



MICROSOFT LYNC SOLUTIONS

Unifying Communications with the Active Communications Solution



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WHO ARE VIDEOCENTRIC?

VideoCentric is the UK's leading end-to-end solutions integrator for Video Communications and Collaboration solutions. With deep expertise in Video Network Infrastructure and the integration of Unified Communications solutions with Video Conferencing and Telepresence, the VideoCentric team provides tailored solutions from all of the worlds' leading video communication vendors alongside the highest available level of services and award-winning support, training and network integration & configuration.

VideoCentric is accredited with all the worlds' leading Video Conferencing, Collaboration and Networking manufacturers and brings together some of the UK's most experienced members of the Video Conferencing and Video Network Industry, with each Director amassing between 20 and 35 years' experience in video conferencing, video network infrastructure and telecommunications, and Executive team members holding many years of expertise in distribution, cloud services and network design.

VideoCentric have the UK's most comprehensive HD interoperability testing suites with vendor Unified Communication strategies integrated in live "test bed" facilities, and new products-to-market being put through stringent tests before being accepted for VideoCentric's product portfolio. VideoCentric's testing suites also ensure maximum interoperability & usability whilst ensuring our support & technical staff are fully trained in supporting any solution ahead of it going to market.

The VideoCentric team is dedicated to helping you develop and unify your communication strategy around your business needs whilst becoming a more profitable, efficient and competitive company within your industry.

This solution brief is designed to help you understand the Active Communications Solutions for Microsoft Lync.

To learn more about VideoCentric's Lync offerings or UC integration solutions, please contact us:

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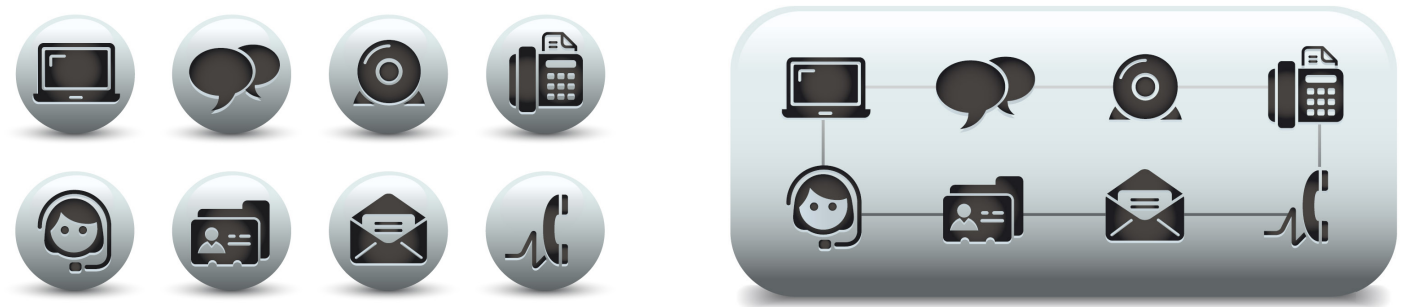
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WHAT IS UNIFIED COMMUNICATIONS?

Unified Communications (UC) is improving and enhancing the way that enterprises and individuals not only communicate but also in the way business is transacted. By incorporating multi-media applications (voice, video, IM, presence) into a single, feature rich user experience, significant productivity and efficiency gains can be achieved.



Typical forms of communication, each separate...

...UC integrates each into a single solution

Historically, all the forms of communication technology, both real-time and non-real-time, are separate, islands requiring an application for each. Unified Communications takes all of these and integrates them into one unified platform, allowing users to choose their preferred medium of communication whilst reducing costs and greatly simplifying administration.

How can UC help my company?

UC solutions can deliver several key benefits:

- Reduce additional costs by converging multiple communication modes over a single, shared IT network.
- Reduce capital expenditure and minimise operating expenses by eliminating the need to buy and manage multiple, independent systems for telephony, collaboration, and more.
- Boost business productivity by improving the efficiency of communications across the workforce.
- Enhance collaboration capabilities between distributed teams & complete projects rapidly.

