



# SYNERGY SKY

## **BEGIN VIDEO MEETINGS ON-TIME, EVERY TIME**

Supporting most videoconferencing and major meeting platforms on-prem, cloud and hybrid.

**Discover the approach that will drive adoption and usage of your video investment and meeting rooms**

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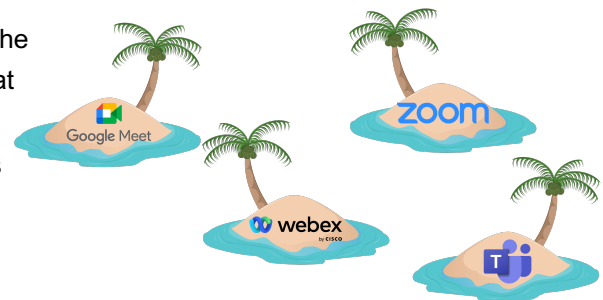
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# WHY CAN'T YOU JUST CALL?

New technologies have made it possible for enterprise collaboration solutions to work seamlessly together. However, there are still some challenges when it comes to the user experience.

Business video meetings has become critical to all organizations. The rapid market explosion in 2020 forced organizations to adapt to what was available and functional for hybrid work. This introduced more players and technologies. The market is diverse and most solutions are both proprietary and incompatible. The user experience is poor.



Synergy SKY. Our company name describes what we do best: creating synergies between vendors and technologies. With Synergy SKY you get SIP to Teams interop , and we we solve the workflow between all major players. Synergy SKY has a server-side integration to Exchange / Google Calendar which makes it invisible to the user, while allowing for scheduling videoconference meetings with the same workflow as any other meeting. This also allows IT to move technology from on-prem to cloud or swap vendors without disturbing the users



Synergy SKY solves this by automatically connecting Video Conferencing systems to VMR meetings using Cisco One Button To Push (OBTP) or Poly Click to Join (CTJ) . The end-user simply schedules a new meeting in Outlook or Google Hangouts and adds/invites the required Video Conferencing systems/meeting rooms to the meeting.

*“We don't make a meeting platform. We don't make a collaboration endpoint or device. Other companies do these things. But what we do is make all of these things from those vendors easier for users. You decide your collaboration strategy and then let us make it simple to schedule with the workflow you already use, easy to join with a single button, and confidently connect with our Connect platform.”* Sean Lessman, VP Business Development

# THREE MAJOR CHALLENGES WITH VIDEO MEETINGS

Studies show that 12 minutes is the average time it takes to start a video meeting. We have all experienced delays with video meetings either trying to connect or waiting for others to connect. Why? Below we have listed the three main reasons – and some possible challenges you face:



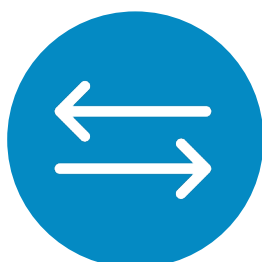
## SCHEDULING

- Find available rooms
  - Find rooms for people in other locations
  - Insight in how people will connect and from where
  - Teams or VMR meeting?
  - External participants – dial in or out?
- = Waste of time



## STARTING

- Locating the meeting invitation
  - Teams or video meeting?
  - What is a SIP address?
  - Remote control / touch panel – how do I find numbers, symbols and @?
  - Complex dial strings, e.g.:  
[19283746312@videomeeting.provider.com](mailto:19283746312@videomeeting.provider.com)
- = Delayed start



## TRANSITIONS

- Moving from on-prem to cloud – or hybrid
  - Changing technology vendor
  - Mixed technologies
- = Different workflows

# SOLUTION:



*It's a huge timesaver. Users just go into the room, press the green button and it's on!*

**Brett R. Doser** - PacificSource Health Care

## Key Benefits

Start all video meetings with one click, from anywhere.

No plug-in or change of behavior for users needed.

