

# Lync Server 2010



**Microsoft**  
**AUTHORIZED**  
*Distributor*

With customers looking to **transform their communications** and maximise their existing infrastructure, Unified Communications (UC) present a fantastic opportunity for a range of Microsoft sales – starting with Lync Server 2010.

Microsoft Lync Server 2010 helps your customers find and communicate with whomever they need, immediately, from the applications they use most. Drive sales by leveraging Lync Server 2010 to connect people and improve business productivity.

## Business Benefits

UC is set to be one of the biggest opportunities of the next five years, and with Lync Server 2010 sitting at the heart, it's time to make sure customers are aware of all the benefits UC and Lync Server 2010 have to offer:

- **Control costs**

Voice over IP (VoIP) enables communications across geographically dispersed company locations without long distance charges. Integrated audio, video, and Web conferencing helps reduce travel costs as well as the cost of third-party conferencing solutions.

- **Improve productivity**

Rich presence information helps employees find each other and choose the most effective way to communicate. Instead of e-mailing documents back and forth for approval, workers can rely on real-time collaboration through enhanced conferencing with virtual whiteboard sharing.

- **Support the mobile workforce**

Mobile workers get access to rich UC tools from practically anywhere with an Internet connection, no VPN needed. An updated Lync Mobile client makes joining and managing

conferences, searching the Global Address List, and viewing presence information easy.

- **Gain operational efficiencies**

By integrating UC and rich presence into business workflows, latency and delays can be reduced or eliminated. For geographically dispersed teams, group chat can enable efficient, multi-party discussions.

- **Be more responsive to customers, partners, and employees**

Enhanced delegation through Lync 2010 one-click call routing, and rich presence information, help ensure that opportunities are routed to the right person at the right time.

## Capabilities

- **Enterprise Voice**

This is the software-based Voice over Internet Protocol (VoIP) component of Lync Server 2010. It integrates voice communications with e-mail, calendaring, instant messaging, and conferencing to provide a unified experience for users and unified management for administrators.

- **Audio, Video, and Web Conferencing**

This functionality in Lync Server 2010 enables users to have audio and/or video conferences in real-time, even on computers without an Office Communicator client installed.

- **Group Chat**

Lync Server 2010 Group Chat allows users to have topic-based, multi-party discussions that persist over time, which allows efficient information sharing and discussions as a group.

- **IM and Presence**

Microsoft Lync Server 2010 utilises real-time, integrated, and automatic presence status indicators to assist users in determining the status of those with whom they wish to interact.

- **Public IM Connectivity**

Communicate quickly and efficiently, and share presence and IM with users of Microsoft Windows Live Messenger, AOL and Yahoo. Lync Server 2010 provides organisations with the capability to connect their existing base of Lync Server-enabled users to the top public IM service providers.

- **Mobility**

Office Communicator Mobile extends your work identity, as well as IM presence information, to mobile devices, giving out-of-office information workers the real-time communications capabilities they need.

- **Platform Extensibility**

Software-powered VoIP is the foundation of the Microsoft UC platform. This software-based approach offers every customer and developer an extensible platform with rich APIs to build communications-enabled business processes.

## Opportunity Spotter

Lync Server 2010 has the potential to create real sales opportunities for your business. Here are just a few of the types of customers you should be talking to:

- **Customers facing communications overload**

Many customers are struggling with using and controlling the numerous communication modes that are now available to them. With native Active Directory® integration, presence technology and much more, Lync Server 2010 delivers streamlined real-time communications, so users can find and communicate with the right person from the applications they use most.

- **Customers with distributed teams, partners and customers**

With an increase in mobile workers and the need to work with distributed team members, customers are seeking a solution that enables them to connect and share information quickly – wherever they are based. Lync Server 2010 improves users' ability to communicate with new rich Presence features including location and pictures.

- **Customers concerned with the security and compliance of their communications**

With an increasing risk in insecure communications your customers are demanding more transparency.

Lync Server 2010 delivers integrated tools that simplify protection against external threats, while empowering customers to meet regulatory requirements. These built-in features include filtering and spam IM control, as well as the ability to restrict user functions.

### Why choose Avnet Technology Solutions?

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## Expand your Sales

Lync Server 2010 is just one part of the Microsoft solution allowing you to expand every sale of this product by adding a variety of other Microsoft offerings:

- **Office 2010** – Enabling customers to enhance the use of Outlook within their organisation, Lync Server 2010 allows customers to control 'Presence' status directly or set automatically based on Outlook calendars, login statuses, and other information sources. Presence is available throughout Office applications so users can make a phone call from within Outlook, or share a comment from within the context of work.
- **SharePoint 2010** – Microsoft Lync Server 2010 works with SharePoint Server to surface a user's presence status and embedded 'click to communicate' controls on user names on SharePoint sites. This allows people to connect with content owners, contacts displayed in search results, and action item owners right from their SharePoint pages.

- **SQL Server 2008** – Customers can leverage SQL Server for storage and reporting of communication data. The SQL Server database software stores much of the information captured during the communications process, ranging from presence data to persistent user data. This enables IT administrators to extract information and build custom reports.
- **Exchange Server 2010** – Lync Server 2010 works with Exchange Server 2010 applications for a richer collaborative experience with consistent presence, click-to-call options, and a new shared contact card. All contact identities between Lync and Exchange are shared and remain one identity, with Exchange Server acting as the single contact store. Lync Server 2010 also has the ability to divert calls to Exchange Unified Messaging.

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### Avnet Technology Solutions Ltd.

5 The Sterling Centre  
Eastern Road  
Bracknell  
Berkshire  
RG12 2PW  
Tel: +44 (0) 1344 662 000  
Fax: +44 (0) 1344 662 141

Unit 68-69  
Shrivenham Hundred Business Park  
Majors Road  
Watchfield  
Swindon  
SN6 8TY  
Tel: +44 (0) 1793 786814  
Fax: +44 (0) 1793 784653

Central Court  
25 Southampton Buildings  
London  
WC2A 1AL  
Tel: +44 (0) 870 428 0825

103 Dalton Avenue  
Birchwood Park  
Warrington  
WA3 6YB  
Tel: +44 (0) 1925 856 900  
Fax: +44 (0) 1925 856 955

Cox Lane  
Chessington  
Surrey  
KT9 1SJ  
Tel: +44 (0) 20 8286 5000  
Fax: +44 (0) 20 8286 5056

Nepshaw Lane South  
Gildersome  
Leeds  
LS27 7JQ  
Tel: +44 (0) 113 251 3000  
Fax: +44 (0) 113 251 3030

2 St. Crispin Way  
Haslingden  
Lancashire  
BB4 4PW  
Tel: +44 (0) 1706 222 180  
Fax: +44 (0) 1706 898 200