With UC solutions, employees gain the tools they need to work anywhere, with any device, at any time. The mobility offered by UC solutions enables organisations to extend the work environment beyond the traditional office and desktop. Remote workers can log in to a UC system on the road and have access to all the same capabilities that they have when office-based. This includes seeing co-workers' presence online, as well as having access to instant messaging, audio and video conferencing, and collaboration capabilities.

WHAT SORTS OF BUSINESSES CAN BENEFIT FROM UC?

UC solutions can help organisations of all sizes, from small businesses to large-scale global enterprises. Small companies can eliminate the costs of owning and operating a traditional phone system while accessing enterprise-class tools that help improve competitiveness. Despite having limited IT resources, small businesses can more easily manage internal and external communications systems with UC.

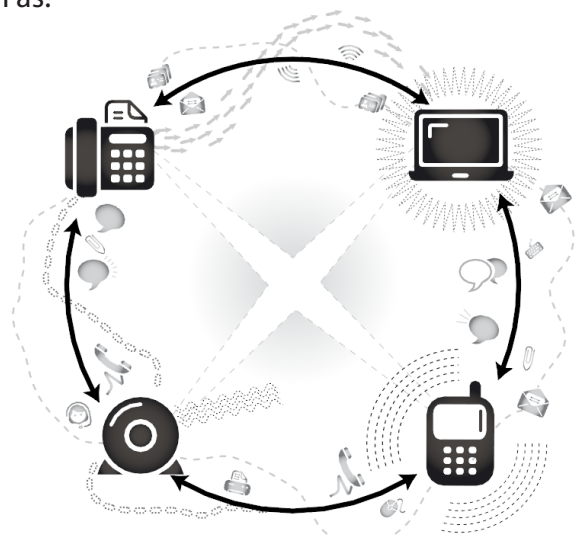
Large organisations can enhance the efficiency of business processes, improve collaboration among geographically distributed teams, and generate telephony cost savings commensurate with the scale of their communications infrastructure. And by consolidating the infrastructure required for multiple modes of communication, UC can help organisations of all sizes access a broad range of tools while streamlining IT administration.

Demand for Unified Communications will continue to grow as the Skype generation increasingly enters the workforce, and an increasingly virtual workplace demands improved collaboration for physically separated employees.

With Microsoft's recent purchase of Skype for \$8.5bn it is reasonable to expect further acceleration of the UC market. Why? Residential users of Skype understand and recognise the full benefits of a collaborative experience. Combining various multi-media streams such as voice, video, IM and presence takes communications to a new level in the home environment. With "consumer-isation" becoming more pervasive, home users are demanding these rich collaboration experiences be replicated in the workplace. There are numerous interaction profiles aligning with different worker types including office or home based workers, contact centre agents, road warriors and teleworkers.

UC clearly adds efficiency and productivity gains to each such as:

- Faster customer response times
- Improved business outcomes
- Increased first call resolution
- Business continuity & resilience
- Reduced carbon footprint
- Reduced Capital and Operational Expenses (CapEx & OpEx)
- Improved supply chain integration and customer collaboration



MICROSOFT LYNC 2013

Workplaces are changing. Teams are more distributed. People need productivity tools that enable them to work from virtually anywhere. Yet, despite organisations' technology investments, users struggle to stay connected with colleagues and the business.



Slow innovation in traditional technologies, like telephony, forces users to choose other modes for collaboration and communication, making it challenging for IT professionals to deliver new capabilities in an integrated, cost-effective, and secure manner.

Microsoft Lync 2013 is an enterprise-ready unified communications platform that connects people everywhere, on Windows 8 and other devices, as part of their everyday productivity experience. Lync provides a consistent, single client experience for presence, instant messaging, voice, video and meetings. Lync 2013 supports multiparty HD video conferencing, modern "touch first" capabilities for fast and natural communications, and work anywhere scenarios that do not require a VPN for encryption.

