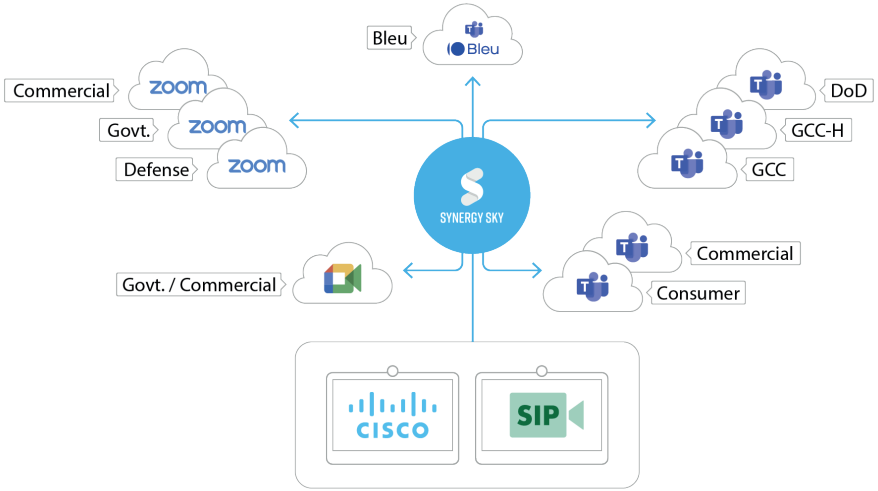
SYNERGY SKY

Win more Cisco room opportunities with meetings across platforms and clouds

Synergy SKY CONNECT is a video interoperability solution that extends cross-platform meeting access across all generations of Cisco video devices, including older SIP-based systems. It connects those rooms to Microsoft Teams, Zoom, Google Meet, Webex, and on-premises Cisco Meeting Server (CMS), across supported commercial, government, and sovereign cloud environments. Deployment options include cloud, hybrid, and fully on-premises.

For Cisco sellers and channel partners, CONNECT helps you address interoperability needs across a customer's entire Cisco estate, even when it spans multiple device generations. Customers can maintain a consistent joining workflow while upgrading rooms at their own pace. This helps you protect the Cisco installed base, strengthen customer relationships, and position Cisco for future room investments.



Benefits and Capabilities

- Protect and grow your Cisco business: Address meeting interoperability across all generations of Cisco video devices, including older SIP systems, helping customers stay with Cisco and choose Cisco for new rooms.
- Open more customer opportunities: Connect Cisco rooms to Microsoft Teams, Zoom, Google Meet, Webex, and Cisco Meeting Server, including supported commercial, government, and sovereign cloud environments.
- Make meetings easier across the Cisco estate: Give users a consistent joining workflow across platforms and device generations, with One Button to Push, Join by ID, and Scan to Join.
- Meet customer deployment requirements: Offer cloud, hybrid, or fully on-premises deployment to accommodate security, infrastructure, and data-control needs.
- Simplify purchasing and management: Provide one license per device covering all supported meeting platforms and join methods, making the solution straightforward to quote and scale.

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What's New

- Extend single- and dual-screen experiences across meeting platforms: Support both screen configurations for all supported meeting types, including Google Meet, so customers can use their Cisco room displays across platforms.
- Expand meeting access across cloud boundaries: Enable Cisco rooms to join meetings in and between supported commercial, government, and sovereign cloud environments, including Microsoft Teams GCC, GCC High, DoD, Google for Government and Zoom for Government.

Market and Industry Trends

Organizations can standardize their own meeting platform, but they cannot control invitations from customers, partners, and suppliers. Cisco already supports cross-platform meetings on current devices. The wider customer challenge is delivering a consistent experience across an estate that includes several generations of Cisco equipment. Platform changes, room refreshes, and external meeting requirements create opportunities to discuss interoperability across the entire estate.

Cloud boundaries add another layer of complexity. Microsoft Teams alone has distinct commercial, GCC, GCC High, and DoD environments, with capabilities that vary between them. Government and sovereign cloud requirements make the conversation about more than whether a room can "join Teams." Sellers need to understand which cloud hosts the meeting and the customer's deployment and data-control requirements. This also matters to commercial organizations working with public-sector customers. For Cisco sellers and partners, these needs create an opportunity to position Synergy SKY CONNECT alongside Cisco: extend meeting access across device generations and supported clouds, preserve familiar workflows, and keep Cisco central to the customer's future room investments.

What Buyers and Influencers Care About

TARGET BUYER	WHAT THEY CARE ABOUT
IT Operations Lead	• Reduce meeting-related support tickets • Make every meeting join predictable
The Digital Workplace / CIO Sponsor (Economic buyer)	• Modernize your meeting experience without replacing your existing rooms • Productivity • Cost efficiency • Employee experience
The End-User Experience Owner	• One consistent way to join any meeting, from any room

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Elevator Pitch

You never know which meeting platform or cloud your next invitation will come from. Synergy SKY CONNECT lets your Cisco rooms, across all device generations, join Microsoft Teams, Zoom, Google Meet, Webex, and Cisco Meeting Server, including supported government and sovereign cloud environments. Your teams get a consistent way to join while keeping the Cisco experience they know. With one license per device and cloud, hybrid, or on-premises deployment, you can simplify meeting access across your Cisco estate and meet your organization's deployment requirements.

Conversation Starters

- What happens today when you receive a meeting invitation your Cisco room cannot join?
- How does your joining experience differ between older Cisco devices and your newest rooms?
- Which external meeting platforms or cloud environments cause you the most difficulty?
- When you meet with government or regulated organizations, what restrictions affect how you connect?
- How much time does your IT team spend helping users join meetings or managing separate interoperability services?
- How are meeting compatibility requirements influencing your next Cisco room purchase or refresh?
- What would you need to see in a demonstration to feel confident the solution fits your environment?

Turn the conversation into a demonstration

- Test your hardest invitation: Bring a meeting invitation that causes problems, and we'll demonstrate joining from a Cisco room.
- Compare your room experiences: Select an older and a newer Cisco device to see how a consistent joining workflow can work across both.
- Map your connectivity needs: Review your device estate, meeting platforms, cloud destinations, and deployment requirements with a Synergy SKY specialist.

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Case Study

Company Name	Challenge	Solution and results
British Columbia Institute of Technology (BCIT)	Standardize on Microsoft Teams while maintaining access to other meeting platforms and preserving Cisco video devices across multiple generations.	Synergy SKY CONNECT enabled One Button to Push access to Teams, Zoom, and Google Meet across BCIT's existing video devices. Staff and students can manage their own meetings, with minimal IT support required since implementation.

"Synergy SKY has been a game changer. The ease of use and fewer problems have transformed how we handle video conferencing."

Joel Maag
Director of IT Infrastructure at Columbia Distributing

Cisco Sales Resources

Synergy SKY CONNECT synergysky.com/connect

Synergy SKY CONNECT for Government synergysky.com/connect-for-government

Support and technical information synergysky.zendesk.com/hc/en-us

Partner Value Proposition

Synergy SKY CONNECT helps you grow the value of your Cisco business by adding software and services that address customers' cross-platform and cross-cloud meeting needs. It gives you a reason to re-engage existing accounts, protect the Cisco installed base, and support new room opportunities where interoperability is a deciding factor.

The partner program offers attractive margins and opportunities to earn additional revenue through installation, first-line support, and managed services. You strengthen customer relationships by becoming their trusted advisor for meeting interoperability, backed by Synergy SKY's sales support, marketing resources, and second-line technical support.