

Making Business Video Meetings Easy

ACROSS VENDORS AND TECHNOLOGIES

Video meetings have become the standard for business collaboration in today's world. People from different teams and organizations around the world are now able to meet and collaborate through video. However, there are numerous challenges in scheduling, joining, and managing these meetings. That is why this guide is here to provide a solution for all organizations and users who encounter these obstacles and who have:

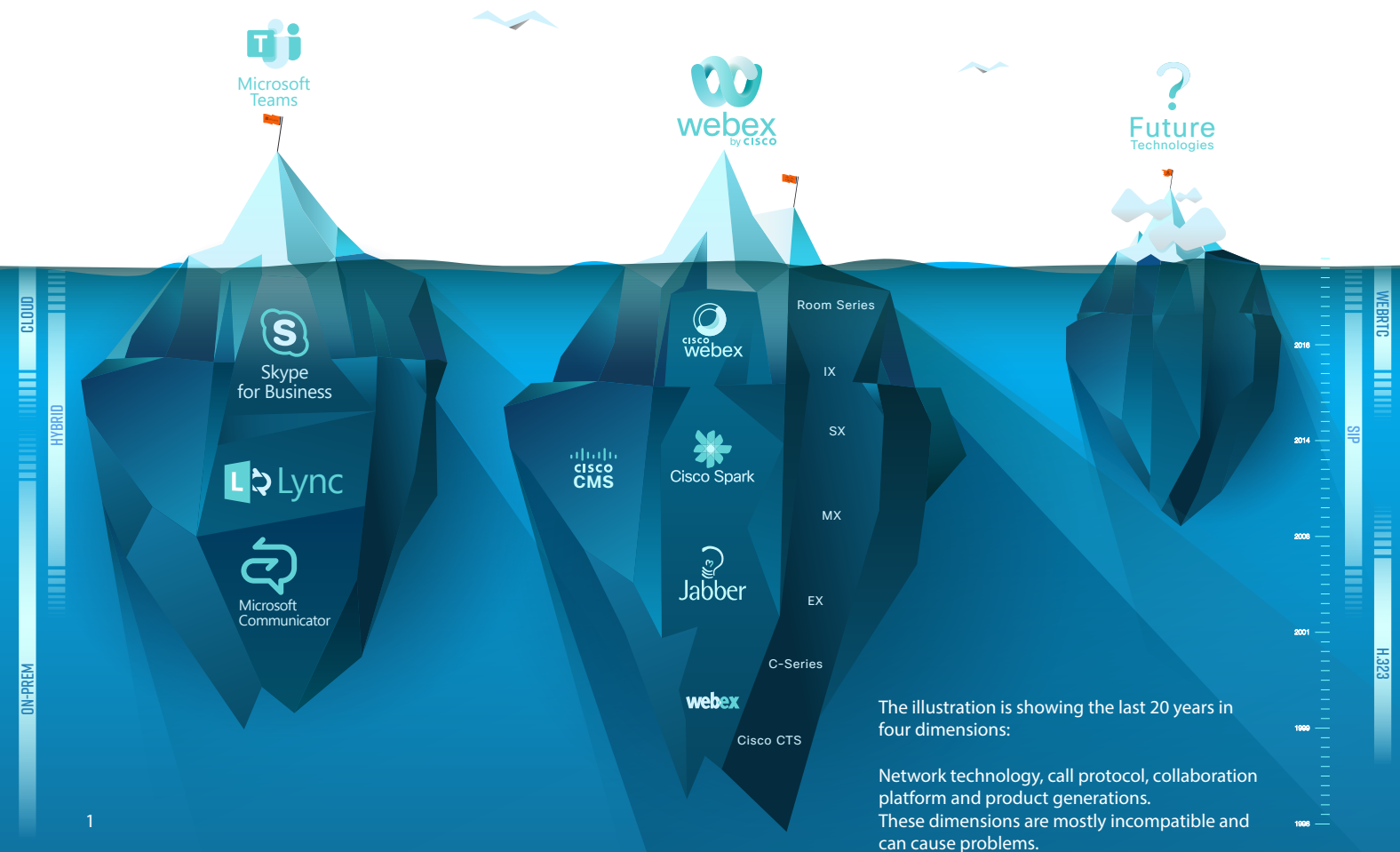
- Interoperability issues due to different meeting platforms
- Cisco / Poly SIP devices
- A mix of communication protocols like H.323, SIP and WebRTC (Teams and Google) and other web platforms like Zoom
- Outlook or Google for scheduling and meeting management
- Mixed video networks or infrastructure technologies; on-prem, hybrid or cloud

And you are looking for an effective and easy workflow between different vendors and technologies to help all your meetings start on-time.