- SIP to Teams, WebRTC, Gateway
- One-Button-to-Push for Cisco endpoints
- Click-To-Join for Poly endpoints
- Auto Dial-Out to other endpoints / video rooms
- Supports most VMR vendors
- Creates One-time VMR meetings when greater privacy is needed.
- Protect meetings with PIN code
- Enable “one-click” from video endpoints in Skype4B, Teams, WebEx, Zomm and other VMR meetings
- Forward external Teams or other VMR invitations to video systems and get OBTP / CTJ
- Supports IVR for Skype4B meetings with Pexip
- End of conference warning
- Recording. Add recording in the invitation. Get link to share, stream and play. [More info](#) on recording
- One workflow across platforms – no training needed – no plug-in – no new app

Synergy SKY Suite is an easy to install appliance with a simple wizard that enables quick deployment. The solution supports on-premises installations of Skype and Microsoft Exchange, Office 365 and G Suite. Manuals [here](#)

### Glossary

Skype for Business	Skype4
Virtual Meeting Room	VMR
One Button to Push	OBTP
Click to Join	CTJ
Cisco Meeting Server	CMS
Synergy SKY Suite	SSS

Synergy SKY supports more end points than any other “one-click” vendor:

Cisco: WebEx Room Series, C-series, MX-series, SX-series, EX-series, DX-series, IX-series

Poly (Polycom): HDX, Group Series, Trio

All other videoconferencing endpoints: Synergy SKY can do a dial out to the end point.

# SMARTER MEETINGS WITH Synergy SKY

By smart integration with IoT sensors in the meetings rooms, the Synergy SKY Suite can detect physical presence, count people and match this data with calendars and other resources intended for the meeting and enable new features.

## Smart features for your meeting rooms



### No-show detection

Create your own rules for consequences; like e-mail notifications to organizer or release the room



### Auto check in

Auto check-in to meeting rooms



### People count

Get people count data for utilization and planning purposes and reports



### Late show

Send notifications to admin / organizer

With Cisco Room Series or motion sensors, Synergy SKY Suite detects presence in the meeting room and can inform the meeting organizer when a booked room is not being used.

Booked rooms where the sensors do not detect motion or presence can be released and made available to others in their calendar (Outlook / Google Calendar) while preserving the virtual meeting.

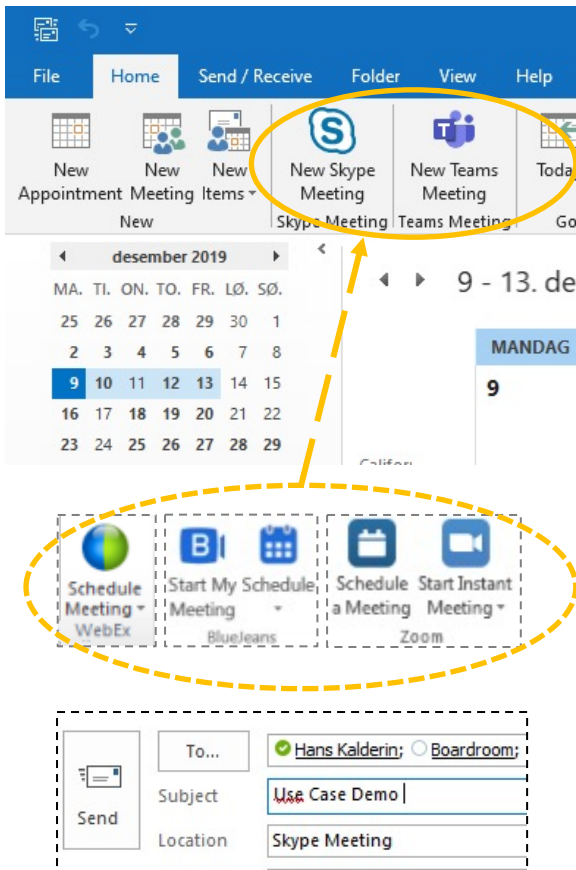
## How does it work?

The Synergy SKY Suite synchronizes calendar booking with data from IoT sensors that detect presence in the room that can trigger actions and harvest data for analyze and reporting

It's easy to get started. The features in the list above are included in SSS – for additional features like; reporting, detect and operate VMR's, analytics etc., look up Synergy SKY Suite [website](#)

## SCHEDULE TEAMS, WEBEX, ZOOM (AND OTHER VMR'S) AND VIDEO CONFERENCE ROOMS IN ONE MEETING

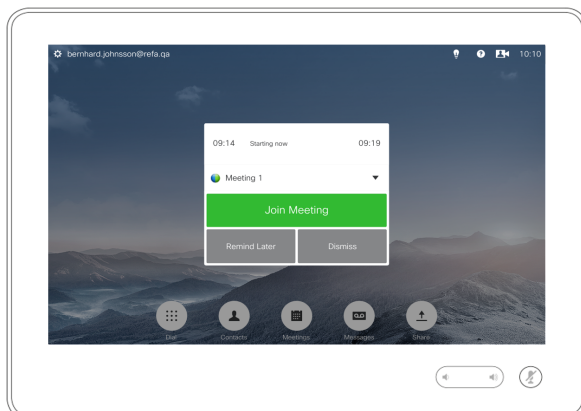
Schedule Skype / Teams / Webex / Zoom users and video rooms in Outlook / G Suite invitation.  
The user does not have to learn any new procedures. Use the native plug-in buttons and add people and rooms. No additional plug-ins!



