Microsoft Lync
Business Value and Capabilities

Joe Straining
Lync Technical Specialist
Microsoft Corporation
“In the next decade, sweeping technology innovations driven by the power of software will transform communications.”

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
“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

Results based on a composite organization in a Forrester Consulting TEI study commissioned by Microsoft
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

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<thead>
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<tbody>
<tr>
<td>Reduced Audio Conf Costs</td>
<td>95% reduction ($8 million)</td>
</tr>
<tr>
<td>Reduced IT Infrastructure Costs</td>
<td>$22 reduction/office move ($1 million)</td>
</tr>
<tr>
<td>Reduced Travel Costs</td>
<td>10% reduction in trips/employee ($92 million)</td>
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### Improved Business Outcomes

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

Reduce Costs through converged communications

Adopt Quickly through ease of use

Ease Deployment through interoperability and extensibility
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
- 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

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

David Feng, Sporton International
“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

Rich Presence based on Exchange calendar

“When you see the entire picture with Microsoft Office 2010, Exchange Server 2010, and SharePoint 2010, everything has presence and you can just right-click to IM or talk. Lync connects everything together so you can collaborate when you need to.”

Per Andersson, City of Växjö
“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

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.

“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
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
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.
Deploy communications in LOB applications

Embed communications in server applications

Integration with on-premises room video systems

Integration of voice capabilities

Consolidate management of communications functions
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.

“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
"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*

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**Replace**
- Full and Seamless UC Experience through Lync Server 2010
- Highly Cost-effective to Purchase and Manage

- Case Studies: Sprint, LA Fitness, and Sharp

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**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): Alutiq, Bosera

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**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
The future of productivity

Best productivity experience across PC, phone, and browser

The cloud on your terms

ON-PREMISES

HYBRID

ONLINE

UNIFIED COMMUNICATIONS
COLLABORATION
ENTERPRISE CONTENT MANAGEMENT
BUSINESS INTELLIGENCE
ENTERPRISE SEARCH
## Lync Capabilities Deliver Value

### Capability 
<table>
<thead>
<tr>
<th>Lync Online</th>
<th>Lync Server</th>
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<tbody>
<tr>
<td><strong>Reduce costs through converged communications</strong></td>
<td></td>
</tr>
<tr>
<td>Reduce travel via A/V/W conferencing</td>
<td>Yes</td>
</tr>
<tr>
<td>Reduce audio conferencing service changes</td>
<td>Partial</td>
</tr>
<tr>
<td>Reduce PSTN calling charges via VoIP</td>
<td>Partial</td>
</tr>
<tr>
<td>Retire separate PBX systems (some or all)</td>
<td>Yes</td>
</tr>
<tr>
<td>Shared workplace, home and mobile communications support</td>
<td>Partial</td>
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### Drive adoption through ease of use and Microsoft Office
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<tr>
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<tr>
<td>Instant messaging and presence in Office and SharePoint</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Click to communicate, seamless escalation</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ad hoc A/V/W conferencing (inter-organization)</td>
<td>Partial</td>
<td>Yes</td>
</tr>
<tr>
<td>Click to call via VoIP</td>
<td>Yes 1</td>
<td>Yes</td>
</tr>
<tr>
<td>Skills-based people search in Lync client</td>
<td>Yes 2</td>
<td>Yes 2</td>
</tr>
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1 Except PSTN calling  
2 With SharePoint on-premises

### Deployment, migration, interoperability, extensibility
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<tr>
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<tr>
<td>Embed communications in LOB applications</td>
<td>Yes 3</td>
<td>Yes</td>
</tr>
<tr>
<td>Embed communications in Server applications</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Integration with on-premises room video systems</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Integration of voice capabilities</td>
<td>Partial</td>
<td>Yes</td>
</tr>
<tr>
<td>Consolidate management of communications functions</td>
<td>Partial</td>
<td>Yes</td>
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3 client only

### Value Propositions
- **Reduce Travel Expenses**  
  Save 5%-30%
- **Reduce Audio Conferencing Charges**  
  Save 30%-95%
- **Reduce Telephony Charges**  
  Save 50%-70%
- **Reduce Cost of Communications Systems**  
  Save 40%-60%
- **Lower Real Estate and Facility Costs**  
  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**  
  Varies by customer

*4 savings amounts based on actual customers. [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)*
Reduce Costs Through Converged Communications

- Reduce travel via A/V/W conferencing
- Reduce audio conferencing service changes
- Reduce PSTN calling charges via VoIP
- Retire separate PBX systems (some or all)
- Shared workplace, home and mobile communications support
“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

“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

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

George Bedar, LA Fitness

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

David Giambruno, Revlon

Lync Server (on-premises) supports PBX replacement

Lync Online does not support full PBX replacement
“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
- Presence in Office and SharePoint
- Rich Presence based on Exchange
- Conversation Translator

Click to communicate, seamless escalation
- Escalate to voice and video, share desktop
- Seamless communication for distributed teams

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

Click to call via VoIP
- Click to call
- Least cost routing
- Response groups

Skills-based people search in Lync client