

**▶ Industry**

Technology: Small to Medium-sized Business

▶ Daily Use

- Executive communication
- R&D meetings
- Interviewing and recruiting
- Staff collaboration

▶ Solution

- Polycom® HDX® telepresence solutions connect the Circadence Boulder headquarters with offices in Washington, D.C. and Mississippi, and sales sites around the country
- Circadence leverages Polycom telepresence investment by connecting in real-time with customers, partners and vendors

▶ Results and Benefits

- Polycom telepresence has dramatically reduced travel time and expense
- Cost savings result in one-year ROI
- More frequent face-to-face communication helps solidify corporate culture
- More effective use of time and capital gives Circadence a competitive advantage
- Reduced travel decreases staff turnover, improves quality of life
- Polycom's open-standards architecture ensures seamless communication with partners and vendors

Circadence Cuts Costs, Gains Competitive Advantage with Polycom® Telepresence

Overview

Circadence is a leader in the network optimization and network security technology space, serving customers large and small throughout the United States and around the world. A rapidly growing company, Circadence is headquartered in Boulder, CO, has facilities in Mississippi and Washington, D.C., and has added more than a dozen sales offices throughout the country.

With an increasing client base and employee headcount approaching 50 people, Circadence leadership needed a solution to reduce the cost and inefficiencies of frequent business travel and to unify its geographically dispersed workforce.

Circadence deployed a Polycom® telepresence solution that enables face-to-face, real-time communication among its Boulder, Washington, D.C., Mississippi, and virtual offices, as well with as clients, customers, and consultants.

In the end, Circadence found a collaboration solution that not only saves on travel costs, but also provides the company with a competitive advantage, helps strengthen its corporate culture, and makes Circadence a better place to work.

A New Way of Working

“We knew we needed to cut travel down. Our entire executive team was spending a lot of time on airplanes,” explains Mike Moniz, Circadence CEO. “We wanted to create a sense of virtual connectivity among our offices. We felt that investing in high-quality video systems would help us create a more cohesive management team, allow the company to grow without concern for geography, and leverage the best of the company’s talent regardless of location.”

Circadence deployed Polycom’s HDX® 6000 and HDX 7000 room telepresence solutions as well as its desktop conferencing software application. The Circadence management team chose Polycom not only because of its reputation for performance and its reasonable cost, but also because Polycom solutions offered greater compatibility with the video conferencing systems of Circadence’s numerous government customers. As Moniz reports, Polycom was the right choice, “we’ve had exceptional customer support from Polycom.”

Like most companies, Circadence finds that both its customers and vendors only become more virtualized and spread out geographically, making face-to-face communication that much more elusive. The company recently hired public relations and marcom firms and ultimately selected both vendors based on whether they had video collaboration capabilities in house. Because Polycom’s systems are open-standards based, there have been no issues connecting with either agency, and Moniz reports that 80 percent of communication with these firms occurs over video.

“For small-to-medium sized businesses... the most critical resources are time and capital.... The Polycom systems have addressed both of those resources in a profound way—we save a lot of time and money by having the capability in house.”

► *“We’re able to be more efficient, we can be more places, and ultimately we’re more effective because we apply our capital to applications other than travel.”*

Mike Moniz, Circadence CEO

“The Polycom technology, combined with today’s standard bandwidth, provides such a high-quality experience that the technology isn’t a distraction to the user,” says Moniz. “Polycom brings a ‘humanness’ to the experience for us, allowing us to pick up the non-verbal cues that we would miss in a phone call.”

One Solution, myriad benefits

The Polycom telepresence solution is used throughout the company for a wide variety of applications, including team meetings among the Circadence sites, weekly software development meetings, executive communication, and for interviewing and recruiting. Moniz, who in addition to his role as CEO of Circadence is also part of a venture capital private equity firm, is “so sold” on the Polycom video deployment that he is strongly encouraging the firm’s portfolio companies to invest in their own video conferencing solutions.

“The entire company is connected with Polycom solutions,” says Moniz. “It’s become a big part of our culture to try to ‘be there’ virtually, we call it ‘flying Polycom.’”

Moniz estimates that the company realizes ROI on a single Polycom system within 30 days. The examples of the cost savings benefits within Circadence are plentiful. They range from a meeting that only required travel for two executives instead of four, saving upwards of \$2500, to an IT meeting in San Jose that is largely being replaced with a virtual meeting.

According to Moniz, the Polycom solution is also helping the company gain a competitive advantage. “We’re able to be more efficient, we can be more places, and ultimately we’re more effective because we apply our capital to applications other than travel.”

The Polycom solution has allowed Circadence to virtualize its offices while maintaining an almost constant connection among them. In addition,

satellite offices can be located close to the customer base without losing the familiarity of having all employees in the main office.

The video collaboration deployment has also been a boost for corporate culture. “Our employees in Mississippi have always felt a little culturally disconnected from the corporate office,” says Moniz. “It’s difficult for executives to travel there very often. Since the video deployment, the feedback we’re getting is that they feel more connected. I can drop in and ‘see’ them on a daily basis, it’s a much more natural relationship.”

In addition to the cost saving and business benefits Circadence is reaping from the Polycom solution, its employees are realizing better quality of life. “We have no turnover in our C-level staff, which has a lot to do with the fact that we’re a very profitable and engaging company to work for,” explains Moniz. “But it’s also because the company values quality of life, and being on an airplane travelling all over is not good quality of life. Video conferencing technology definitely contributes to retention at Circadence.”

Next Steps

Moving forward, Moniz sees adding Polycom telepresence systems as the need arises at additional locations, and is looking into deploying the Polycom CMA® personal video conferencing software solutions for remotely located employees.

“For small-to-medium sized businesses like ours, the most critical resources are time and capital, they must be managed carefully,” says Moniz. “The Polycom systems have addressed both of those resources in a profound way—we save a lot of time and money by having the capability in house.”

Learn More

To find out how Polycom solutions can help your organization, visit us at www.polycom.com or speak with a Polycom Account Representative.

► Product Listing

Telepresence and Video Conferencing

- Polycom HDX® 7000 and 6000 telepresence solutions
- Polycom desktop conferencing software application

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