1 Click the «New Skype / Teams Meeting / Webex / etc.»-button – or use method of choice as there are many ways to create a meeting. This will also work from mobile devices.

2 Add people and resources.  
A resource here is a video system or a room

3 Send the invitation. Receive this e-mail confirmation (optional). It is customizable and can easily be adapted to your preferred look and feel.



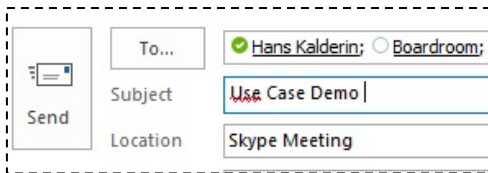
4 Click the green button on the touchpad to join the meeting. If you don't want a button, just configure SSS to dial into the room.

# SCHEDULE A VIDEO MEETING – AND LET YOUR INVITEES CHOOSE HOW TO JOIN AND FROM WHERE

## OPTION 1: BOOK A VIDEO ROOM

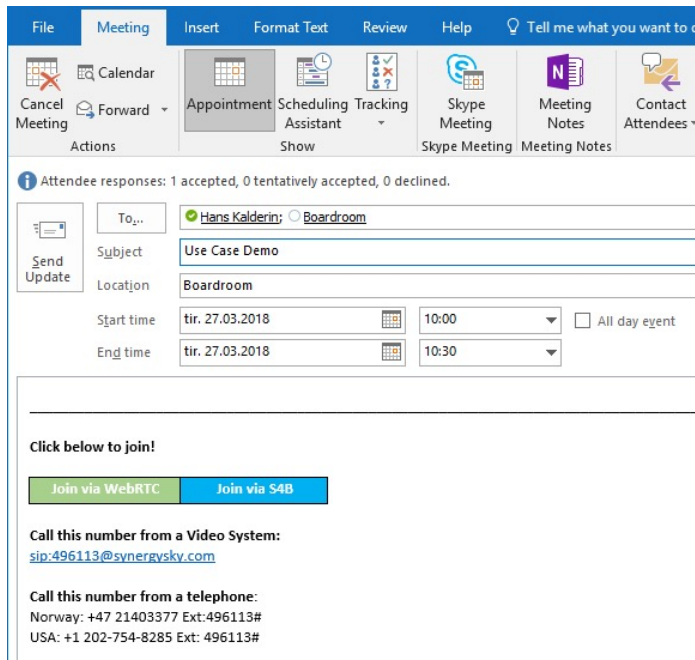
When you plan a video meeting, but you don't know where *the other participants* will join the meeting from. Both internals and externals can participate.

The participant can forward the meeting invitation to their video room/endpoint of choice, and the "one click" button will follow. Scheduling a meeting like this will give you full flexibility and the best video/audio quality.



A screenshot of a meeting invitation form. The 'To...' field contains 'Hans Kalderin; Boardroom;'. The 'Subject' field contains 'Use Case Demo'. The 'Location' field contains 'Skype Meeting'. There is a 'Send' button on the left.

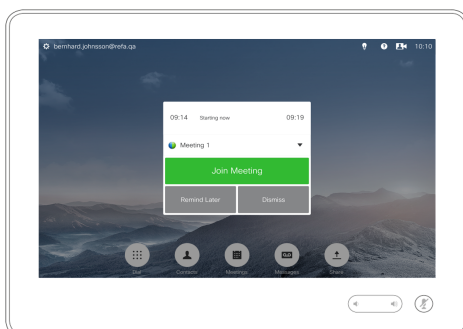
1 Create a new meeting. Add people and resources. A resource here is a video system or a room



A screenshot of a meeting invitation interface. At the top, it shows 'Attendee responses: 1 accepted, 0 tentatively accepted, 0 declined.' Below this, the 'To...' field contains 'Hans Kalderin; Boardroom;'. The 'Subject' field contains 'Use Case Demo'. The 'Location' field contains 'Boardroom'. The 'Start time' is 'tir. 27.03.2018 10:00' and the 'End time' is 'tir. 27.03.2018 10:30'. There are buttons for 'Join via WebRTC' and 'Join via S4B'. Below these buttons, there are instructions: 'Call this number from a Video System: sip:496113@synergysky.com' and 'Call this number from a telephone: Norway: +47 21403377 Ext:496113# USA: +1 202-754-8285 Ext: 496113#'. There is also a 'Click below to join!' section.

