BT

Microsoft Lync 2013 from BT

Together we're transforming communications

Lync streamlines business communications by combining enterprise voice, presence, instant messaging and conferencing in a single, unified platform. Lync 2013 now enhances the video, mobile and federation capabilities combined with closer integration with desktop applications.

Lync is still as scalable and reliable as ever and can be integrated seamlessly with your existing voice and IT infrastructure. Delivered by BT, Lync can be provided from the cloud or on-site, or a mixture of the two.

The challenge of effective communications

In a recent survey of global executives, we found that 84% agreed communications technology helps them work better. Executives are using too much effort to collaborate, access files and work as teams; in fact 56% told us that slow decision making is the biggest problem they face at work.

Your customers and employees, armed with smart mobile devices, expect instant and 'always on' access. You face the danger of having too many channels overwhelming your people. Or you end up with a plethora of different technologies that don't work particularly well together.

The upshot is that your IT and communications infrastructure can become overburdened and inefficient.

It's not supposed to be like this.

Technology should be making your life easier. It should be helping you to cut costs, improve efficiency and boost productivity.

Microsoft Lync delivered by BT does all of that – and a whole lot more. It will transform your communications and put you in complete control.

Blending communication and collaboration on an IPT platform

Lync provides best of breed IP Telephony either on- site, or from the cloud. It extends the concept of unified communications – delivering both Voice over IP (VoIP) and advanced collaboration features.

Key benefits:

- **Simplify communications** – everything managed from a single interface, which can be accessed from a desktop or mobile device, including Windows 8

- **Increased flexibility and productivity** – work seamlessly from home, on the move or at client sites

- **Safeguard your investment** –integrate with your existing infrastructure

- **Make decisions faster** – an easier way to communicate and collaborate

- **Meet regulatory, compliance and security requirements** – built-in security, encryption and archiving

- **Lower your total cost of ownership** – and cut on-going communications costs.

Core features:

- **Instant messaging and presence** – connect first time, every time

- **Audio, video and web conferencing** – integrated and online

- **Enterprise voice** – software-powered VoIP for delivering global enterprise telephony

- **Mobility** – extend the powerful features of Lync to your mobile workforce

- **Group chat** – topic-based conversations that persist over time

- **Federation** – communicate with other organisations and public IM services.

New in 2013

Multi-party HD video in Lync Meetings – Lync 2013 delivers support for 1080p HD resolution for video conferencing so participants have a sharp, clear display.

- More easily support a wide range of endpoints
- Simplify interoperability with third-party video equipment

Mobile and web clients – much improved functionality, enabling people on the move much better collaboration options.

- Promotes a cross-platform approach allowing users to instant message, call, or join a Lync Meeting from virtually anywhere on any device

Additional integration with Office and other Microsoft applications – Lync users will benefit from "one-click" communications directly from within Outlook, SharePoint, OneNote and other Microsoft applications, making communications simple.

- Lync is integrated into Outlook, SharePoint, OneNote and other Microsoft applications
- Users do not have to leave their current application when they need to reach out to others

Federation with Skype – Lync users will be able to see presence for Skype users and to communicate with them via instant messaging and voice.

- Connect with over 300 million Skype users worldwide
- Keep in touch with contacts not federated as businesses – links business to consumer.

Instant messaging and presence can cut mobile phone bills by up to 30 per cent, email traffic by up to 40 per cent, and voicemail by up to 15 per cent. Integrated audio, video, and web conferencing helps reduce travel costs while VoIP means you can talk free of charge with other Lync users across your Wide Area Network. And if you want to talk to the outside world you can make up to 30% savings when leveraging BT's One Voice SIP Trunking service.

Delivering a complete voice solution

With BT providing your Microsoft Lync solution, we can integrate Lync into your existing communications infrastructure; get it up and running quickly, and manage the whole thing 24/7/365 if required. This means you'll get the benefits of Lync while avoiding the hassle of building, deploying and managing it yourself.

Adding value and going further with BT

We bring a huge amount of added value to the solution. Our network reach, reliability, and expertise will help you push your communications investment further than ever:

- Take advantage of **SIP trunking** for cheaper calls and voice channels than traditional phone lines and delivering on-network calling capability between sites
- Choose from a comprehensive range of Microsoft certified **devices**
- **Dedicated BT Advise One Quickstarts to integrate Lync into your business and your infrastructure**
- We offer **interoperability** so you get better value from your videoconferencing investment. Our solution means that whether you use Cisco Telepresence, Tandberg or Polycom, everyone can join in
- Get the necessary licenses from us, if required, or have us assess your current **licensing** situation
- Have us come in to assess your network readiness and set out a **roadmap** for change
- Take advantage of our comprehensive **training and adoption** services to help achieve maximum return on investment.

And we can set up a **Lync Pathfinder Deployment** so you can see the benefits of integrated voice, instant messaging, presence and conferencing for yourself.

Our credentials

BT is a leading service provider that gives voice to Microsoft Lync, and we have a wealth of experience in UC and working with Microsoft.

- **Microsoft accredited partner** – Gold certified partner with UC solutions competency
- **Support and SLAs for Lync** - Premier Support Lync Partner able to offer a full suite of support and Service Level Agreements for Microsoft Lync
- **Global reach** – We have 20,000 people in 50 countries, delivering service to 170 countries worldwide.
- **Quality of our service people**
  - 1,200 employees worldwide focused only on collaboration
  - 950 Microsoft-certified engineers

BT has 60,000 internal users of Lync

To find out more about BT One and Microsoft Lync and how we can help you transform your communications, contact your BT account manager or visit:

www.globalservices.bt.com