Incompatible players

VIDEO MEETING CHALLENGES

The current trend in meeting platforms has recently leaned towards a preference for single vendor connectivity. However, this has led to the creation of isolated islands of connectivity, which can be quite challenging for users who want to engage with different platforms using technology that was originally designed for other service platforms.



Most vendors promote and sell their latest solutions - which represents the “tip of the iceberg”. Beneath the surface is what most organizations really have to deal with.

The above iceberg image showcases various models of only two major vendors, Microsoft Teams and Webex, however, 55% of organizations have three or more meeting services* which makes the situation harder to navigate. Additionally, there is an added complexity and uncertainty of future technologies and incompatibilities they may bring in with new meeting vendors and inventions.

Compromised meetings

CONSEQUENCES

One too many business meetings have been compromised due to the sheer availability of multiple and incompatible video conferencing platforms, leaving users frustrated, output impacted, and potentially losing money. Video users and meeting participants would like to walk into a meeting room and start their meeting on time, without thinking about the platform, interface, invite links, passwords, and other complex video conferencing challenges.

“It takes 12 minutes to start a meeting”

THE CONSEQUENCES FOR THE DIFFERENT STAKEHOLDERS

	CHALLENGES	CONSEQUENCES
USERS	<ul style="list-style-type: none"> - Complexity in scheduling and joining meetings 	<ul style="list-style-type: none"> - Delays in joining a meeting, or not being able to join it at all
ADMINISTRATOR	<ul style="list-style-type: none"> - Workload due to tickets/ support complaints - Maintaining multiple systems 	<ul style="list-style-type: none"> - Wasting time on support - Cost of multiple platforms and licences
ORGANIZATION	<ul style="list-style-type: none"> - Transition to Microsoft Teams Rooms - User training when introducing new meeting services 	<ul style="list-style-type: none"> - Cost of rip and replace of fully functional hardware and licenses - Employee dissatisfaction

Making video meetings easy



Synergy SKY CONNECT is an award-winning solution enabling any SIP video endpoint, regardless of the type and model, to connect to all Microsoft Teams meetings. It provides an easy way to optimize your existing setup without the need to upgrade. It is easy to use and requires no user training.

Synergy SKY is the only interoperability solution provider that is not selling its own collaboration devices or meeting platform. It is the synergizer to your existing install base.

Unique benefits with Synergy SKY



01. Independent

The only solution that does not have its own endpoints or meeting platforms. It unifies your existing devices, meeting platforms and calendar



02. Any

Supporting both legacy and new devices – [See supported technologies](#)



04. Native Teams features on Cisco

Get a similar experience on Cisco / Poly device as on Teams clients. Teams interactions like raise hand, participant list on Cisco devices