Lync 2013 users can connect to anyone on Skype, enabling rich communication with hundreds of millions of people around the world. The unified nature of the system helps reduce costs and facilitates rapid user adoption. And, because Lync is broadly interoperable, it fits into existing IT infrastructure for easier deployment and migration.

Users seek communications tools that make their work easier and are available anywhere, anytime - including within the context of other applications. Microsoft Lync 2013 is the rich client application that provides presence, IM, voice, and ad hoc collaboration and online meeting capabilities through a single interface.

Business Need	See
Find and Communicate with the right person	Rich Presence, Skill Search
Create a more interactive work environment by building social connections	Activity Feed
Communicate naturally, the way users work	Office Integration, Enterprise Voice
Make every interaction a near face-to-face meeting	Unified Conferencing
Communicate with context from Microsoft Office Applications	Office Integration
Stay connected from virtually anywhere	Enterprise Voice

MICROSOFT LYNC CAPABILITIES

IM & Presence

Rich presence and instant messaging capabilities in Lync Server 2013 helps workers find and communicate with one another efficiently and effectively. Lync Server 2013 provides an immediate, visual representation of a user's availability, or presence. Presence can be enhanced with physical locations relative to corporate network access points and using features such as persistent chat and tabbed conversations, along with the capability to search message history provides for a rich quality of experience.

Enterprise Voice

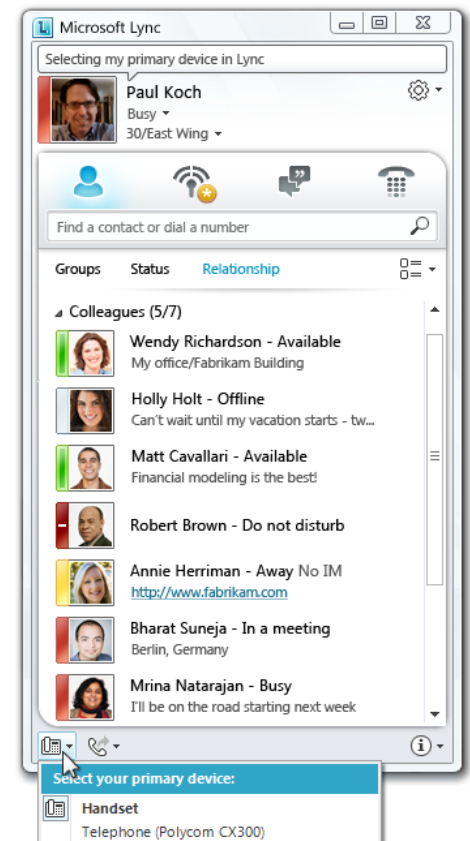
Lync provides enterprise voice capabilities that can enhance or replace traditional PBX systems. These capabilities include common calling features such as answer, forward, transfer, hold, divert, release, and park and a wide range of telephony features including Visual Voicemail, Team Calling, Response Groups, Simultaneous Ringing and more; with the capability to escalate voice calls within the Lync 2013 client to a full HD video conference, Lync provides for a very powerful communications tool for organisations.

Unified Conferencing

Conferencing capabilities are historically evaluated and acquired by workload and limited to users within a department or division within the enterprise. Lync Server 2013 aspires to remove those boundaries, delivering efficiency and cost savings by delivering a unified solution with feature parity to multiple single-workload solutions. New features, a unified client, and simplified operation drive adoption to help users improve productivity without extensive training.

Scheduling, Managing and Joining Online Meetings

Online meeting tools integrated into Outlook 2013 enable organisers to schedule a meeting or start an impromptu conference with a single click and make it just as easy for attendees to join. Attendees can be placed in a "lobby," helping the meeting organiser to control access. The meeting roster clearly displays titles and names of attendees. A Web client extends rich conference features to participants who do not have the desktop Lync 2013 client.