2 After you have sent the invitation the calendar post will be updated with dial-in info and links to join via WebRTC or Skype4B / Teams (if your organization support it ).

*Alternatively, invitees and organizer can receive email with dial-in info. Either option can be forwarded to your favorite Cisco / Polycom video room and it will get the green start button! (Lay-out of meeting invite is customizable)*



3 Click to join your meeting with one button! If you prefer no button you can configure SSS to dial into your room

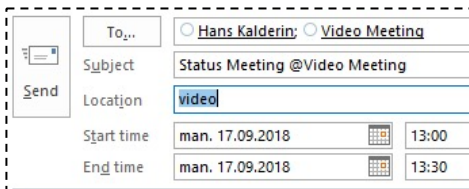


# SCHEDULE A VIDEO MEETING – AND LET YOUR INVITEES CHOOSE HOW TO JOIN AND FROM WHERE

## OPTION 2: ADD '@video' AS KEYWORD IN SUBJECT

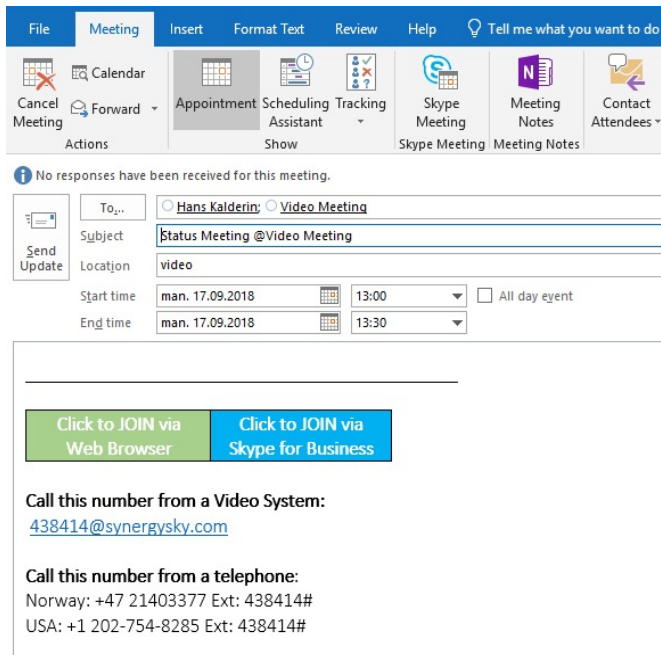
When you plan a video meeting, but you don't know where *you* will be joining from. Internal and external can participate.

The participant can forward the meeting invitation to their video room/endpoint of choice, and the "one click" JOIN button will follow. Scheduling a meeting like this will give you full flexibility and the best video/audio quality.



A screenshot of a meeting invitation form. The 'To...' field contains 'Hans Kalderin' and 'Video Meeting'. The 'Subject' field contains 'Status Meeting @Video Meeting'. The 'Location' field contains 'video'. The 'Start time' is 'man. 17.09.2018' at '13:00'. The 'End time' is 'man. 17.09.2018' at '13:30'. There is a 'Send' button on the left.

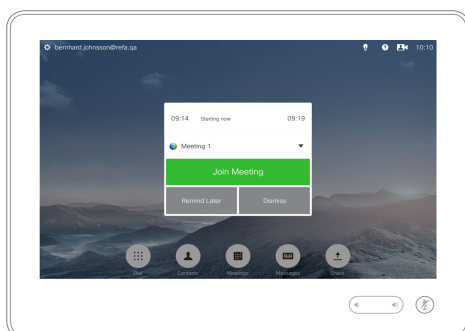
1 Add people and type in a pre-defined keyword like '@video' in the subject field



A screenshot of a meeting invitation in a calendar application. The 'To...' field contains 'Hans Kalderin' and 'Video Meeting'. The 'Subject' field contains 'Status Meeting @Video Meeting'. The 'Location' field contains 'video'. The 'Start time' is 'man. 17.09.2018' at '13:00'. The 'End time' is 'man. 17.09.2018' at '13:30'. There is an 'All day event' checkbox. Below the form, there are two buttons: 'Click to JOIN via Web Browser' and 'Click to JOIN via Skype for Business'. Below the buttons, there is text: 'Call this number from a Video System: 438414@synergysky.com', 'Call this number from a telephone: Norway: +47 21403377 Ext: 438414# USA: +1 202-754-8285 Ext: 438414#'. There is also a 'Send Update' button on the left.