06. Application Sharing

Share whiteboarding and PowerPoint Live from Teams clients to video devices



03. Teams and Webex

Have back-to-back meetings across both platforms on both Cisco and Poly



05. Join

Auto connect / disconnect + Green join button on SIP devices



07. Ad-Hoc Booking

Book video meetings in Teams or Webex directly from Cisco device

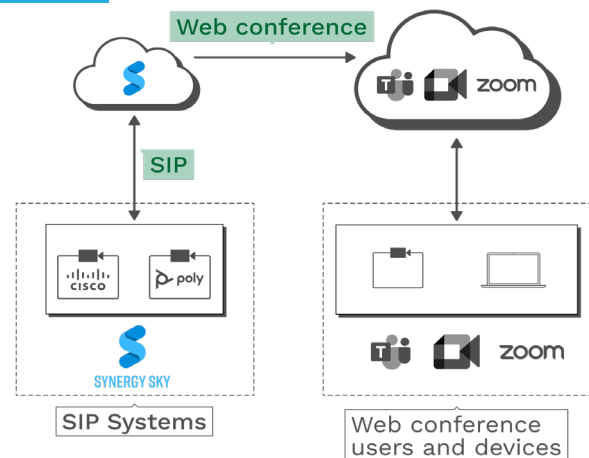
SYNERGY SKY CONNECT

How it works

CONNECT includes two components, a cloud-based interoperability service and a self-hosted Management Suite. This dual implementation ensures data privacy while providing the scale and flexibility of a cloud service. The SIP to web conference (see diagram 1A) component is hosted in Microsoft Azure providing proximity to the Microsoft Teams platform which gives optimized conditions for high audio and video quality.

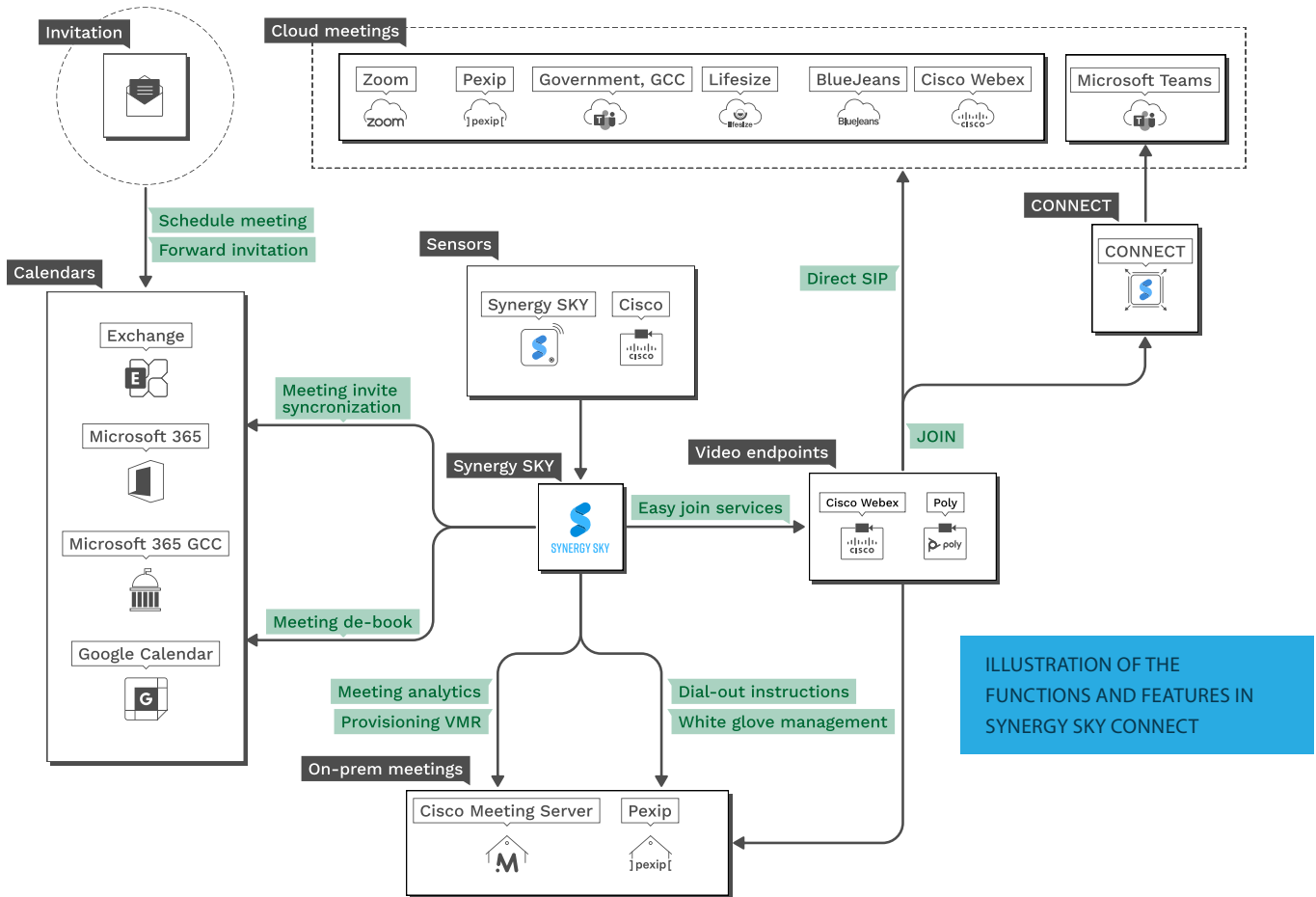
The self-hosted Management Suite for video endpoints and meeting rooms unifies the collaboration experience and administration across calendars, meetings rooms, and video conferencing platforms. The Management Suite also provides meeting control for video operation teams, and analytical reports for meeting insights and platform utilization.

