Channel Partner

Marketing & Sales Enablement Guide

A comprehensive guide to Mersive's latest branding and messaging guidelines, creative assets, and sales enablement resources.

Last Updated May 2020

Getting Started

How To Use This Guide

This guide includes Mersive's latest branding and messaging guidelines, as well as instructions to access royalty-free logos, images, and other creative assets, all pre-approved for use in our channel partners' marketing materials. In addition, this guide also includes sales enablement resources for partner onboarding and product training.

All copy in this guide, including product and capability descriptions, is approved for use in sales and marketing materials. Please reference this guide as your resource for both verbal and written communications about Mersive, its products, and all product features and capabilities.

This is just one of the resources we make available to our partners. To learn more about our partner program, please visit mersive.com/partners.

Accessing Resources & Brand Assets

Mersive Partner Portal

Additional resources can be found in the Mersive Partner Portal, which serves as a hub for all partner-enablement assets and collateral.

Our partners receive access to the Partner Portal during their onboarding process.

If you are a current partner and are having any issues accessing the portal, please email us.

Brandfolder

Mersive uses Brandfolder for brand asset management. This is where you can find Mersive logos, product photos, slide deck templates, and other creative assets, all pre-approved for use in marketing materials.

Partners receive access to Mersive's Brandfolder as part of our partner onboarding process.

If you have any issues accessing or using Brandfolder, please email Mersive's Creative Director, Jennifer Adler.

Questions?

For Questions About	Contact	Email
Creative Assets	Jennifer Adler *Creative Director*	jadler@mersive.com
Messaging / Copy	Kate Bradley *Content Marketing Manager*	kbradley@mersive.com
Partner Program	Mersive Partner Program	partners@mersive.com

CONTENTS

Branding & Messaging

Mersive

Also acceptable: Mersive Technologies or Mersive Technologies, Inc.

WHEN TO USE: Use the descriptions below for general Mersive + Solstice platform overview messaging, "About Mersive", or boilerplate-type company descriptions needed for events and marketing materials.

SHORT DESCRIPTION: Mersive is a leading provider of software-based, cloud-enabled meeting collaboration solutions for both onsite and remote teams. Our platform, Solstice, provides content rich collaboration for both onsite and remote meeting use cases using existing enterprise network and web conferencing solutions of choice. Because Mersive takes a software-based approach to collaboration, we can offer integrated capabilities that have traditionally required additional hardware - such as digital signage, room analytics, active learning, and calendar integration - all managed from Solstice Cloud Management.

LONG DESCRIPTION: Mersive is a leading provider of software-based, cloud-enabled meeting collaboration solutions for both onsite and remote teams. Our platform, Solstice, is built around a core capability that allows simultaneous users to wirelessly share and control unlimited amounts of content to the room display over existing enterprise networks and can also extend content sharing to remote users through any of the major video conferencing services.

Solstice is designed to operate as an enterprise grade solution based on IP standards, with a priority on security and centralized management. Solstice utilizes software and cloud connected services along with a premise based I/O hub to offer adjacent market capabilities such as digital signage, room calendar integration, active video routing, and room analytics at a fraction of the cost of competing hardware based solutions.

With the addition of Solstice Conference, Solstice can fully support Bring Your Own Meeting (BYOM) requirements either as a standalone room system or integrated into an existing system for best in class content sharing. In either case, Solstice Cloud can provide meeting analytics for unprecedented insights into how rooms are being used, development of deterministic budgeting, and room design optimization.

With its OpenControl API, Mersive's Solstice can lend incremental value and improve the collaborative function of any room without forcing customers into its own ecosystem.

As a software company, Mersive is continually innovating and working closely with many of the world's leading corporate and higher-ed customers to provide the best collaboration solutions in the market. Our award-winning Solstice platform drives engagement and productivity, changing how industry leaders work and learn. The company is based in Denver, Colorado.
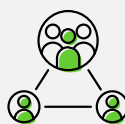
Problems We're Solving:

- Meeting collaboration, engagement, and productivity
- Delivering value from teamspaces during and between meetings
- Teamspace utilization analysis and optimization
- Priced to go in every meeting space
- Easy to use - enterprise grade security, performance, and management

Key Capabilities

Wireless Content Sharing
Unlimited user and content windows, full control for all participants
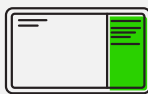
Room Conferencing
Share Solstice content across remote locations using all popular web conferencing solutions

Active Learning
Software based for ease of use and value

Digital Signage Playback
Extends digital signage to meeting spaces

Meeting Analytics
Match ROI to room design and budget

Product Ecosystem

Solstice Pod

- Collaboration platform for shared spaces
- Unlimited content sharing, control, and markup
- Airplay and Miracast Support
- Calendar Integration
- Digital signage playback
- API for third-party integrations
- Enterprise secure and scalable
- Limited hardware warranty (up to 3 years)

Solstice Conference

- Bridges the Solstice experience to remote participants
- Leverages existing laptop-based conferencing services
- One-step to start the meeting
- Integrates with room audio and video peripherals
- Included for 1 year with every Solstice Pod

Solstice Active Learning

- Active video routing for multi-screen environments
- App with easy drag-and-drop interface
- Video routing API for custom integrations

Solstice Cloud

- One-stop deployment management
- Remote deployment monitoring
- Automated email alerts
- Schedulable software updates
- Powerful customization options
- Meeting analytics and insights

Current U.S. pricing information can be found in the Partner Portal.

