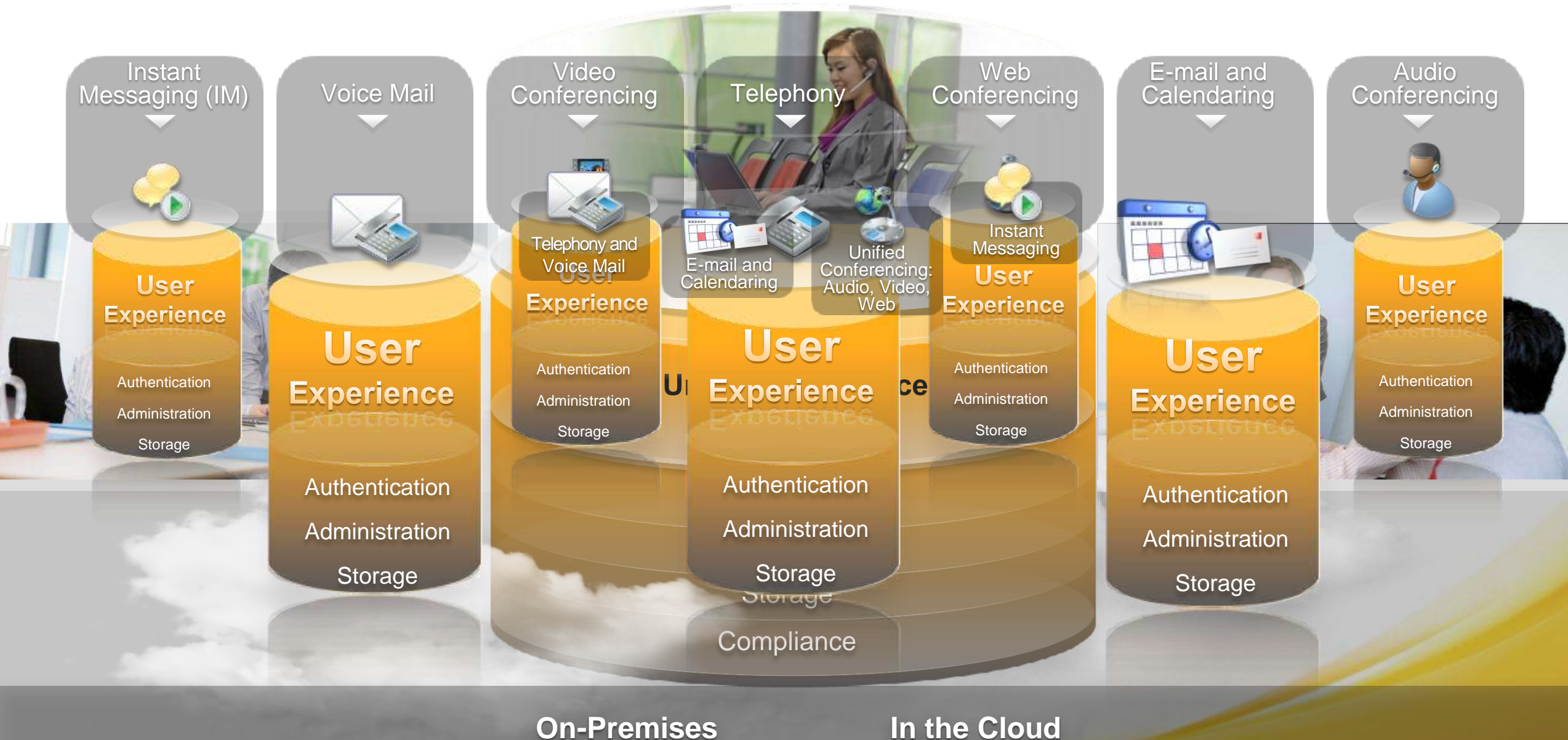


Microsoft Lync Business Value and Capabilities

Joe Straining
Lync Technical Specialist
Microsoft Corporation

Microsoft Communication Offering



A photograph of Bill Gates on a stage, gesturing with his right hand while speaking. He is wearing a dark suit jacket over a light blue button-down shirt. The background is dark and out of focus.

"In the next decade, sweeping technology innovations driven by the power of software will transform communications."

Bill Gates, October 16, 2007

Microsoft Office Communications Server 2007 Launch

Lync 2010 Connects People in New Ways

Instant Messaging
and Presence



Audio, Video,
and Web Conferencing



Enterprise Voice
and Telephony



Lync 2010 Connects People in New Ways

Instant Messaging
and Presence

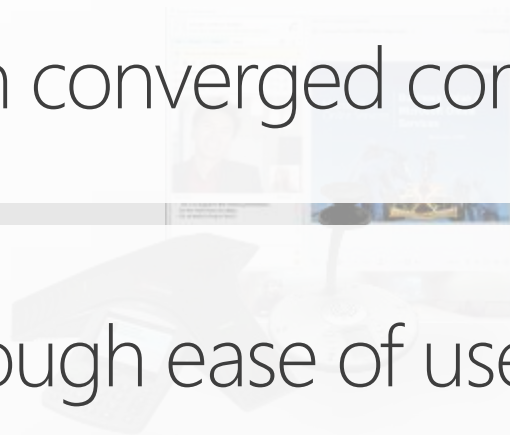
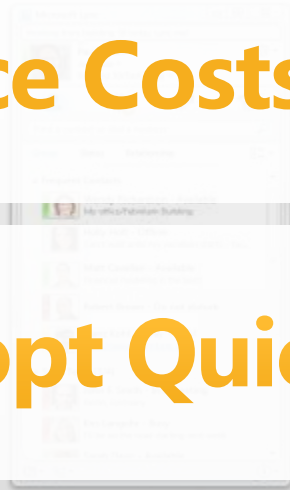
Audio, Video,
and Web Conferencing