DIAGRAM 1A



The Synergy SKY Management Suite is constantly monitoring **Calendars** for all video meetings. This means that the end user does not need to alter existing behavior but can rely on **Inviting** attendees and rooms through well-known and native meeting scheduling and forwarding experiences.

Synergy SKY has the ability to automatically provision video meetings for specific types of **On-prem meetings** hosted by a customer's Cisco Meetings Server (CMS). These video meetings can be managed and deprovisioned on the hosting servers as needed. For these meetings, it is also possible to assign dial-out functionality to the meeting itself.



The Synergy SKY Management Suite is also managing an easy join service for Cisco and Poly **Video endpoints** through their various integration capabilities. For Cisco devices this would be either the device's API or the APIs provided through Webex Control Hub. For Poly devices, the Management Suite will provide an API for the devices themselves to fetch their meeting schedule. All **Video endpoints** are constantly kept up-to-date and accurate on which type of meetings they are to join, **On-prem** or **Cloud meetings**. This provides a simple One-Button-To-Push experience for the end user upon entering the various meeting rooms, where pressing the button will trigger the video systems to do a SIP call to the appropriate meeting platform.

In those scenarios where there is no occupation in the room, the Management Suite would be aware of this through **sensor** data received from one of its integrations with [Synergy SKY occupancy sensors](#), or for Cisco devices through their built-in sensors. This information is used to provide analytical data on utilization of each meeting room and can also be extended to trigger actions like releasing (de-booking) the meeting room from its booking.

Synergy SKY is monitoring all meetings in the calendar for capability mismatches, i.e., if a video endpoint is unable to join the meeting platform it is scheduled for. In cases where a non-compatible video endpoint is invited to join a Microsoft Teams, Google Meet or Zoom meeting, a Synergy SKY **CONNECT** gateway will be provisioned and dial-in details provided to the video endpoint, as a green join button, avoiding any interruption or changes to end-user experience and workflow.

The Management Suite provides a meeting administrative interface that gives visibility to all video meetings which gives the administrator advanced notice of potential problems, as well as capabilities to provide help and assistance before and throughout a meeting, if needed.

The Management tool also provides a rich set of analytical reports and data points. These reports provide insights into how a corporation uses various meeting platforms like Microsoft Teams, Webex and Zoom and how the meetings rooms are utilized. All data points are made available for advanced integrations towards third party tools like Power BI and Tableau.

CONNECT for Government

Synergy SKY CONNECT for Government is fully self-hosted and can be hosted within most virtualized environments (VMware, Azure, AWS and GCP) thereby protecting all Call Detail Records, CDR, and booking data within your network or private cloud. This ensures data privacy while providing the scale and flexibility of a cloud service.

Conclusion

The Synergy SKY solution supports your collaboration investment across calendars**, meeting rooms, and video conferencing platforms to make all video meetings effortless. With zero user training and efficient admin tools, Synergy SKY makes for a sustainable, easy-to-use and a long-lasting solution to all your video conferencing challenges.

It is not a new meeting platform and is invisible to the user. Synergy SKY will optimize and streamline the workflow while protecting your existing video setup.



Microsoft
Teams



* Source: Cisco Collaboration Devices Decision Maker Survey, December 2021 N=1539

** Microsoft Exchange on-prem, Microsoft O365, Microsoft 365 GCC, GCC-H, GCC-DoD, Google commercial and federal