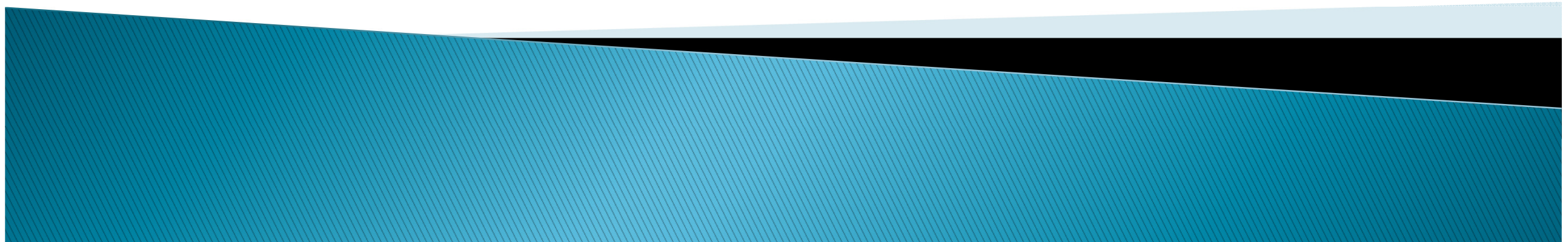


Forklift your PBX with Microsoft Lync

Fort Worth IT Professionals

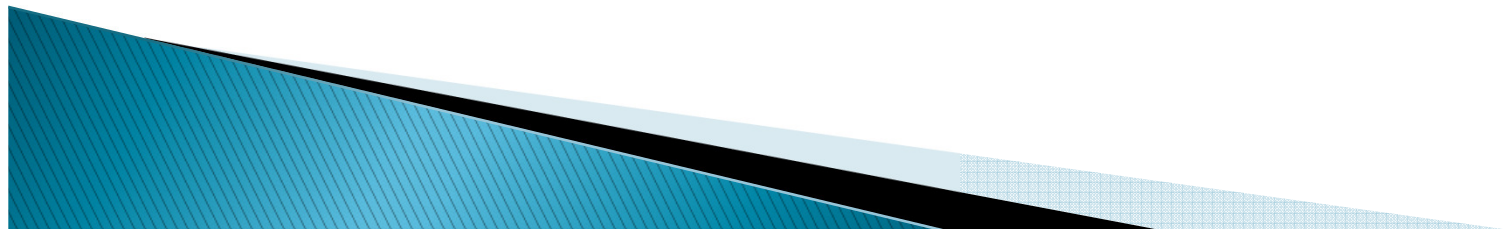
August 18th 2011

Thomas Kisner



Overview

- ▶ Why replace your current voice PBX solution
 - This includes VoIP PBXs and Cisco Call Manager
- ▶ How it's done
 - Controversial, but very doable
- ▶ Return on investment
 - Hard ROI, not just “soft” immeasurable productivity gains



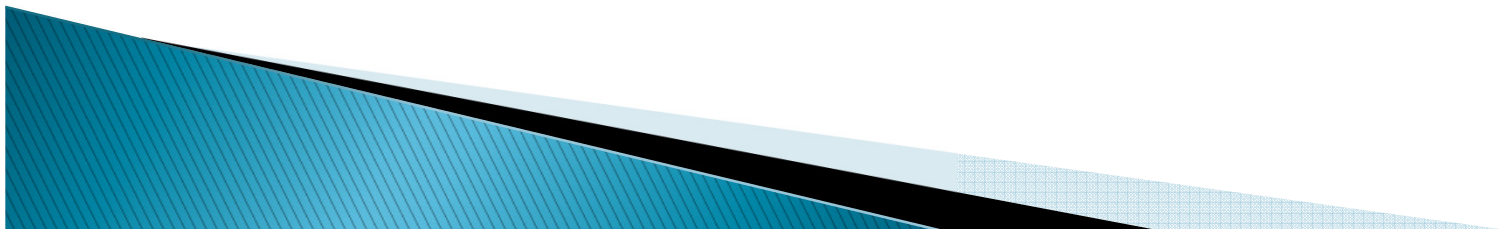
Brief Intro

- ▶ Unified Communications Architect at BNSF Railway
 - Opinions expressed are my own
- ▶ Board Member, DFW Unified Communications User Group
 - Meets 4th Thursday of Every Month at 6:00PM at Microsoft Campus
 - <http://dfwucug.org>