Enterprise Voice
and Telephony

Reduce Costs through converged communications

Adopt Quickly through ease of use

Ease Deployment through interoperability and extensibility



Reduce Costs through Converged Communications



*"We expect to be saving – across the board with the UC suite – **in the neighborhood of \$9,000,000 - \$10,000,000 a year** just in our enterprise costs."*

Mike Browne,
Sprint

Adopt Quickly through Ease of Use



*“When we deployed Lync, it was the fastest take up of any product we’ve ever deployed across the business. What we found when we got it out there, was it spread like wild fire. It was just intuitive and they picked it up. **60% of people were using it within 24 hours** of that tool landing on their desktop. We put it across 32,000 people in a couple of weeks. There were no compatibility issues, there were no scalability issues; it just worked!”*

**Mark Griffith,
Commonwealth Bank of Australia**

Ease Deployment through Interoperability and Extensibility



"We need design information as fast as possible on the shop floor and here Lync supports us and reduces time efficiently and effectively."

**Werner Wind, CIO,
Herrenknecht**

Business Impact of Lync



How can you help drive profitability and business impact

Decrease costs

By reducing telephony, conferencing, and IT administration costs



Improve business outcomes

By maximizing individual productivity, and fostering team collaboration



Forrester **Total Economic Impact** of Microsoft Lync

\$18.6 MILLION DOLLARS

in benefits over a 3 year period

UP TO 337% ROI

risk adjusted over 3 years

Business Impact of Lync – What Microsoft Achieved

UC generating savings >\$215 million annually



Microsoft IT used Forrester's business value framework to measure overall impact of UC deployment at Microsoft:

- E-mail, instant messaging, presence and conferencing: 166,000 users
- Voice: 80,000 users
- Unified Messaging: 90,000 users

Reduced Costs

Reduced Audio Conf Costs	95% reduction (\$8 million)
Reduced IT Infrastructure Costs	\$22 reduction/office move (\$1 million)
Reduced Travel Costs	10% reduction in trips/employee (\$92 million)

Improved Business Outcomes

Improved User Productivity	28 min saved/day/employee (\$86 million)
Shorten Sales Cycle	6.5% increase in proposals (\$11 million)
Reduced Carbon Emission	100 million miles in avoided air travel (17,000 metric tons)

Lync Capabilities



Reduce Costs through converged communications

Adopt Quickly through ease of use

Ease Deployment through interoperability and extensibility



Microsoft®
Lync™
demo

Bring Conferencing to Everyone

Whatever You Choose



Microsoft Lync™ 2010 and webcam



Existing conferencing room with audio/video (A/V) capability



Telepresence and room systems

Wherever You Are



Inside your organization



Mobile workforce



Customers/partners

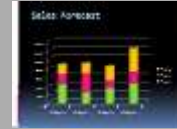


Remote workers

Outside the firewall

As Much As You Like

Web Conferencing



Video Conferencing

- Telepresence systems
- Extending A/V-enabled rooms
- Desktop with webcam



Audio Conferencing



*"We believe we can reduce our expenses for hosted solutions more than **50% by moving conferences** from our current solutions to Lync."*

**Naoya Ogasawara,
Nikon**



Lync Server (on-premises) provides native dial-in audio conferencing

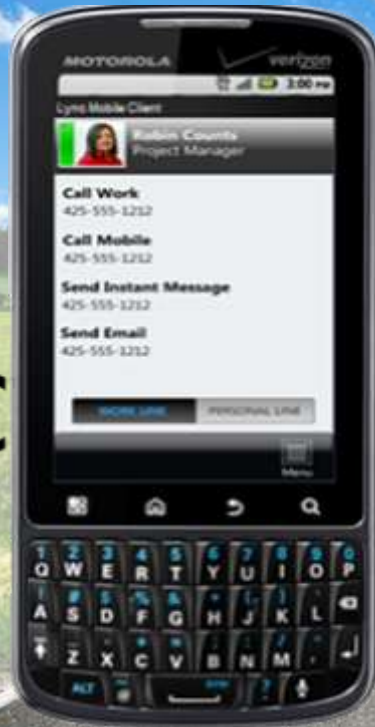


Lync Online requires a separate service from a third-party provider for dial-in audio conferencing