Individual Product & Capability Descriptions

Solstice: The Ultimate Meeting Collaboration Platform

WHEN TO USE: Use the descriptions below for messaging about Solstice as a holistic collaboration platform.

WHAT IT IS: High-performance, in-room meeting collaboration platform.

SHORT DESCRIPTION: Solstice is a software-based, cloud-enabled teamspace collaboration platform optimized for both onsite and remote participants. It allows simultaneous users to wirelessly share content to the room display and seamlessly bridges to remote locations using any major video conferencing service. Cloud-based integrations, management, monitoring, and analytics allow administrators to optimize their meeting and learning spaces.

LONG DESCRIPTION: Solstice is a software-based, cloud-enabled teamspace collaboration platform optimized for both onsite and remote participants. It allows simultaneous users to wirelessly share and control unlimited amounts of content to the room display over existing enterprise networks and can also extend content sharing to remote users through any of the major video conferencing services.

Solstice is designed to operate as an enterprise-grade solution based on IP standards, with a priority on security and centralized management. Solstice utilizes software and cloud connected services along with a premise based I/O hub to offer adjacent market capabilities such as digital signage, room calendar integration, active video routing, and room analytics at a fraction of the cost of competing hardware based solutions.

With the addition of Solstice Conference, Solstice can fully support BYOM requirements either as a standalone room system or integrated into an existing system for best in class content sharing. In either case, Solstice Cloud provides managers with complete control of Solstice deployments, allowing them to manage, analyze, and optimize Solstice-enabled rooms with ease, as well as activate cloud-based services and integrations such as calendaring, digital signage, and active learning. Robust OpenControl API further improves the collaborative function of any room.

Solstice's software based architecture allows Mersive to deliver new features and capabilities via software updates for ongoing optimization of meeting and learning spaces.

Key Capabilities:
- Multi-source wireless content sharing
- Content control and moderation
- On-screen markup
- 4K Streaming
- Digital signage playback
- Calendar integration
- OpenControl API
- Platform for cloud-based services and integrations

Solstice Creative Assets >>

Solstice Overview >>

Solstice Documentation >>

Solstice Cloud

WHAT IT IS: Cloud-based portal for global monitoring, management, and analytics of Solstice deployments.

SHORT DESCRIPTION: Solstice Cloud is a secure cloud-based portal that provides complete control of entire Solstice deployments. With Solstice Cloud, technology administrators can manage, analyze, and optimize Solstice-enabled rooms with ease, and activate other cloud-based services and integrations such as Solstice Conference, Active Learning, calendaring, digital signage, and more.

LONG DESCRIPTION: Solstice Cloud is a secure cloud-based portal that provides complete control of entire Solstice deployments. With Solstice Cloud, technology administrators can manage, analyze, and optimize Solstice-enabled rooms with ease, and activate other cloud-based services and integrations such as Solstice Conference, Active Learning, calendaring, digital signage, and more.

Solstice Cloud Management provides easy deployment, organization, monitoring, and updating of Solstice Pods from anywhere in the world. Customization options include configuration templates, user-defined room categories, and scheduled updates, providing administrators with flexibility and the ability to easily scale while optimizing room configurations.

Solstice Cloud Analytics collects de-identified data on Solstice-enabled rooms – such as busiest meeting rooms and times, types of connected devices, amount of content shared, and meeting duration – providing companies with unprecedented insights on collaboration spaces that can be used to optimize meeting and learning spaces and inform future budget decisions.

Key Capabilities:
- One-stop deployment management
- Remote deployment monitoring
- Automated email alerts
- Schedulable software updates
- Powerful customization options, including configuration templates
- Meeting analytics and insights

Solstice Cloud Creative Assets >>

Solstice Cloud Overview >>

Solstice Cloud Documentation >>

Solstice Conference

WHAT IT IS: Capability that bridges Solstice-enabled teamspaces to video conference sessions.

SHORT DESCRIPTION: Solstice Conference delivers rich content-based collaboration for both onsite and remote teams, with agnostic conferencing support and one-click start for all major conferencing services including Zoom, Webex and Teams. Solstice gives organizations a flexible and affordable enterprise-grade room system that unifies the power of web conferencing with the power of Solstice's category-defining wireless content sharing in a single, unified platform.

