



POLY STUDIO X30



POLY STUDIO X50



A GUIDE TO SELL
POLY STUDIO X FAMILY
VIDEO BARS



TOP 5 REASONS

USERS WILL LOVE POLY STUDIO X FAMILY

- 1** **Simplicity**

Radical simplicity means that users have a familiar user interface, a smart camera that they never need to adjust, fast content sharing and a system that just works.
- 2** **Amazing audio quality**

The Poly Studio X family video bars brings Poly legendary audio, with crisp, room-filling sound made possible by an innovative acoustic chamber design.
- 3** **Purpose built to run native apps**

The Poly Studio X supports native applications from many leading cloud video providers like Zoom, Microsoft Teams and GoToRoom.
- 4** **No distractions**

Poly NoiseBlockAI and Acoustic Fence technology silence background noise and outside voices from interrupting your meeting.
- 5** **Visually appealing**

Fewer cables, less clutter, and more ability to focus.

TOP 5 REASONS

IT WILL LOVE POLY STUDIO X FAMILY

- 1** **No need for another PC or Mac**

Eliminate the headache of managing in-room PCs or Macs. All-in-one means a huge reduction in cables, virus-scans, patches and performance issues.
- 2** **Simple deployment and infinite scalability**

Get any small or medium room up and running in minutes, with simple setup process and all-in-one design.
- 3** **Purpose built to run native apps**

With a familiar user interface from leading cloud video providers like Zoom, Microsoft Teams, StarLeaf, RingCentral, 8x8, and GoToRoom, IT will see less support tickets and higher utilization.
- 4** **Lower costs and fewer IT resources**

No more frantic support calls when a meeting is about to start, Poly Studio X family just works. A dedicated video appliance lets your team focus less on support and more on strategy.
- 5** **Easy manageability**

The Poly cloud device management services streamline your global deployment and ensures your systems are always ready to go, adding additional features and enhancements.



TOP 5 QUESTIONS

TO ASK YOUR CUSTOMERS

1

What technology does your company currently use for video conferencing in your meeting rooms?

If you want to drive utilization, it's important to deliver consistent experiences across all of your rooms so users understand what to expect whether they're making a video call from a huddle room or a board room.

2

What cloud video platform does your company use for video communications?

Microsoft Teams, Zoom, BlueJeans, GoToRoom or Cisco WebEx? Many organizations today are either migrating from one platform to another or require a mix of platforms. Poly Studio X family gives you the ability to connect to any cloud video platform and even runs some apps natively.

3

Are you considering a PC-based approach (or a Mac or iPad) to video conferencing in meeting rooms?

We don't have to tell you that deploying additional PCs adds complexity to your organization. Poly Studio X family all-in-one video bars eliminate the added cost and trouble of deploying PCs for video calls from meeting rooms.

4

What is your approach to increasing adoption and reducing the need for support for video communication technology?

Users want to use technology that they are familiar with. Native cloud video applications bring desktop familiarity, while the Poly Video Mode gives them a world-class user experience that is extremely intuitive and connects to nearly any video service.

5

How are you enabling your huddle rooms and smaller collaboration spaces?

If users are going to end up huddled around a laptop, they'll likely end up staying at their desk. Having business-class video capable collaboration at the ready will lead to higher utilization and productivity.

TOP 5 OBJECTIONS

1

Why do I need to buy anything? Our users just bring their laptop into small meeting rooms for video collaboration.

Video from a laptop webcam is an ok experience for one person, but it's a terrible experience for two or more people in the room. It's hard to get everyone on camera, the images are fuzzy, the audio is tinny, and people can't see clearly. The only way to have an effective video call with more than one person in the room is to use a device that's designed for it.

2

We currently use a competitor's solutions in our meeting rooms which are lower cost.

Are you happy with the less expensive solution you are currently using? Why did you choose the competitive product? What's working well? What's not? Can your video bar eliminate background noise? Does the video call quality reflect the quality of your brand? Share the side-by-side comparisons that we have created with top competitors. They will be shocked at how much better Poly Studio X family is, and this will likely result in new deals.

3

My company uses dedicated PCs in our rooms and have been able to manage our devices effectively.

Just because you can do it, does not mean that you should do it. Here you can mention the common headaches associated to managing additional PCs. The Poly X family video bars allow for streamlined deployment, and huge reduction in cables, security risks and support.

4

The platform that we use is not a part of your native experience.

That is perfectly ok. The Poly Video App provides an outstanding user experience that can connect to almost any video platform.

5

We use Zoom today, but what if we want to switch in the future? We don't want to risk having to replace our hardware.

Not to worry, Poly Studio X family provides investment protection. You can use the Poly video app to connect to almost any video platform or switch your partner app at any time.

TOP 5 FAQs

1

What are the key differences between the Poly Studio X30 and X50?

Poly Studio X30 is smaller and meant for a huddle to small conference room space. Poly Studio X50 is meant for a small to medium-sized meeting space. It has dual speakers for stereo audio, dual monitor capability, the ability to add secondary cameras, 3.5mm audio out, and an additional microphone port.

2

What are the mounting options for the Poly Studio X family?

The Poly Studio X30 comes with a monitor clamp, with optional wall mount, table stand, inverted mount kit and VESA mount also available.

The Poly Studio X50 comes with a wall mount, with a table stand and VESA mount also available.

3

Can I switch between partner apps and the Poly video app?

Yes, an IT administrator can change the application via the web interface. It is not intended for users to change the app themselves.

4

Is the remote control included?

Poly Studio X30 and X50 are typically bundled with a tabletop touch controller. Therefore, no remote control is included, but it can be ordered separately.

5

How does Poly Studio X family compare to the existing Poly Studio?

Poly Studio X family is a complete video conferencing system that includes the "codec" to place calls. The Studio X family also has USB device mode, allowing USB connections from personal devices to place calls. Poly Studio is a USB device that must connect to a PC or Mac to place a video call.