Lync Roadmap in 2011



Windows Phone 7



Android



Blackberry



iPhone



Nokia

Presence and Instant Messaging



Contact Card

Presence in Lync client



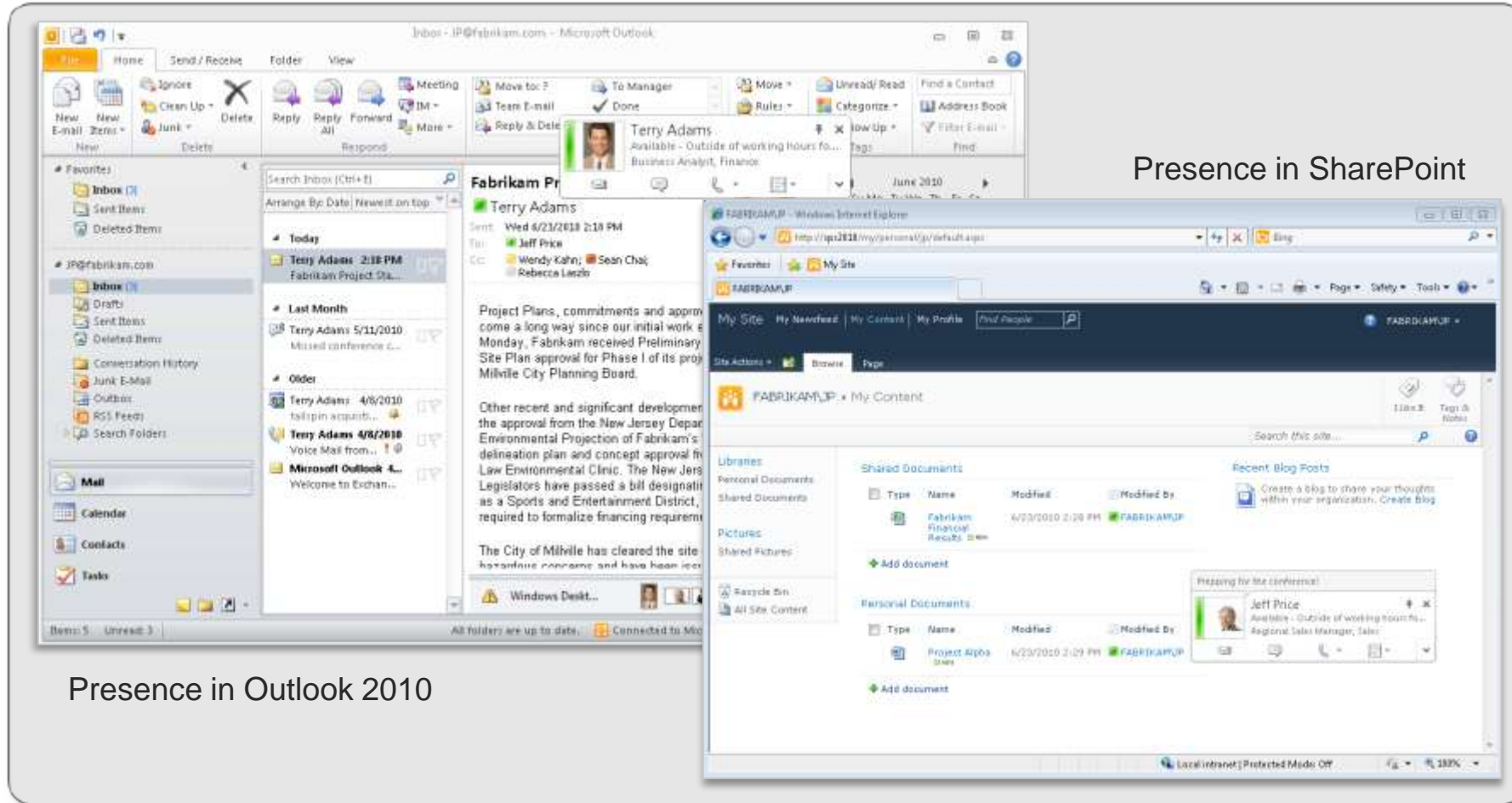
Initiate Instant Message

*"We expect that employees will save about **30% of their daily time** by using the collaborative features in Lync 2010."*