<http://TheLync.net> – blog, this presentation will be posted there

<http://linkedin.com/in/kisner> –LinkedIn, happy to connect

- ▶ @twkisner on Twitter



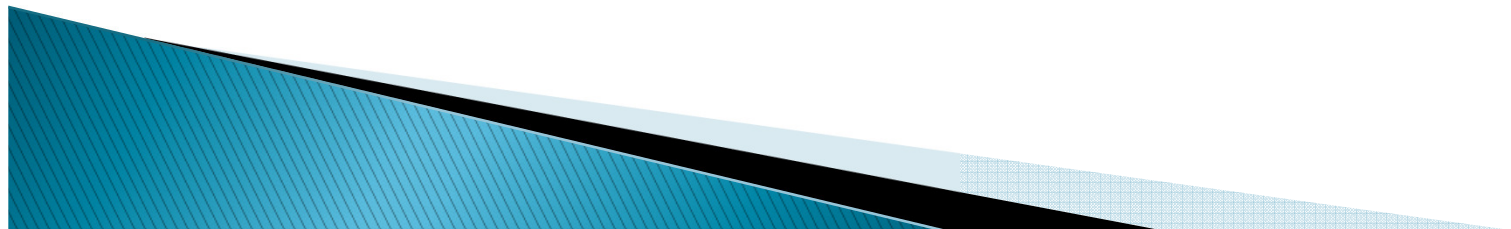
Why

- ▶ First and foremost, provide superior services to your customers
 - For less than the cost of “voice only” solutions, you can provide instant messaging, web conferencing, video conferencing, collaboration, and desktop sharing
 - Productivity gains are real
 - Ability to easily integrate line of business applications
 - Biggest source of productivity gains

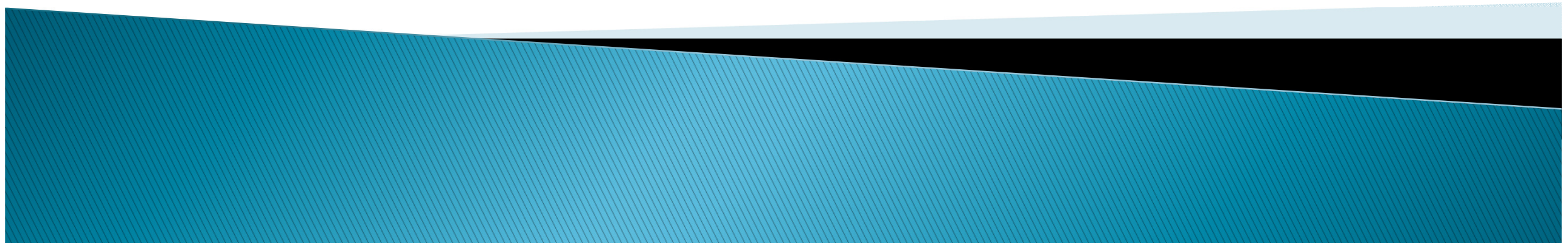


Why

- ▶ Insource conferencing – Reduced cost, Increased control and less possibility of data leakage
- ▶ Easy Federation to market leading solution
 - All of the advantages of presence to outside world
 - Toll aversion to federated partners
 - Coming Skype Federation
- ▶ Lync is resilient and “ready”

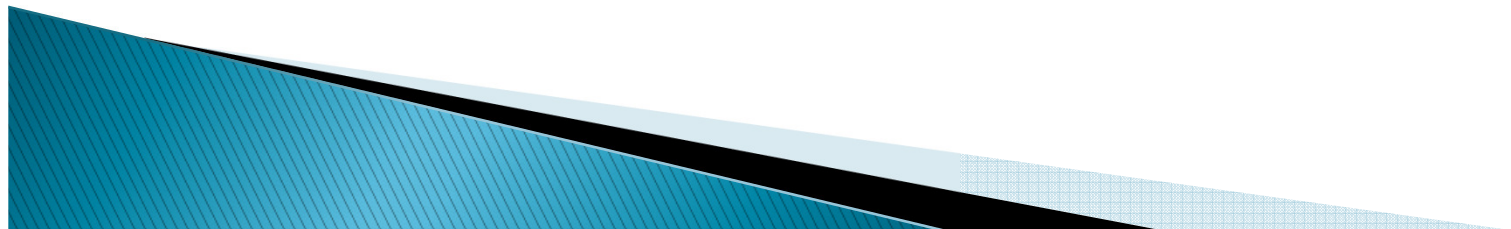


Demo/MS Intro to Lync PowerPoint



How

- ▶ Transition at the comfort level of your company's culture
 - Co-exist if you must
 - RCC is complex and many times works poorly
 - “Best of breed” voice is not magical
 - Integrate and transition services as logical
- ▶ Use hard phones as needed



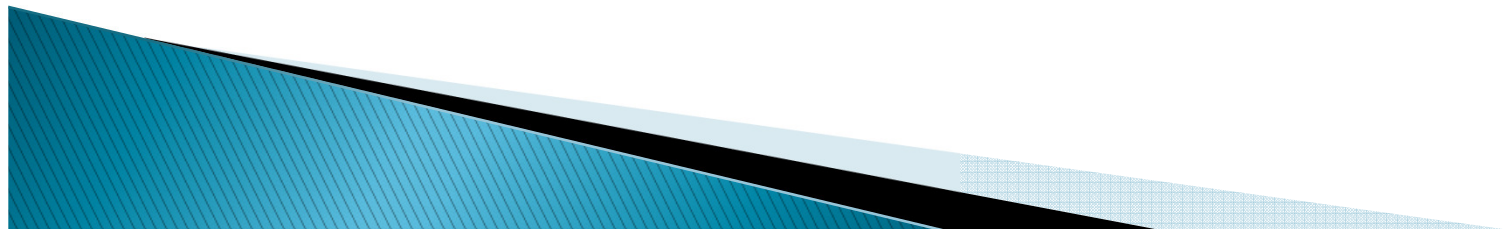
How

- ▶ Stagger deployment of services
 - Deploy IM/Presence first
 - Migrate Voicemail to Exchange UM
 - Trunk to existing PBX
 - Add Conferencing and Collaboration
 - Deploy Enterprise Voice
 - Contact Center, IVRs
 - CEBP