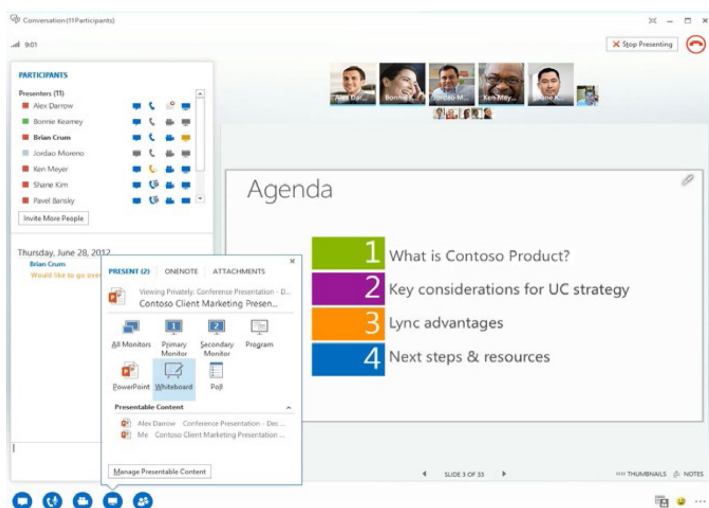
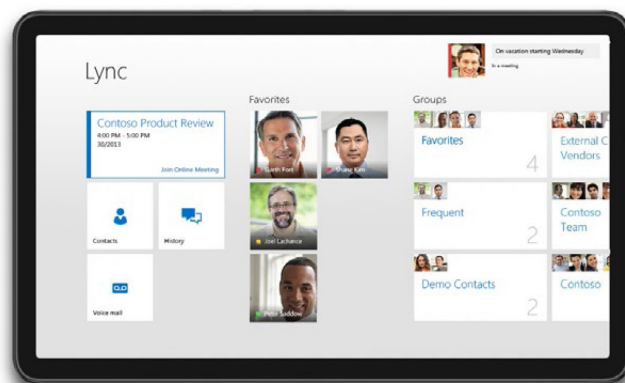
Audio Conferencing

Audio conferencing is a fundamental need for many businesses and presents a great opportunity for cost savings when deployed on-premises. Lync Server 2013 provides a user experience that is familiar to users of traditional audio bridge services including PSTN dial-in services with touch-tone call control commands. At the same time, it incorporates powerful scheduling, joining, and management features available only with an integrated Unified Communications platform.

Video Conferencing

Video conferencing is becoming increasingly important as organisations get more distributed and mobile because it provides a more personal experience that supports effective team-building. Complex interfaces, high cost, and limited features have reduced adoption of video conferencing across the broader workforce. Lync Server 2013 simplifies the user experience by incorporating video into the unified client so that adding scheduling an online meeting with video or escalating to video spontaneously is seamless and easy.

Microsoft Lync also integrates with the Polycom RealPresence Platform, that enables users to collaborate from their desks, on the road, at home or in a professional video conferencing suite or conference room. Furthermore, through integration with Polycom RealPresence, customers can benefit from an enterprise quality, personalised communications experience that is more collaborative, engaging and accessible with lower costs and improved productivity.



Application & Document Sharing

By integrating traditional application and document sharing into the streamlined Lync 2013 client, Lync Server 2013 delivers a highly accessible and reliable tool that virtually everyone can use. Combined with audio or video conferencing, the result is a highly immersive and collaborative session that is simple to facilitate.

THE ACTIVE COMMUNICATIONS SOLUTION

The Active Communications Server is an all-in-one UC platform based upon Microsoft Lync Server and is a fully-featured Unified Communications solution delivering Presence, Instant Messaging, Video Conferencing and Voice for organisations of any size. ACS is the most cost effective solution enabling rapid implementation of a Microsoft Lync solution in a small 1U footprint.