**David Feng,
Sporton
International**

Presence and Instant Messaging

Presence in Office and SharePoint



Presence in SharePoint

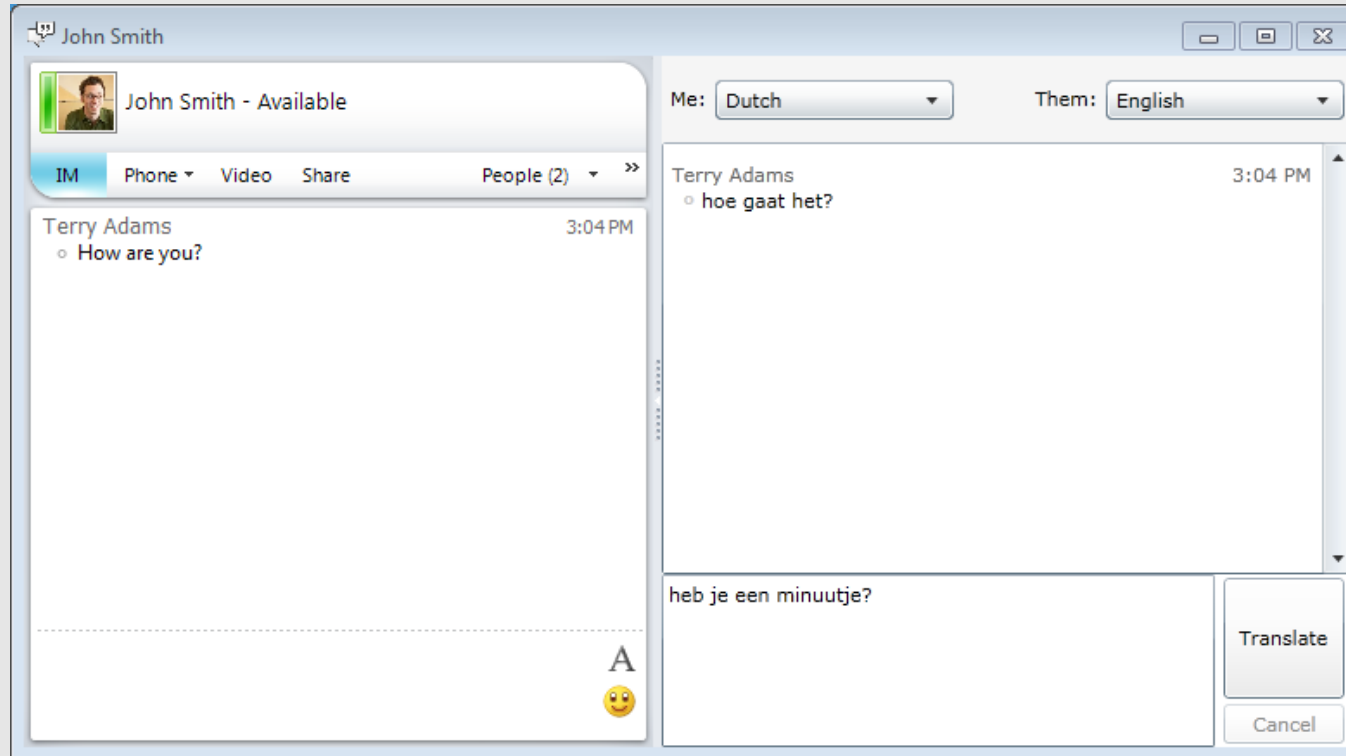
Presence in Outlook 2010

“Interoperation across the desktop is why we chose a Microsoft solution. People love having presence in all the programs.”

**Martin Smale,
NDS Group Ltd**

Presence and Instant Messaging

Translation



Conversation Translator

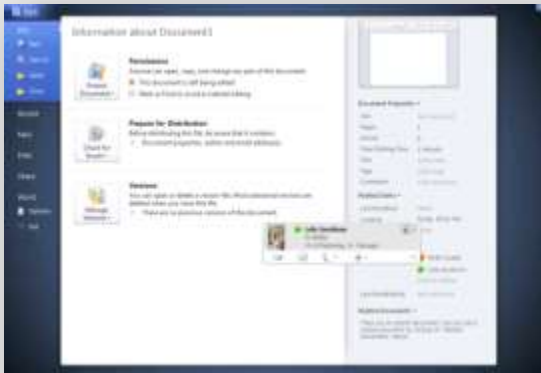
"I especially like the translation services that are available with Lync. That will be really beneficial when we are dealing with some of our locations internationally, where sometimes that's a challenge even over instant messaging."

IT Manager, Global Food Company

Click to Communicate, Seamless Escalation

View presence, click to communicate, escalate to voice and video, share desktop

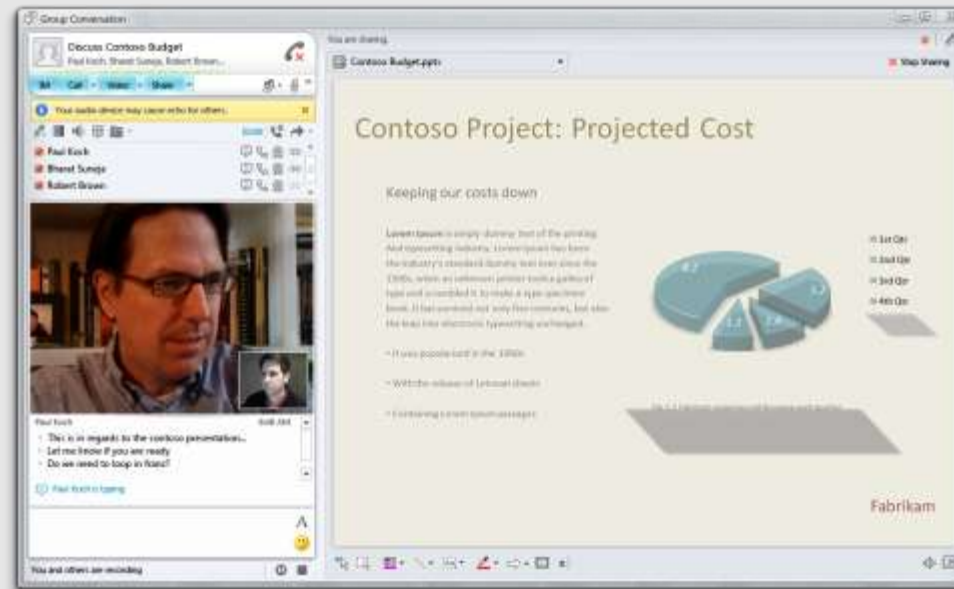
1. View Presence from Microsoft Backstage™ view (Word, Excel, PowerPoint)



2. Click to communicate with IM



3. Escalate to voice and video chat.
Share desktop with a single click



Dow Corning expects to **reduce training costs for employees by 20%** with Lync 2010.

“All of the functionality, such as desktop sharing, whiteboards, polling, and application sharing, is built into a single application, and we can run any of these with just a single click.”

