

SRS Battle Card Why Sell SMART Room System?

SMART Technologies and Microsoft have a long history of working together to integrate Microsoft software applications with SMART's interactive displays. They recently collaborated to develop the SMART Room System for Microsoft Lync, which has received the Microsoft Optimized for Lync designation. Westcon is pleased to support and enhance your UC business with SMART Room System and Microsoft Lync solutions.

SMART Room System for Microsoft Lync

3 Room Sizes:

- Small – Single 70" display
- Medium – Single 84" display
- Large – Dual 70" displays

5 Reasons to Choose SMART Room System

- **Best AUDIO** – a flexible and extensible audio experience that picks up everyone in the room
- **Best VIDEO** – ultra-wide angle viewing and room-grade optics that capture everything in crystal-clear resolution; auto-adjusts to room lighting conditions
- **Best INTERACTION** – includes dozens of unique patented features, from glare reduction to palm erase; includes built-in proximity detection
- **Best FIT** – perfect for meetings of any size, from small huddles to large board rooms
- **Best EXPERIENCE** – all components are manufactured and supported by SMART, eliminating compatibility issues and reducing IT troubleshooting

Why UC Resellers Should Sell SRS

Traditional video solutions are expensive for your customers and low-margin sales for you. They are difficult to use, complex to install and require specially equipped meeting spaces. Your customers are:

- Demanding change; adoption of traditional video is declining
- Looking for easier ways to collaborate
- Seeking to eliminate costly bridges and bridge fees
- Experiencing ease of video in personal lives and expecting the same in their work lives
- Adopting Lync and looking for ways to leverage its ease of use in their day-to-day collaboration

SMART Room System is a cost-effective alternative to traditional videoconferencing. It is an integrated, turn-key hardware solution that extends Lync into the meeting room. SMART Room System increases engagement and meeting productivity by enabling participants to contribute freely and collaborate without boundaries.

Why Lync Resellers Should Sell SRS

Your target customers are using or considering Lync 2013 or seeking ways to extend Lync into the meeting room. With SMART Room System, you can deliver a better way to collaborate while:

- Impacting upgrade to Lync 2013, Lync Ent & Plus CAL and E4 licenses; no special licensing required
- Helping customers gain greater value from Lync installs and decrease costs of videoconferencing
- Differentiating and expanding your offering with an easy-to-sell, turnkey solution

Becoming a SMART Reseller

SMART Resellers must:

- Be approved by SMART for SRS (via email from SMART)
- Be a Westcon Reseller
- Complete SRS Sales and Pre-Sales Technical training
- Purchase SRS demo gear
- Engage ITEC for installs OR complete SMART Factory Trained Installer & SMART Factory Trained Technician Training

Learn More About SMART and Westcon

- Westcon SMART US Website
<http://us.westcon.com/content/vendors/smart-technologies>
- Westcon SMART Canada Website
<http://ca.westcon.com/content/vendors/smart-technologies>

For questions about SMART Technologies solutions from Westcon, please contact your Westcon Account Manager or John Barrett, Director, at 630-388-0440 or john.barrett@westcon.com