2 After you have sent the invitation the calendar post will be updated with dial-in info and links to join via WebRTC or Skype4B (if your organization support it ).

*Alternatively, invitees and organizer can receive email with dial-in info. Either option can be forwarded to your favorite Cisco / Polycom video room and it will get the green start button! (Lay-out of meeting invite is customizable)*



3 Click to join your meeting with one button! If you prefer no button you can configure SSS to dial into your room

## INVITE PEOPLE AND SYSTEMS TO YOUR VIRTUAL MEETING ROOM (STATIC VMR)

If you are a VMR user and want to invite people to it.

Add the people you want to invite, rooms booked/invited will automatically get the One-Click to call button. Simply include your VMR in your signature (or elsewhere in mail body)

The screenshot shows an email composition window with the following fields:

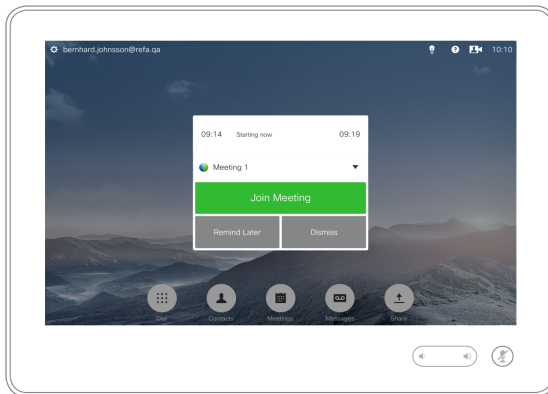
- To...:** Dan-Ove Hafstad; Boardroom;
- Subject:** Personal VMR demo
- Location:** Boardroom
- Start time:** ons. 06.09.2017
- End time:** ons. 06.09.2017

The email body contains the following text:

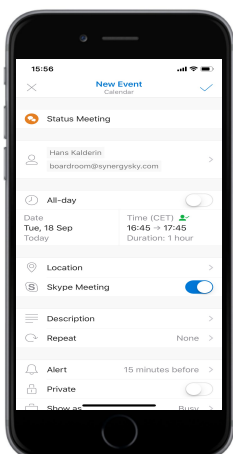
Best regards  
Vemun Waksvik |  
SIP/H323: [meet.vw@synergysky.com](mailto:meet.vw@synergysky.com)

1 Invite the people and video rooms preferred, and include the static VMR address in the mail body

2 Send the invitations and recipients will receive static address to dial or click



3 Click to join your meeting with one button! If you prefer no button you can configure SSS to dial into your room



### TIP!

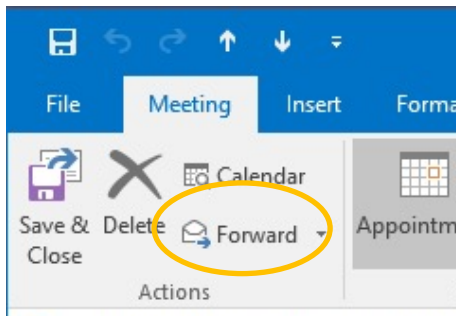
Schedule and join all video meetings from any device in your calendar (Exchange or Google Cal.)

No plug-in!

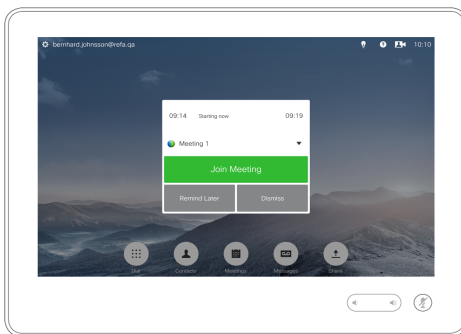
## FORWARD AN INTERNAL OR EXTERNAL VIDEO MEETING INVITATION TO A VIDEO ROOM

If you receive an internal or external meeting invitation to a **Skype / Spark / WebEx / BlueJeans** etc. meeting, and you want to join the meeting from a video room or system.