**Jerry Burns,
Dow Corning**

Click to Communicate, Seamless Escalation

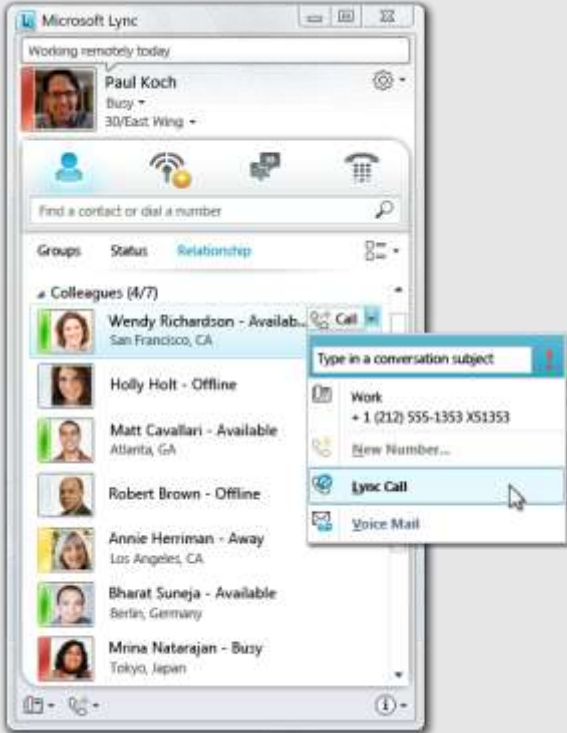
Seamless communication for distributed teams



*"We expect to
**improve our project
completion times
by 20%** or more with
the [Lync] unified
client."*

**Maciej Niemczycki,
TP Group**

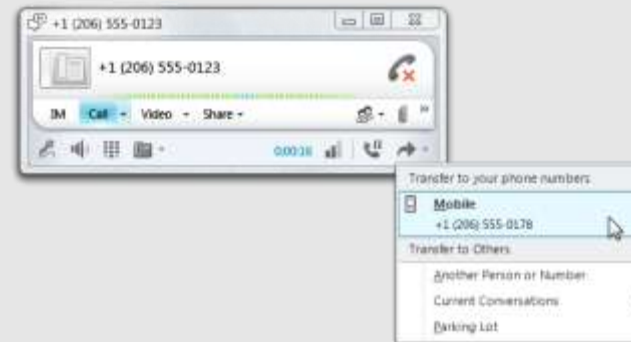
Click to Call via VoIP



Click to call from a PC



Dial pad interface



Transfer calls to a mobile device

“With federation, our project work happens more in real time. If clients have questions, they can see immediately if someone is available and send an instant message or click to call instead of sending an email or making a phone call. It speeds up the process and helps us build better relationships.”

**Kevin Rice,
A.T. Kearney**



Lync Server (on-premises) provides full voice capabilities. Lync Online only supports multiparty PC-to-PC calls, audio and video conferencing. It doesn't support dial-in conferencing without third-party plug-in service.

Click to Call via VoIP

Use corporate network for least cost routing

With Lync Server you can route phone calls over the network to specific PSTN gateways.

Implement Least Cost Routing by selecting gateways closest to the location of the destination number.



*“We expect to **reduce telephony charges an additional 20%** through using Lync and deploying the SBAs to directly dial out in other countries.”*

**Stefan Wöhrle,
Herrenknecht**

Click to Call via VoIP

Response Groups

Response Groups - queuing and intelligently routing calls to designated agents.

- Common uses include IT help desks, human resources hotlines, and other internal, informal contact centers.
- May include interactive voice response with automatic speech recognition and synthesis.
- Route calls to agents based on agent presence state and standard routing algorithms including serial, parallel, longest-idle, and round-robin.



If students have course enrollment issues, they call a single number and the call is routed to the proper employee using a response group... “On average student **issues are resolved 50% faster.**”

**Drago Totev,
Georgia Military College**

Skills-based People Search in Lync Client

New connected experience

Find and connect with the right people

People Search



Skill Search*



Stay connected with your network

Unified Contact Store



Activity Feed



“The Skill Search feature is the star of the show. They can find a subject matter expert in SharePoint or Lync, see the presence information, and immediately call or send an instant message to get a question answered or an issue resolved.”

**Kevin Rice,
A.T. Kearney**

*Skill search in the Lync 2010 client requires SharePoint Server and is not supported with SharePoint Online.

Deployment, Migration, Interoperability, Extensibility

» Embed communications in LOB applications

WORKFLOW & LOB INTERGRATION



» Embed communications in server applications

» Integration with on-premises room video systems

TELEPRESENCE AND
ROOM SYSTEMS



» Integration of voice capabilities

EMBEDDED PRESENCE



» Consolidate management of communications functions

Ability to embed communications in LOB apps

Example of a solution developed to help respond faster to emergencies

- Use location to see where the emergency cars are.
- Use presence and conferencing to do a conference call with all available emergency responders in one click.
- Emergency response times down because they quickly decide who best can respond.

