

HD Video Conferencing ***Playbook***



Powered by  **LifeSize**[®] & **NEC**

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NEC

Playbooks Objective

This playbook was created to provide a roadmap for those resellers that are interested in entering the HD Video Conferencing space. The format is based on walking these resellers through 13 activities that we believe are essential to building the foundation for a successful HD Video Conferencing practice. Let's get started!

Steps to Success

- 1** *Why the time for video communications is now*
- 2** *Review white papers providing essential insight into the technology driving the market*
- 3** *Understand the “decision makers perspective”*
- 4** *Complete Partner Program Registrations*
- 5** *Become a member of the social media community*
- 6** *Order your demo equipment*
- 7** *Complete critical sales and technical certifications*
- 8** *Become familiar with the product guides*
- 9** *Understand your SMB Solution Options*
- 10** *Discover Vertical Market HD Video Conferencing Solutions*
- 11** *Questions to avoid HD Video Conferencing mistakes*
- 12** *Leverage Tech Data's Product Sales Specialists*
- 13** *Understand your Leasing options*

Understanding the Market



The Video conferencing market is forecasted to grow at a CAGR of 22% through 2013

1

Why the time for video communications is now

Understand why HD video conferencing adoption is set to explode in LifeSize's white paper ["Why Video Communications"](#)

2

Review white papers providing essential insight into the technology driving the market

Choosing a video conferencing solution – Review NetForecasts review of the various video communication product categories to gain a better understanding of the options available in the marketplace here.

Telepresence vs. HD Video Conferencing – The terms telepresence and HD video conferencing are often used interchangeably. Gain an in depth understanding of the differentiators between these two market segments here.

3

Understand the "decision makers perspective"

What better way to understand the market than to gain insight from the executives that make the decision. Take a look with LifeSize's [Executive Guide to HD Video Conferencing](#)

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Vendor Connections

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Complete Partner Program Registrations



LifeSize, a division of [Logitech](#), is the first company to develop and deliver high definition video communications products. Founded in 2003 by industry veterans and named “Videoconferencing Company of the Year” in 2007 by Videoconferencing Insight. LifeSize’s award winning solutions combine exceptional quality, user simplicity and administrator manageability to make video communications a productive, true-to-life experience.

Start enjoying partner benefits including demo discounts, training modules, and access to a wide array of selling information by register to become a LifeSize partner [here](#).



At NEC, providing state-of-the-art display technology and dynamic designs is merely the beginning. Their products bring you benefits that start the minute you open the box until the day you recycle them—all the while lowering your total cost of ownership. NEC Large Format displays incorporate the highest-quality and safest parts to give you peace of mind, environmentally friendly components to help you “be green”, world-renowned reliability and unrivaled service.

The display you choose is critical to delivering a best in class solution to your customers. Register to become an NEC partner [here](#).

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Become a member of the social media community

Keep up to date with news and information related to your vendor partners and fellow resellers by joining the conversation via facebook and twitter.



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Training and Education

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Order your demo equipment

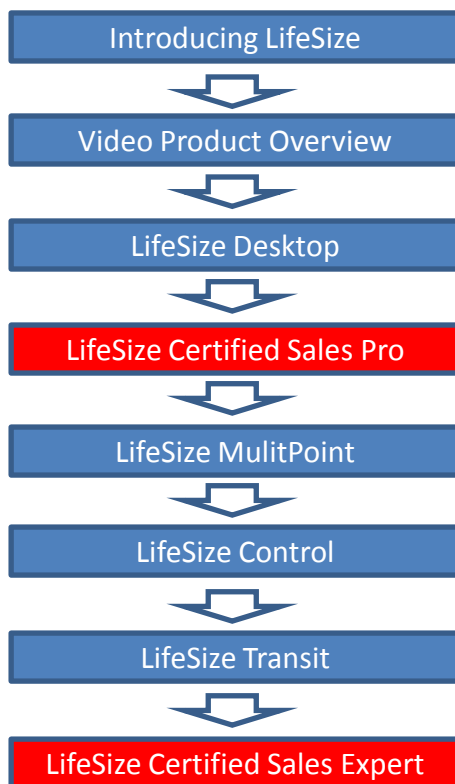
Contact Tech Data's dedicated LifeSize product sales champion at option 3 on Tech Data's Unified Communications hotline at extension 79284 for directions on how to order your discounted LifeSize demo equipment



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Complete critical sales and technical certifications

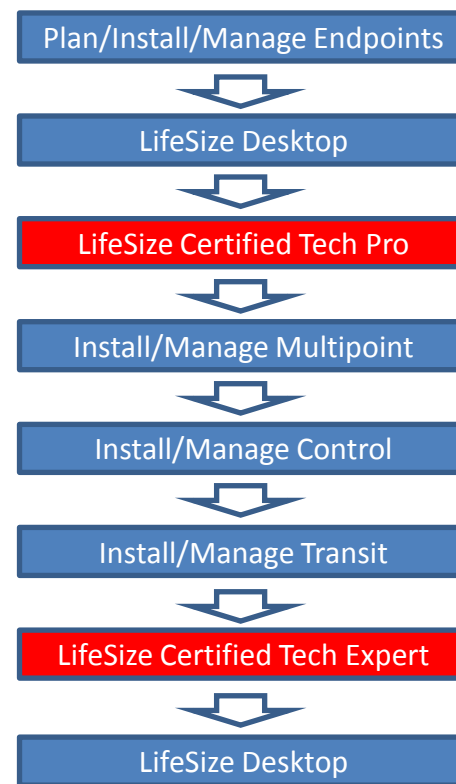
LifeSize Sales Certification Track



Access the training resource center [here](#)*

* Training setup by an approved LifeSize representative may be required

LifeSize Technical Certification Track



Portions of this curriculum are delivered onsite in Austin, TX.

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Solutions

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Become familiar with the product guides

LifeSize Video Conferencing Product Guide can be accessed [here](#).

Nec large format Product Guide can be found [here](#).



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Understand your SMB Solution Options

LifeSize didn't only introduce the world to HD video communications; with [LifeSize® Express™](#), we've brought it to the small and medium businesses who need it most. Not only are LifeSize solutions affordable, they leverage existing networks so that other factors don't add to cost.

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Discover Vertical Market HD Video Conferencing Solutions

Healthcare



Download the Seattle Science Center case study [here](#) or review LifeSize's industry brochure [here](#).

Enterprise



Download Goodbaby Groups' enterprise HD Video Conferencing case study [here](#).

Education



Download the University of California case study [here](#) or review LifeSize's Higher Education brochure [here](#).

Government



Download the CIT Jet Propulsion Laboratory case study [here](#).



Selling Support

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Questions to avoid HD Video Conferencing mistakes

Review LifeSize's list of 10 questions that you may receive from your customer. Be prepared to answer these questions during the selling process by reviewing the list [here](#).

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Leverage Tech Data's Product Sales Specialists

Tech Data has dedicated support resources in place to help you through the HD Video Conferencing deal process at various levels. Whether it's confirmation of product specifications, review of solutions design or guidance through a special pricing process, Tech Data's dedicated product sales specialist are here to help you close the deal.

The Tech Data product specialists for LifeSize Communications and NEC Displays can both be reached via our Unified Communications hotline at extension 79284



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Understand your Leasing options

The LifeSize® Smart Lease™ is about changing how you r customers buy, not what they buy. It's about picking what's right for their business now instead of guessing at the future. It's about smart flexibility – knowing you can always provide what you r customers need without the ramifications and shackles of a traditional purchase or capital lease.

Learn more about the offering and review an example lease [here](#).