom PDMS-SP on Youtube

Cloud and API based
remote management

Troubleshooting
tools such as remote
PCAP & Logging

Zero Touch
Provisioning

FREE for Polycom
ITSP Partners



polycom pdms-sp



Polycom PDMS SP Live Demo



PARTNERSHIP & PROMOS



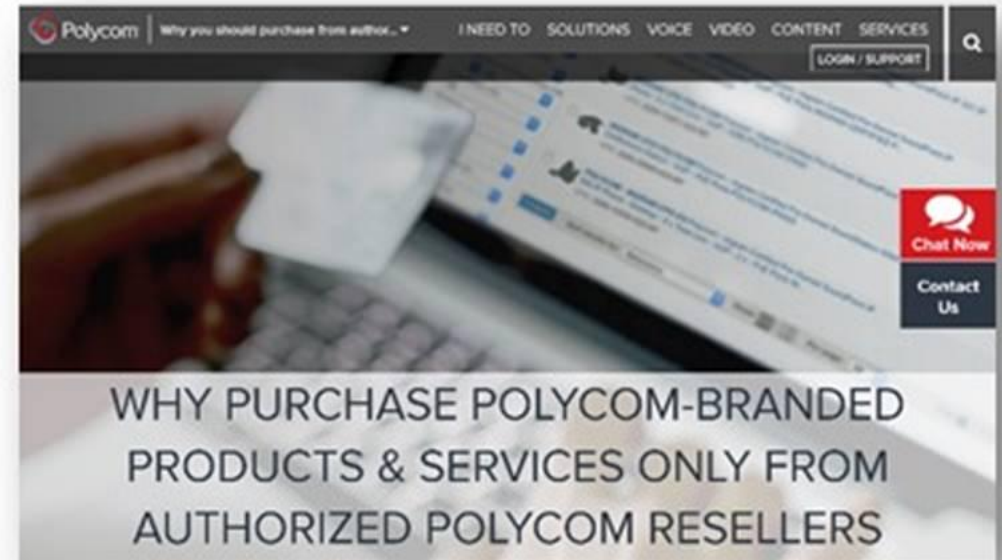
ITSP PARTNERSHIP BENEFITS

- *Dedicated ITSP Sales Rep*
- *Dedicated Solutions Architect*
- *Access to preferred, deal, and demo pricing*
- *Access to promotions & incentives*
- *Access to OPEX rental, leasing, and financing models*
- *Access to our marketing funds, assets, and playbook*
- *Access to partner training via website and/or in-person*
- *Access to NDA roadmap*
- *Access to our world-class Experience Centers*



POLYCOM COMBATTING GRAY MARKET

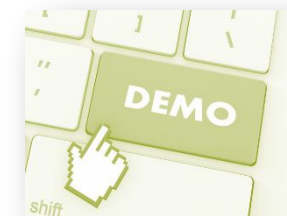
- New Internal & External Policies
- Dropping offenders
- www.polycom.com
- UNAUTHORIZED sources listed



- A 1 Teletronics
- A&T Marketing
- ABC Conferencing
- Abaramnet
- Abaram Network Solutions
- Aplusi
- Aramex International Courier Inc
- ATHQ - American Telecom Headquarters
- NextWarehouse
- Nolan's River Bay
- Nothing But Savings
- OEM Electronic Supplier
- OJCommerce
- Otay Pallets
- Project Leadership Associates
- Rodata

CURRENT POLYCOM PROMOS TO ACCELERATE SALES

- *Polycom Customer Rebates*
- *Buy Back Program*
- *Big Deal Discounts*
- *Internal Use & Demos*



REBATE DETAILS: “2019 1H Polycom Phone Rebate Program”

- Min 5 - Max 200 Phones
- Purchase or 36 Month Rental
- Check from Polycom to Customer
- Replace any working business class phone (Current Polycom Models do not apply)
- Phones not returned to Polycom
- Expires June 30, 2019
- VVX x50 INCLUDED!!!



VVX 150 & 201 2-line Desktop Phone	\$10
VVX 250 & 3XX 6-line Desktop Phone	\$15
VVX 401/411 12-line Desktop Phone	\$30/\$35
VVX 450 12-line Business Media Phone	\$40
VVX 501 12-line Business Media Phone	\$45
VVX 601 12 - line Business Media Phone	\$60
VVX Camera	\$20
SoundStation IP5000 (SIP) conf phone	\$50
SoundStation IP6000 (SIP) conf phone	\$50
SoundStation IP 7000 (SIP) conf phone.	\$100
RealPresence Trio 8800	\$75
RealPresence Trio 8800 Collaboration Kit	\$100

End Customer Rebate

BUY BACK PROGRAM

- Polycom Program to Buy Back Client's Old Gear
- Get quotes at: <https://polycom.network-value.com>
- Double-Dip with Rebate Program!
- Fully vetted Polycom Partner
- Any Tech Gear
 - Routers & Switches
 - PBX's & handsets
 - Laptops & Printers
- No limits on quantities



DOUBLE DIP!

- Combine Polycom Rebate + Buy Back
- Example:
 - Rebate on 200 new VVX 450 @ \$40 ea = \$8,000
 - Buy Back 200 Yealink T46G @ \$30 ea = \$6,000
 - NET to Customer = \$14,000 cash back after install



Thank you.

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