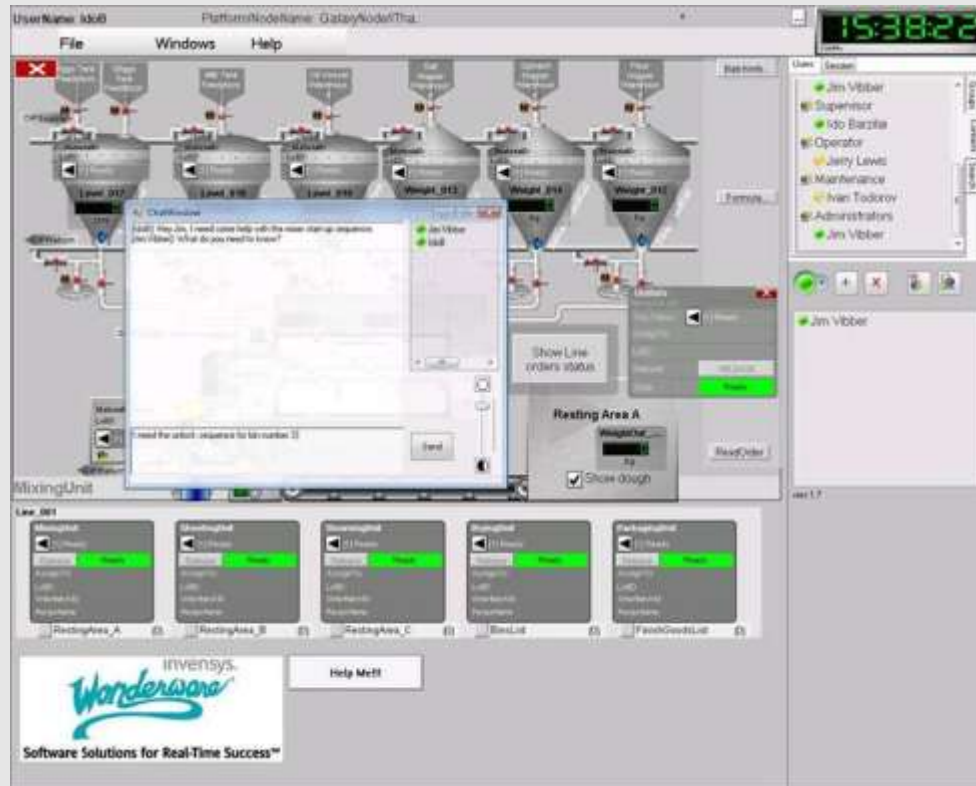


Mash-up of Presence and Location

"In addition to dramatically improving communications with fire service personnel during major incidents, Office Communications Server 2007 R2 [now Lync with 2010 release] helps our customers reduce operating expenses."

**Alan Hall,
Fortek Computers**

Embed communications in server applications

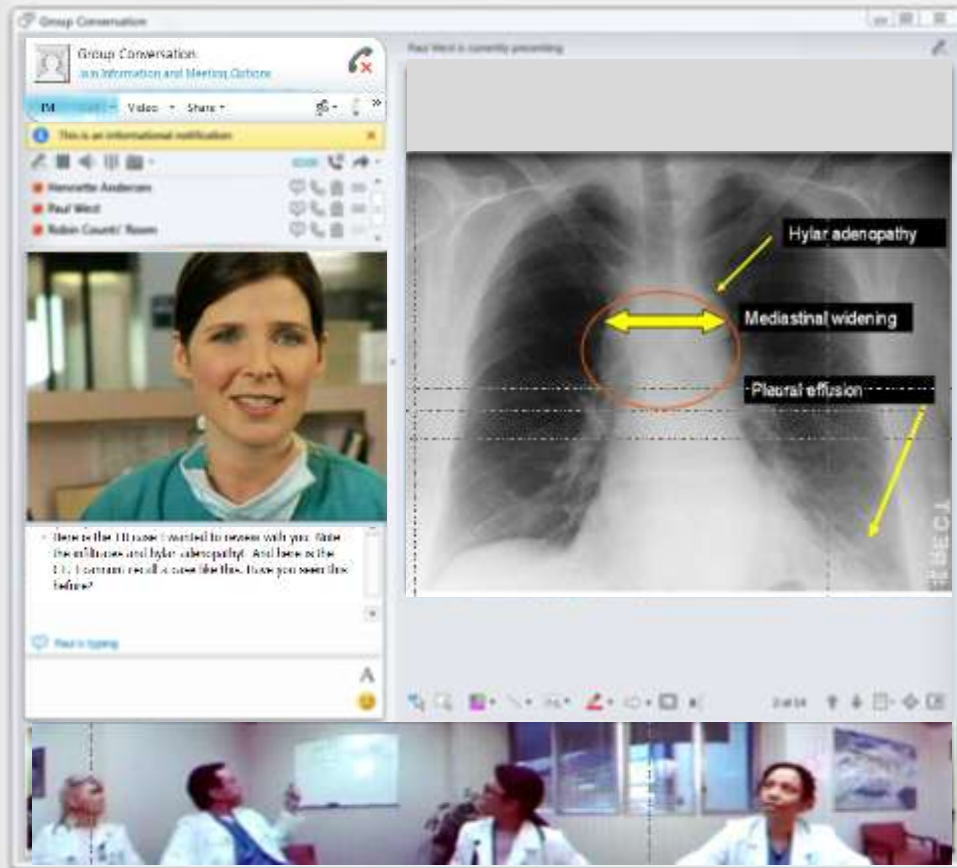


Real-time Communications within Applications –
Employees can conduct IM sessions and Web conferences within applications

“Office Communications Server 2007 R2 [now Lync with 2010 release] provides powerful technologies for enhancing communications across different mediums, including factory floor terminals, PCs, and handheld devices.”

**Ivan Todorov,
Wonderware**

Integration with On-premises Video Systems



Video conferencing to connect experts

"Literally overnight, we've taken Lync [Online] and some off the shelf hardware to enable a solution that allows these physicians to not only expand regionally and provide their expertise in rural areas, but also potentially on a global level and share that with patients."