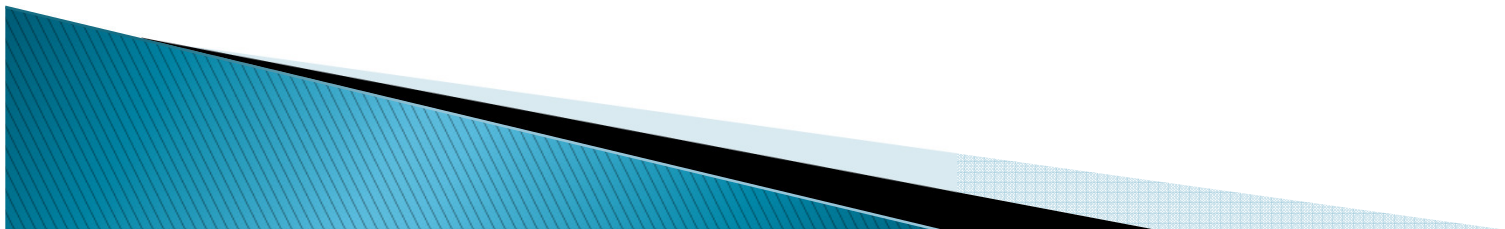
Return on Investment

- ▶ Microsoft / Forrester Model
 - Audio / Web Conferencing Savings
 - Maintenance / MACs
 - Reduced Travel
- ▶ Opportunity Cost of upgrade and maintenance costs
 - Acceleration of PBX End of Life Announcements
 - Traditional 7–10 year life, did you upgrade for Y2K?
 - Cisco EOL Call Manager 4.x
 - Risk Avoidance



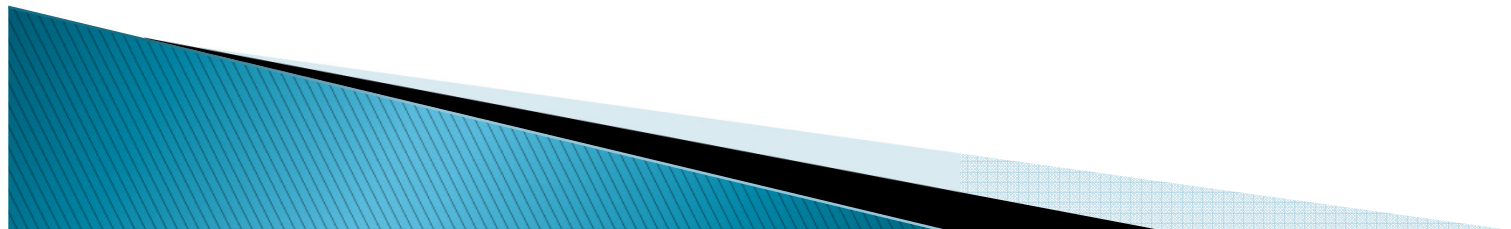
Return on Investment

- ▶ SIP Trucking savings
 - Can be 50–75%
- ▶ Toll avoidance to remote offices, federated partners
- ▶ Office space reduction / hoteling



To the cloud?

- ▶ Lync Online currently lacks feature parity with on-prem
 - No Enterprise Voice / E911
- ▶ Partner cloud offerings can fill
- ▶ Customization



What can you do with UCMA (Server-Side)

- ◉ Alerts and notifications systems
 - ◉ Multi-channel
- ◉ Self Service
 - ◉ Query/Response BOTs
 - ◉ Interactive Voice Response
- ◉ Contact Center / Helpdesk
 - ◉ Multi channel ACD
 - ◉ Presence aware
 - ◉ Expert Finder
 - ◉ Supervisor functions, such as listen in, whisper
 - ◉ Recording
- ◉ Conferencing Portals
- ◉ Reach gateways
 - ◉ Silverlight (Web and Mobile)
 - ◉ Single Number Reach/Click to Call
- ◉ Be responsive to changing conditions
- ◉ Enable multi-channel Self Service
 - ◉ Includes Microsoft Speech Technology
- ◉ Turn UC infrastructure into a profit center
 - ◉ Inbound & outbound Contact Centers
 - ◉ Multi-channel Presence aware skill-based routing
 - ◉ Leverage a company's internal expertise
- ◉ Build your own conferencing experience
- ◉ Collaborate from anywhere
 - ◉ From any web browser, click-to-communicate
 - ◉ From any mobile or PSTN phone (Mobile Voice Companion)

- ▶ Thank you!
- ▶ Remember to check out dfwucug.org !