LONG DESCRIPTION: Solstice Conference delivers rich content-based collaboration for both onsite and remote teams. With agnostic conferencing support and one-click start for all major conferencing services – including Zoom, Webex and Teams – Solstice offers a stand alone room system that is both flexible and cost effective.

With a one-click start for meetings, start-up times and support burden are reduced. And regardless of whether they're in the room or connected via web conference, participants can see and hear everything that happens, improving meeting engagement and participation. And by utilizing only local networks for content sharing, Solstice supports high-performance, in-room sharing of up to 4K content with no external bandwidth costs.

Solstice also supports room cameras, microphones, soundbars and more – virtualizing the in-room experience and delivering the value of a traditional video conferencing room system at a fraction of the cost. And Solstice can be easily integrated with larger, more complex room designs by leveraging its OpenControl API and versatile I/O hub.

Solstice gives organizations a flexible and affordable enterprise-grade room system that unifies the reach of web conferencing with the power of Solstice's category-defining wireless content sharing in a single, unified platform.

Key Capabilities:

- Enhances web conferencing with rich content-based collaboration
- Agnostic conferencing support for all major conferencing services
- One-step meeting start
- Integrates with room cameras, microphones, soundbars and more

Solstice Conference Creative Assets >>

Solstice Conference Overview >>

Solstice Conference Documentation >>

Solstice Active Learning

WHAT IT IS: Software-based video switching and routing for multi-screen environments.

SHORT DESCRIPTION: Solstice Active Learning provides software-based video routing and switching for multi-screen environments, such as active learning rooms, overflow spaces, and confidence monitors. The drag-and-drop interface allows users to virtually map rooms in minutes and route video in real-time all using the Active Learning app.

LONG DESCRIPTION: Solstice Active Learning provides a software-based video routing solution and switching for use in multi-screen environments, such as active learning rooms, overflow spaces, and confidence monitors. The drag-and-drop interface allows users to virtually map design rooms in minutes and route video in real-time all using the Active Learning app.

As a software-enabled technology, Solstice Active Learning provides a flexible solution for education facilitators to easily route video and broadcast messages within multi-screen environments to enhance the teaching and learning experience. And unlike hardware-based solutions, Solstice does not require expensive AV control programming.

This software-based approach is more affordable and flexible than hardware-based solutions, allowing schools to deploy a greater number of active learning spaces, add new team tables, or reconfigure existing rooms without incurring additional design and build costs.

Key Capabilities:
- Active video routing for multi-screen environments
- App with easy drag-and-drop interface
- Built-in student engagement tools
- Video routing API for custom integrations

Solstice Active Learning Creative Assets >>

Solstice Active Learning Overview >>

Solstice Active Learning Documentation >>

Solstice Subscription Options

Solstice Subscription

WHAT IT IS: Annual subscription that enables access to regular software updates for new features and product improvements, deployment monitoring and analytics, limited hardware warranty, access to use Solstice Conference capability, and more.

DESCRIPTION: As a software company, Mersive is continually innovating and working closely with many of the world's leading corporate and higher-ed customers to provide the best collaboration solutions in the market. Solstice Subscription entitles customers to experience the best of Solstice by providing important capabilities designed to make meetings more inclusive and engaging. Solstice Subscription is required to access regular software updates that deliver new product features and improvements, premium support, deployment monitoring and analytics, and access to Solstice Conference. One year of Solstice Subscription is included with the purchase of every Solstice Pod.

Solstice Subscription >>

Products >>

Solstice Active Learning Subscription

WHAT IT IS: Annual subscription that includes all capabilities of Solstice Subscription with the additional ability to enable video routing and other features for multi-screen environments.

DESCRIPTION: Solstice Active Learning Subscription includes everything provided in Solstice Subscription plus real-time video routing and on-demand messaging capabilities across Solstice-enabled displays deployed in multi-screen environments. Solstice Active Learning Subscription enables Mersive customers to extend software-based video routing to Solstice-enabled spaces such as active learning classrooms, corporate training centers, overflow spaces, and confidence monitors.

Solstice Subscription >>

Products >>

Digital Signage

WHAT IT IS: Integration that extends HTML-based digital signage feeds to your Solstice Pods.

DESCRIPTION: Solstice's digital signage playback extends wireless collaboration to signage spaces and signage to collaboration spaces. This feature allows administrators to centrally configure Solstice endpoints with HTML-based signage feeds using the digital signage provider of their choice, including Appspace, TriplePlay, Signagelive, and more.

Digital Signage Creative Assets >>

Digital Signage Overview >>

Digital Signage Documentation >>

Digital Signage Integration Training >>

Room Calendar Integration

WHAT IT IS: Integration that enables display of room schedule information on Solstice welcome screen.