**Stephen Cracknell,
US Medical IT
Dallas Neurosurgical and Spine**

[Click to View Video Case Study](#)

Integration of voice capabilities – Choice

Take advantage of interoperability to replace, enhance, or add voice options

Replace

- Full and Seamless UC Experience through Lync Server 2010
- Case Studies: [Sprint](#), [LA Fitness](#), and [Sharp](#)
- Highly Cost-effective to Purchase and Manage

Enhance

- Full and Seamless UC Experience through Lync Server 2010
- Allows Employees to Use PC or Phone for Voice Calls
- Case Studies (interop with Cisco): [JJ Food Service](#)
- Case Studies (interop with Avaya): [Alutiig](#), [Bosera](#)

Add to

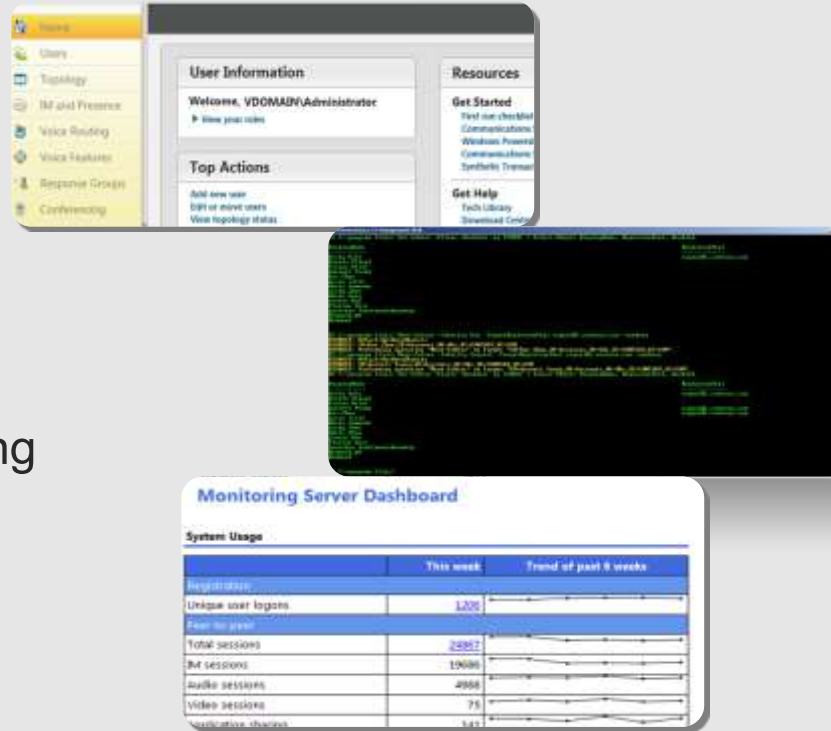
- Reduces Costs for Conferencing Services
- Can Use PC for Full Audio, Video, and Web Conferencing Experience
- Provides Rich Roster Controls
- Case Study: [Intel](#)

Consolidate Management of Communications Functions

Simplify management and improve administrator procedures with powerful tools

Key Features

- Lync Server Control Panel
- PowerShell
- Role Based Access Control
- Server Draining
- Virtualization Support
- Enhanced Monitoring & Archiving



“With RBAC, we will be able to more clearly define additional support roles, so we can shift some of the workload from our third-level support team to our second- and hopefully first-level support teams.”

**Kevin Rice,
A.T. Kearney**

Communication Redefines Productivity

Lync is Ready Now

We're All In

Microsoft[®]

Be what's next.™

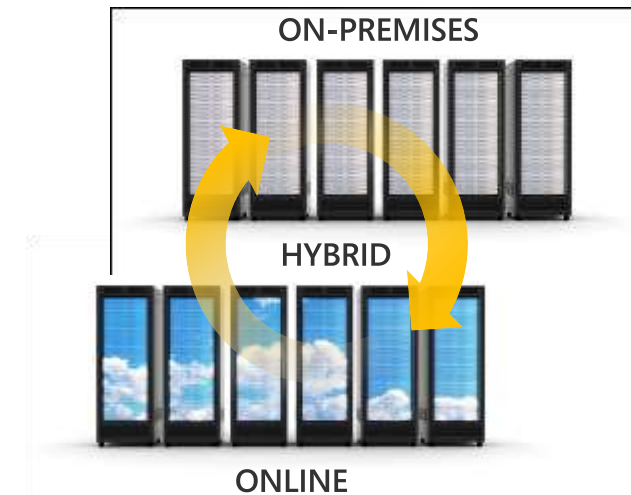
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The future of productivity

Best productivity experience
across PC, phone, and browser



The cloud **on**
your terms



UNIFIED
COMMUNICATIONS

COLLABORATION

ENTERPRISE
CONTENT
MANAGEMENT

BUSINESS
INTELLIGENCE

ENTERPRISE
SEARCH

Lync Capabilities Deliver Value

Capability	Lync Online	Lync Server
Reduce costs through converged communications		
Reduce travel via A/V/W conferencing	Yes	Yes
Reduce audio conferencing service charges	Partial	Yes
Reduce PSTN calling charges via VoIP	Partial	Yes
Retire separate PBX systems (some or all)		Yes
Shared workplace, home and mobile communications support	Partial	Yes

Drive adoption through ease of use and Microsoft Office		
Instant messaging and presence in Office and SharePoint	Yes	Yes
Click to communicate, seamless escalation	Yes ¹	Yes
Ad hoc A/V/W conferencing (inter-organization)	Partial	Yes
Click to call via VoIP	Yes ¹	Yes
Skills-based people search in Lync client	Yes ²	Yes ²

¹ Except PSTN calling

² With SharePoint on-premises

Deployment, migration, interoperability, extensibility		
Embed communications in LOB applications	Yes ³	Yes
Embed communications in Server applications		Yes
Integration with on-premises room video systems		Yes
Integration of voice capabilities	Partial	Yes
Consolidate management of communications functions	Partial	Yes

