

# LuxCloud

TRUST · ENABLE · SCALE



## MICROSOFT LYNC PRODUCT SHEET

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Version: 1.2

## 1. Solutions benefits

### 1.1. For the customer

#### 1.1.1. General information

Lync is an innovative solution that links people everywhere, to communicate in a secure and reliable environment. In business, Lync's ability to have access anywhere, connects employees wherever they are working and increases productivity. The LuxCloud infrastructure means that Lync can be accessed from anywhere there is an Internet connection, including PC, smartphone, and tablet.

Lync integrates with other Microsoft applications to streamline your working practices; it will improve, if not replace your existing phone lines thus, saving money on hardware, software and support. Using Lync will increase productivity as communication will be possible 24/7/365, from anywhere in the world; a faster response time and reduced cost of ownership are further benefits to your business.



Figure: Microsoft Lync

Using Microsoft Lync inside your company gives you secure, business-grade instant messaging, presence and more in one solution, allowing streamlined communications with greater flexibility and control.

Lync is the next generation cloud-based instant messaging from Microsoft and integrates advanced web conference tools. You can manage instant messaging, voice chat, video chat, meetings and shared whiteboard sessions right from your PC.

#### 1.1.2. Collaborate across multiple offices and with remote employees

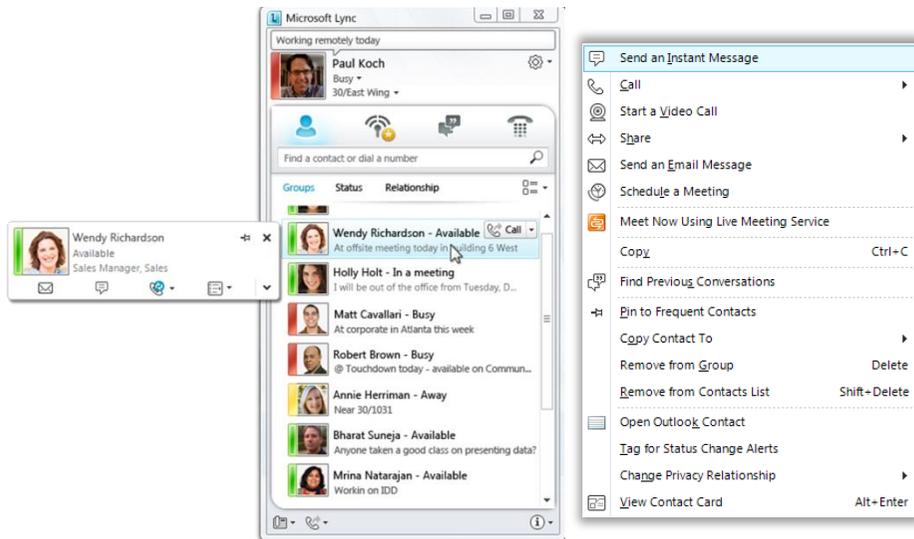
Work well from anywhere, communicate with your team members via instant messaging through a secure chat. Keep projects and work flowing with real-time communications, even with a distributed, mobile workforce, share ideas and keep teams in sync. Easily find out colleagues' status thanks to a wide range of indicators (available, away, busy...), provide instant feedback through instant messaging, resolve doubts, share files and work faster.

#### 1.1.3. Connected experiences with virtual meetings

Get everything you need to run both spontaneous and scheduled virtual meetings. Enable new ways of collaboration with voice and video using a single unified client. Join or schedule online meetings, integration with Exchange allows for single-click scheduling directly from Outlook, with predefined conferencing properties that meet the needs of a majority of users without any modifications. Participants can join meetings directly from Outlook or from their Lync PC client.

### 1.1.4. Get up and running quickly

Lync includes robust features that take office communications to a new level while providing a secure and professional alternative for instant messaging, all through one easy interface. Lync is easy to use and works well with the devices you use every day, access Lync from you pc, laptop, tablet or phone. One easy interface, manage with common and familiar tools. Reduce costs through simplification and ease of use.



### 1.1.3. Reduce cost through converged communications

Integrated voice and video chat keeps travel costs and conferencing fees down; reduce costs related to video, conferencing, telephony and travel. Increase user productivity and at the same time reduce IT operations costs.

### 1.2. For the sales partner

#### 1.2.1. General information

Workplaces are changing. Teams are more distributed. People need productivity tools that enable them to work from anywhere. Yet, despite organizations' technology investments, users struggle to stay connected with colleagues and the business. Slow innovation in traditional technologies such as telephony forces users to choose other modes for collaboration and communication. This makes it more challenging for information technology (IT) professionals to deliver new capabilities in an integrated, cost-effective, and secure manner.

IDC predict double digit growth rates through for Unified Communication solutions through to 2015. There is growing recognition in the existing Microsoft partner community that Lync will be a **key growth driver for their business.**

Microsoft Lync 2010 is the answer to your customers' collaboration requirements; it connects users in new ways, regardless of their physical location. You can provide Lync as a standalone application inside Gateway4Cloud or as part of Hosted365 offer.

### 1.2.2 Target market and potential customers

The target market for Hosted Lync includes small to medium-sized businesses (SMBs) and small office/home office (SOHO).

#### The ideal Lync customer profile

- Decentralized businesses (multiple offices, home offices, traveling sales staff)
- Committed to hosting and subscription-based pricing model
- Wants to pay monthly, not buy a complete solution
- Looking for a full hosted collaboration platform with Microsoft integration possibilities
- Needs strong support from trusted advisor
- Interested in partnership (not just a vendor relationship)
- Willing to pay for value

### 1.3 Available Lync features

**Conversation history** – save messages that contain important information

**Voice and video chat** - conversations can become face-to-face meetings

**Tabbed conversations** – multiple IM conversations displayed on a single window

**Posting messages** – Lync supports text, images, hyperlinks and emoticons in persistent chat

**Filters and notifications** – create automatic notifications for messages of interest

**Information search** – search conversation history by author, date, keyword

**Privacy settings** – select how much presence information you want displayed

**Device indicator** – see when a user is signed in, and whether they are able to receive messages

**MS Office presence** – view contact card and menu to be used to start conversation

**Contact tagging** – tag contacts to show when a contact's availability status changes

**Contact card** – view information about a contact

**Contact groups** – group your contacts into user-defined groups

**Faster decision making** - Decrease your sales cycle by up to 20%

**Group chat** - group chat combined, allows information to be shared across your business