The ACS platform is an easy to deploy UC solution that consolidates the number of appliances and servers required. With its 'out of the box' ready to deploy implementation, the ACS solution reduces deployment costs and complexity, shortens the install and implementation cycle, and delivers a faster customer return on investment.

Advanced techniques are used to quickly and easily install ACS within the enterprise network. The Active Directory Connector facilitates a quick and easy integration within the existing IT environment without any disturbance to the existing infrastructure. The integrated administration application provides an intuitive interface for managing moves, adds and changes and other routine maintenance tasks.

The ACS UC solution can integrate either with the existing PBX in a hybrid deployment scenario, or as a replacement for either a traditional TDM based or other VoIP PBX as the primary communication solution. Deployment of Microsoft Lync solution has never been easier!

Deployment Scenarios

There are numerous deployment scenarios for the ACS Microsoft Lync Solution:

- Integration with legacy telephony infrastructures
- Enhanced functionality of existing telephony platform
- Replace end of life PBX
- Deployment of a new Unified Communications and Collaboration telephony solution
- Stand alone configuration
- High Availability configuration
- Hosted cloud based Microsoft Lync and support for Microsoft Office 365

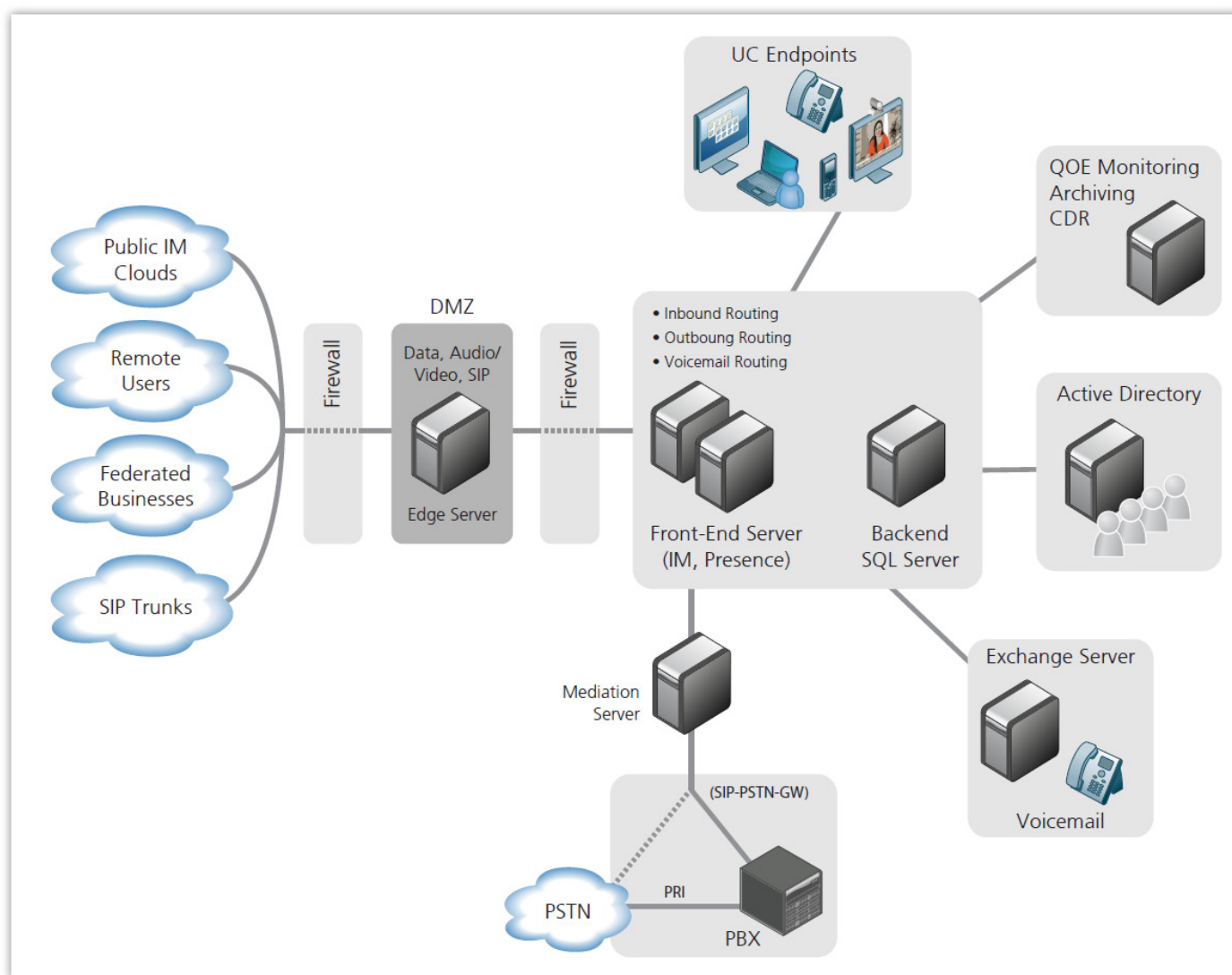


THE ACTIVE COMMUNICATIONS ADVANTAGE

Deployment of a Microsoft Lync solution requires specialist skills and understanding of the underlying IT infrastructure. The very nature and complexity of enterprise client/server networks means that user moves, adds and changes can be very time consuming even without including deployment of new applications.

A Microsoft Lync architecture is complex and relies upon multiple server roles as well as physical elements of server hardware.