³ client only

Reduce Travel Expenses ⁴

Save **5%-30%**

Reduce Audio Conferencing Charges ⁴

Save **30%-95%**

Reduce Telephony Charges ⁴

Save **50%-70%**

Reduce Cost of Communications Systems ⁴

Save **40%-60%**

Lower Real Estate and Facility Costs ⁴

Save **15%-30%**

Improve End-User Productivity

Up to **30 min/day**

Resolve Customer Issues Faster

Up to **50%**

Attract and Retain Employees

Varies by customer

Complete Projects Faster

By **10%-20%**

Shorten Sales Cycle

Up to **20%**

Reduce IT Admin, Migration Costs ⁴

Varies by customer

⁴ savings amounts based on actual customers. www.microsoft.com/casestudies

Reduce Costs Through Converged Communications



Reduce travel via A/V/W conferencing



Reduce audio conferencing service charges



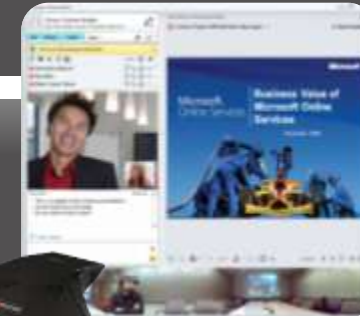
Reduce PSTN calling charges via VoIP



Retire separate PBX systems (some or all)



Shared workplace, home and mobile communications support



Reduce Travel via A/V/W Conferencing



*"Lync improved our productivity, because we saved a lot of **travel time – around 30% less** than before."*

**Markus Frenk,
Herrenknecht**



Lync Server (on-premises) provides native dial-in audio conferencing

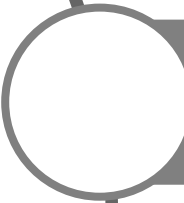


Lync Online requires a separate service from a third-party provider for dial-in audio conferencing

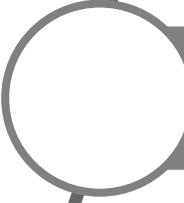
Reduce Audio Conferencing Service Charges



"We believe we can reduce our expenses for hosted solutions more than 50% by moving conferences from our current solutions to Lync." --Naoya Ogasawara, Nikon



"Our main focus is replacing external audio conferencing suppliers. We pay a significant amount of money today for calls, and we plan to reduce this by 30 percent in the first year and eventually get rid of these conferencing services altogether." --Magnus Mühlenbock, EDB



Forrester estimated a \$444,000 cost savings per year on teleconferencing and web conferencing for a 5,000 information worker organization. --Forrester Consulting, "Total Economic Impact of Microsoft Lync Server 2010"



Microsoft reduced audio conferencing charges by 95% with Lync. --"Unified Communications Improves Business Outcomes, Lowers Costs, and Enhances Environmental Sustainability", Nov 2010



Lync Server (on-premises) provides native dial-in audio conferencing



Lync Online requires a separate service from a third-party provider for dial-in audio conferencing

Reduce PSTN Calling Charges via VoIP



Bill Johnson
CIO, Stoneridge

*“The most important cost savings around OCS [now Lync with 2010 release] for us are around travel, long distance telephone costs, and replacing PBXs...[For long distance costs] you are looking at **over \$230,000 a year in savings.**”*

**Bill Johnson, CIO,
Stoneridge**



Lync Server (on-premises) provides full voice capabilities- calls with landline phones and mobiles. Use corporate networking for least cost routing



Lync Online supports multiparty PC-to-PC calls

Retire separate PBX systems (some or all)

Reduce cost of communication systems

Replace



LA Fitness saves \$650,000/year with Lync Enterprise Voice.
George Bedar, LA Fitness



Lync Server (on-premises) supports PBX replacement

Enhance or Add to



"As we go forward, Lync also gives us a capability of co-existence."
David Giambruno, Revlon



Lync Online does not support full PBX replacement

Shared workplace, home, and mobile communications

Lower real estate and facility costs and reduce environmental impact



Scott Woodrome
Strategy Manager, Enterprise Real Estate, SPRINT

*“Since 2005, we’ve been able to reduce our overall real estate portfolio by over 1 million square feet. And when you look at lease savings that translates into **\$25 million per year.**”*

Scott Woodrome,
Sprint

Drive Adoption through Ease of Use and Microsoft Office



Instant messaging and presence in Office and SharePoint

- Instant messaging and presence
- Rich Presence based on Exchange
- Presence in Office and SharePoint
- Conversation Translator



Click to communicate, seamless escalation

- Escalate to voice and video, share desktop
- Seamless communication for distributed teams

PRESENCE &
INSTANT
MESSAGING



Ad hoc A/V/W conferencing (inter-organization)

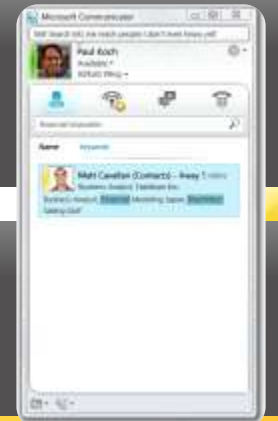


CLICK TO
COMMUNICATE



Click to call via VoIP

- Click to call
- Response groups
- Least cost routing



Skills-based people search in Lync client

SKILLS-BASED
SEARCH