

# ▶ Polycom® Accordent® Media Management System – Microsoft® Lync™ 2010 Integration

Empower Users to Capture Lync Sessions for Publishing to SharePoint® /Content Management System & Scalable Network Delivery

## Challenge

With video use on the rise, organizations seek solutions that empower users to create video-based content without requiring extensive hardware investments, end-user training, or ongoing maintenance.

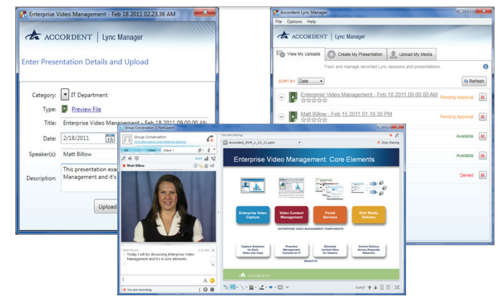
At the same time, they need to ensure that branding, intellectual property, and compliance policies are enforced across a potential flood of user-generated content, and that IT, network, and storage resources are used effectively and consistently.

Many organizations would like the option to use Microsoft® Lync™ Server 2010 to capture rich media content—including video, audio, and desktop—and to easily publish that content to a central media repository.

## Solution

The integration of the Polycom Accordent platform with Lync Server 2010 provides users anywhere in the organization with a means to capture presentations and conference sessions from their desktop and publish that content to the Polycom Accordent Media Management System (Polycom AMMS). From Polycom AMMS, the content can then be approved, transcoded, published (for example, to a Microsoft SharePoint® 2010 portal), and distributed over the network. The solution helps administrators ensure secure distribution through user authentication and multilevel permissions features.

The Polycom AMMS solution delivers video content management, portal services, and rich media delivery capabilities to organizations for Lync Server 2010 recordings and all video-based content.



## Benefits

Empower end users to create video from the desktop with tools they already use every day

Control publishing with built-in content approval workflow

Manage content aggregation, transcoding, retention and storage

Ensure bandwidth-efficient, highly scalable video delivery over in-house network facilities

Leverage Microsoft infrastructure from video creation, to media management, SharePoint publishing, and delivery

## Benefits

Because of the integration between the Polycom Accordent Media Management System and Microsoft Lync Server 2010 and SharePoint 2010, employees can share video by using desktop applications and hardware they are already familiar with. At the same time, administrators can control the use, management, storage, and delivery of content throughout the life cycle. The solution provides:

### Automated Recording and Publishing of Lync Sessions

Users can record Lync Server 2010 sessions while in progress and publish them directly to Polycom AMMS. The system can then automatically initiate the organization's content approval queue. A Polycom Accordent Lync Manager desktop utility displays the status of all uploaded content, and a Manage Recordings feature makes it possible to automatically upload all recorded Lync sessions to the Polycom AMMS system.

### Push-Button, User-Generated Content Workflow

Individual users can use the Polycom Accordent Lync Manager utility to self-publish a Lync session to Polycom AMMS. This means that IT departments can offer a distributed capture solution to a wide user audience without the need to install, administer, and maintain additional desktop software products.

### Uploading of Other Media

Users can select the Upload Additional Media option from the Polycom Accordent Lync Manager utility to select one or more files from desktop-accessible directories, add metadata, and publish that content directly to Polycom AMMS. By doing this, organizations can use Lync Server 2010 to break down content silos via a single, streamlined, video file ingest process and the Polycom AMMS management workflow.

### Manage Video Content

By using Polycom AMMS with Lync Server 2010, organizations can manage and measure video assets by setting policy-based workflows for content aggregation, transcoding, review and approval, retention, and storage.

### Centralize Video Access

Organizations can use Polycom AMMS Portal Services to eliminate content silos via the use of Microsoft SharePoint or branded portals, provide user authentication and tracking, simplify content browsing and search, and schedule live events.

### Managing Network Distribution

By using Polycom AMMS with Lync Server 2010, organizations can optimize their network resources to minimize the impact of streaming on production applications. Distribution profiles set network routing paths for archived Lync content.

Administrators can use location-based routing to manage where viewers are served web and video content. Customers can use Polycom AMMS Rich Media Delivery services for console-based control of the delivery of video through Windows Media or over disparate CDN and Wide Area Network (WAN) Optimization solutions, and application programming interfaces (APIs) to directly integrate the solution with content delivery networks and appliances for end-to-end, management of rich media streams via a single console.

## Learn More

Visit us at [polycom.com](http://polycom.com) to find out how Polycom Accordent solutions can help your organization.