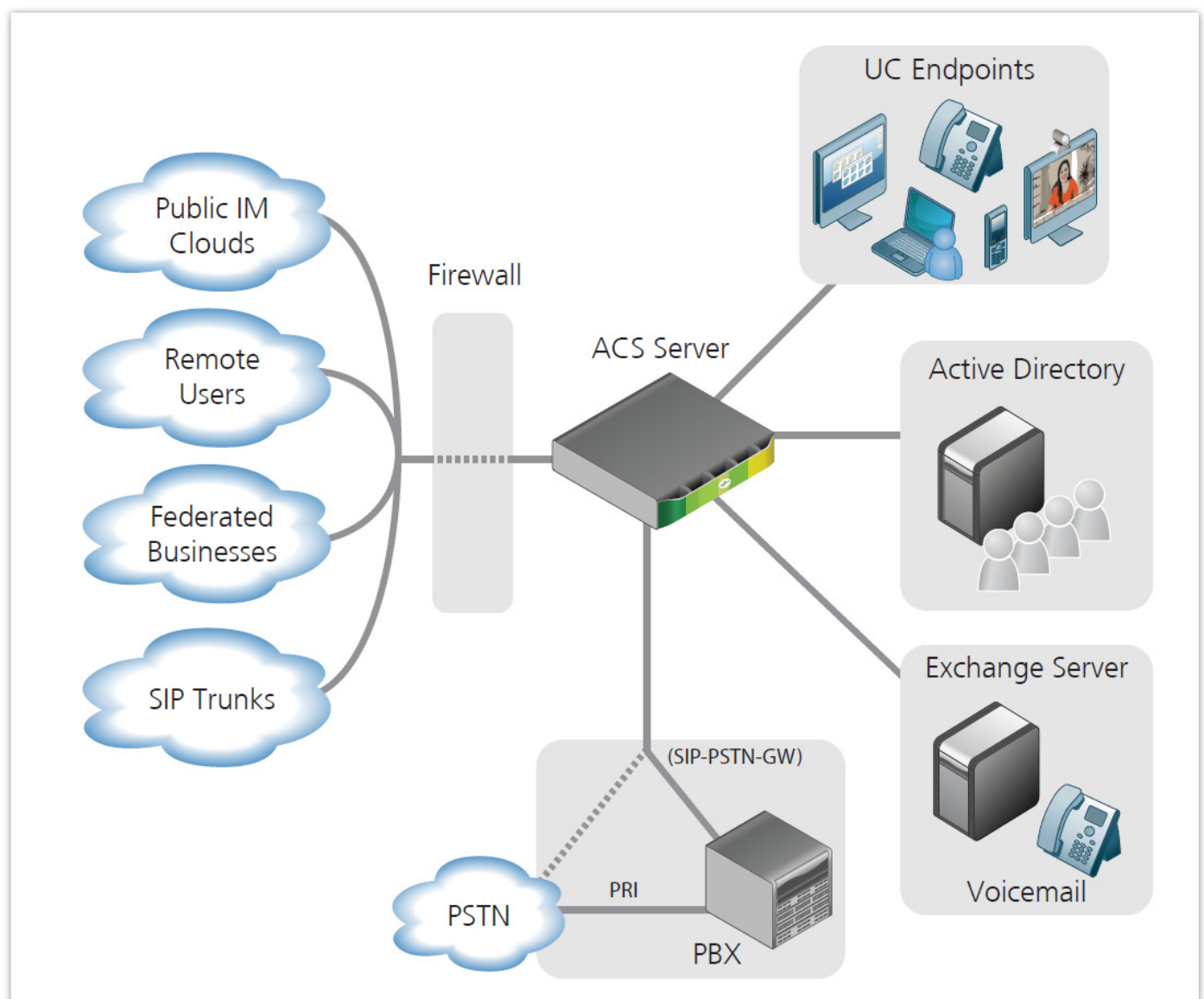
Before deployment of ACS



However, the ACS solution significantly decreases the time to deploy a Microsoft Lync solution with minimal impact to the underlying network infrastructure. By virtualising multiple applications and co-locating server roles the Active Communications server enables rapid deployment of a Microsoft Lync solution.

- Reduced complexity
- Simplified management via the ACS management dashboard
- No impact to customer Active Directory configuration
- Preloaded hardware with Microsoft Lync and associated servers and roles

After deployment of ACS



ACTIVE COMMUNICATIONS SERVER SUMMARY

Streamlined Communications

The Lync 2013 client is available for Windows, Mac OS, iOS, WP8 and Android, unifying the user experience across these devices and increasing employee productivity

User Controlled Communications

Users immediately find the right person and communicate with them using the preferred medium: voice, video, IM. Truly integrated communication enhances effectiveness.

Reduced Cost of Ownership

With one system management interface, user moves, adds and changes (MACs) can be made quickly without affecting the corporate network topology. Enhanced functionality can be added and integrated with an existing telephony solution without the need for costly forklift upgrades to the existing telephony network.

Reduced Implementation Time

The ACS appliance simplifies management and reduces deployment cost, without consuming IT support time. Deploying ACS doesn't require complex changes to the existing solution, enabling deployment during business hours without necessitating downtime to the corporate network.

Scalability

The ACS appliance has a 'day 1' capacity of a maximum of 2,500 users and can accommodate up to 250 simultaneous voice / video sessions. This can be expanded further through the addition of additional server hardware and roles. Standalone and high availability options available for improved resiliency.



Unified Communications Enablement

The ACS appliance can be deployed within the existing environment to deliver added UC features and functionality not available from the existing telephony platform. Equally it can replace the entire telephony infrastructure delivering a cost effective approach to delivering a feature rich telephony UC solution.

Flexibility

Suitable for soft-phones, headsets or desk phones. Employees can work from home as if they are in the office and collaborate from different locations.

Advanced Security

The ACS uses Advanced Security and Virtualisation technology and is based on a single redundant server with dual power supply and RAID 5. The unique Active Directory connector removes the need for schema extensions in the enterprise active directory, without compromising functionality. The ACS management suite allows for regular maintenance, online reporting and proactive monitoring of the Lync 2013 environment through the online user interface either on-site or remotely.



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