DESCRIPTION: Solstice's room calendar integration displays upcoming scheduled meetings for a room on the Solstice welcome screen when Solstice is not in active use for content sharing. Office 365 and Microsoft Exchange Server are supported natively and configurable via the Solstice Cloud, with robust configuration capabilities, such as various authentication modes and display options. Additionally, other calendars or scheduling systems such as Google Calendar can be integrated via Mersive's OpenControl APIs.

Room Calendar Integration Creative Assets >>

Room Calendar Integration Overview >>

Room Calendar Integration Documentation >>

Room Calendar Integration Training >>

Creative Assets & Logos

Brandfolder

Mersive uses Brandfolder for brand asset management. This is where you can find Mersive logos, product photos, slide deck templates, and other creative assets, all pre-approved for use in all marketing materials.

Within Mersive's Brandfolder, you will find the images/ assets organized into categories for logos, products, product capabilities, etc. Viewing, selecting, and downloading images is very simple.

For any issues accessing or using Brandfolder, please contact Mersive's Creative Director, Jennifer Adler at jadler@mersive.com.

Asset Request

For special requests for creative assets beyond what is available through Brandfolder, please see the instructions in Brandfolder.

Sales Enablement Resources

NOTE: Some resources linked below require access to the Partner Portal.
If you need assistance accessing resources, please email us.

Partner Enablement Assets and Collateral

Partner Portal

Mersive's Partner Portal is the hub for all marketing and sales enablement partner resources, including onboarding and training materials, branding and messaging guidelines, sales and marketing resources, product documentation and support, competitive assets, and more.

To Access the Partner Portal

You should receive access to the Partner Portal as part of your onboarding process.

If you haven't received the link or are having any issues accessing the portal, please email us.

Partner Onboarding

An overview of Mersive's Partner Program, including Mersive's history, a product overview, the Mersive Advantage and what sets Solstice apart, programs and resources, and sales processes and operations is available in the Partner Portal.

Start Here:

Mersive Partner Program Overview >>

Mersive Partner Onboarding Deck >>

Mersive Corporate Overview >>

About Mersive >>

Mersive Media Kit (PDF) >>

Partner Training Resources

Mersive's partners have access to our CTS accredited online Solstice Certification Program, Partner Portal resources, and ongoing training through documentation, videos, webinars, and other training events.

Solstice Certification

CTS Accredited Online Solstice Certification Program

Solstice Training and Certification is open to all Mersive partners who want to become Solstice certified. The program consists of two parts with four videos each, providing a comprehensive overview of the Solstice product suite, features, functionality, deployment considerations, and best practices.

Mersive Solstice Training & Certification Program >>

Solstice Product Training Video Series

Regularly updated training on all of our latest products and capabilities.

Solstice Product Training Series >>

Product Training & Documentation

Product Documentation & Guides
Current documentation, including admin guides, user guides, feature documentation, specs, and web resources.

Mersive Solstice Documentation >>

PDF Guides >>

Solstice Release Notes >>

What's New >>

Solstice Subscription >>

Videos
Links below direct to videos about Mersive, Solstice, product features and integrations, and the Solstice Training Series.

Latest Training Videos >>

Partner Portal Training Resources & Videos >>

Mersive YouTube Channel >>

Solstice Training Series >>

End-User Training >>

Webinars
Mersive provides ongoing webinars related to new product launches, feature and update releases, partner programs, and other announcements.

2020 Mersive Partner Kickoff Webinar >>

2020 Mersive Partner Kick-Off Slide Deck (PDF) >>

Competitive Comparison

Despite its success, Mersive is still vastly under distributed compared to Barco, Crestron, and even Kramer, so it remains a unique offering and can provide a competitive advantage against other resellers in the market. Solstice is second to only Barco in market share and tied with Crestron depending on geo and vertical, despite having a sales force one-tenth the size of our bigger competitors. With the addition of Solstice Conference, Solstice can fully support BYOM requirements either as a standalone room system or integrated into an existing system for best-in-class content sharing, making it an ideal platform for a wide range of customer needs. The links below provide access to individual battle sheets comparing Solstice and competitive offerings.

The Mersive Advantage >>

Solstice vs. the Competition: 1:1 Competitive Comparison Sheets >>

Product & Technical Support

Resources below include links to deployment documentation, customer service support topics, how-tos, support ticket entry, and additional product information and training.

Solstice Deployment Guide >>

Customer Service & Support Tickets >>

Introducing Solstice to the IT Department >>

Connect with Mersive

More questions? Be sure to visit our Partner Portal and the Mersive website for the latest resources and messaging, and you can always reach out to partners@mersive.com with any questions. Finally, follow and engage with us through our social channels for the latest product and event announcements.

Learn More

Visit the Partner Portal and our website for partner resources.

Questions?

Reach out to our team by emailing us at partners@mersive.com.