Forward Skype4B, Spark, WebEx, Zoom or literally any VMR meeting to your preferred video system from Cisco or Polycom, and start the meeting with a touch of a button.



1 Accept the invitation and simply use the “Forward” button to send it to your preferred video system. This can also be done from your mobile devices.



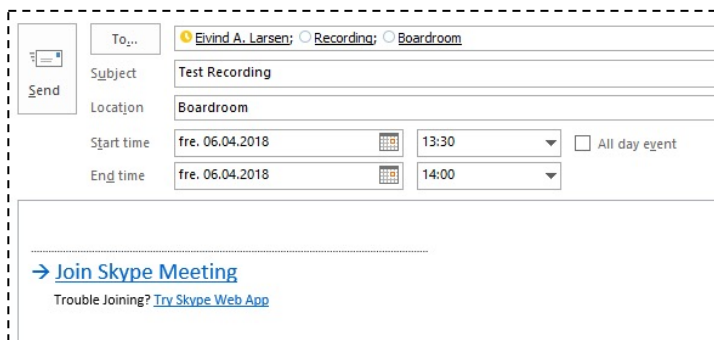
2 Click to join your meeting with one button! If you prefer no button you can configure SSS to dial into your room

Simply forward invitations from any of these to your video system and join in ‘one-click’



## NEVER MISS A MEETING – RECORD IT!

To stream or record and later playback a video meeting used to be quite an exercise. Now we have made it as easy as scheduling ordinary meetings with people and rooms



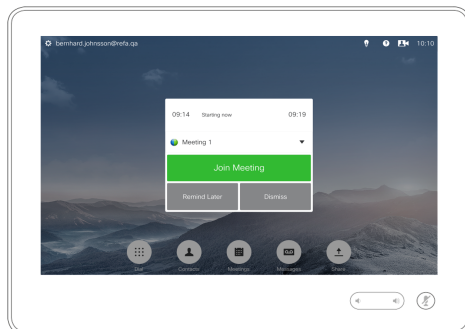
The screenshot shows an Outlook meeting scheduling interface. The 'To' field contains 'Eivind A. Larsen' and 'Recording'. The 'Subject' is 'Test Recording' and the 'Location' is 'Boardroom'. The start time is 'fre. 06.04.2018' at '13:30' and the end time is 'fre. 06.04.2018' at '14:00'. There is a 'Send' button on the left and a 'Join Skype Meeting' link at the bottom with a sub-link 'Trouble Joining? Try Skype Web App'.

1 Schedule your meeting in Outlook / Google Calendar. Add recording as a resource, the same way you add people.

E.g. record@acme.com



2 The recording will start automatically when the meeting starts and stop when meeting ends. When the meeting ends, you receive a personal link to the recording, to share, play or download.



3 Click to join your meeting with one button! If you prefer no button you can configure SSS to dial into your room

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This will facilitate the user experience for recording and streaming. We integrate with [rec.vc](https://rec.vc), [quickchannel.com](https://quickchannel.com) and [panopto.com](https://panopto.com)

# HOW TO GET STARTED

Synergy SKY Suite is quick and easy to install and configure!

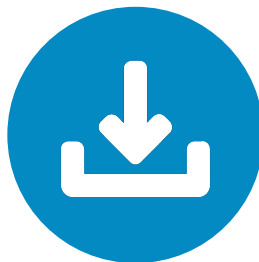
Install SSS on a Windows Server (or Windows 10 PC if allowed within your organization) and configure the following information into the configuration tool:

After installation, video admins add the following information into the SSS configurator tool:

- \* Exchange / G Suite server connection settings.
- \* MCU details (Pexip MCU that acts as Skype Gateway or CMS MCU for Dual Home meetings)
- \* Exchange video-enabled meeting-room resources.
- \* Sensors; add Synergy Senors or Cisco Webex Room Series

For more details see <https://support.synergysky.com/home.htm>

## GET YOUR FREE TRIAL OF THE SYNERGY SKY SUITE



Please contact us

If you want to upgrade the free trial at a later stage, that can be done with a license key. Just contact your Synergy SKY representative or [contact@synergysky.com](mailto:contact@synergysky.com)