

UC Series for Lync

The UC Series for Lync from StartReady – Working hard becomes working smart

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Managed Services

Can I safely outsource such an important process?

Microsoft Lync will change the world of communication forever. StartReady's UC product line allows you to be part of this development, whilst still remaining in control of the costs and the phasing in of new appliances. One of the important benefits of our UC Series for Lync is that it combines Appliances with Managed Services. We take the installation, configuration and administration of appliances off your shoulders and you get advanced, user-friendly functionality in return.



UC Series for Lync

More effectively dealing with time, resources and people: it's at the core of the New World of Work. The corporate use of new communication tools, collectively known as Unified Communications (UC), contributes to this. With Lync Server 2010, Microsoft offers a powerful UC platform that enables users to communicate from anywhere in a cost-effective and secure manner. Gartner positions Microsoft Lync as the market leader, both in ability to execute and in completeness of vision.



• Integrated services

StartReady integrates hardware, software and administration into a final product which you can use straight away without further installation. Our products are as easy to use as they are reliable and as efficient as they are stable.

• Proactive administration

The StartReady Appliances have been specially configured so that errors can be swiftly dealt with and problems easily solved. We supply a self-managing system which is proactively examined and administered from a central location. **Remote Configuration Services (RCS)** allow us to respond effectively, thereby ensuring continuity.

• Service Level Agreement

There are various forms of contract available for our Managed Services. StartReady uses SLAs in which we determine together with the customer the desired form of administration and response, based on a fixed contract price.



Scalable product line



StartReady has developed a full product line based on Lync, which gives organizations a scalable solution to improve their communication with both their customers and their employees. Besides the ability to connect users in new ways, the latest release of the UC platform delivers a fresh, intuitive user experience that is directly accessible from Microsoft Office applications such as Outlook, Word and SharePoint. The unified nature of the system helps reduce costs and facilitates rapid user adoption.

StartReady transforms a complex, technological problem into a quick, ready-to-use solution:

- A total solution for time and location-independent collaboration;
- Software, hardware and administration combined to form a single product;
- Rapid rollout, thanks to plug-and-play installation;
- Remote administration contributes towards safety, reliability and scalability;
- Flexible configuration of the support desk, either partly by the customer or totally outsourced;
- Integration with third-party solutions;
- Limited investment with a short payback time (ROI).



StartReady: ready when you are!

StartReady supplies Microsoft-based communication products that are in keeping with the current trend of The New World of Work. As specialists in Unified Communications, we are able to provide customers in all segments and verticals with modern, future-proof solutions, both on-premises and in the cloud. StartReady is a Microsoft Gold Partner and with more than 125 customers, from small and medium-sized companies to enterprises (from 10 to over 18.000+ users), it has a proven track-record as a reliable provider of communications solutions.

Lync in a box

The products in the UC series for Lync distinguish themselves by their rich, additional functionality and the professional services they provide. StartReady offers Lync as three successive appliances in which the hardware, software and administration have been combined to produce a total solution. It allows customers to choose their own entry level, so that they can fully tailor Lync to their own organizational requirements. As a result, choosing StartReady's UC Series for Lync also means choosing reliability, continuity and cost management.



What is Lync?

Lync is Microsoft's UC platform. It integrates all of the modern communication resources into a single, accessible platform. Users seamlessly switch between e-mail, telephony, voicemail, instant messaging and video conferencing wherever and whenever they wish. StartReady developed the UC Series for Lync: three ready-to-use solutions which organizations can use to improve communication with their customers and employees.



Presence Appliance for Lync

Who is available and how can they be contacted?

The Presence Appliance for Lync is the entry model of StartReady's product line. The solution offers all the functionality that an organization needs so that its employees can always be contacted. By using business chat and presence information, employees and customers quickly know who is available and which communications channel they can most easily be reached on. This makes communication between people cheaper and more efficient, partly because people can call for free from PC to PC. Mobile employees get access to extensive Unified Communications functions wherever they are through their Internet connection. Their personal office environment is always within easy reach and so are their work colleagues.

Functionality

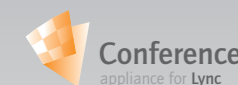
- **Presence** displays an employee's availability, as well as their photograph and their location and makes it immediately obvious who can be contacted and how.
- **Instant Messaging (IM)** is an efficient business medium for quick questions. All employees automatically receive an account and are securely linked to each other.
- **Federation** also makes the contacts of companies or partners who are connected to Lync visible, without first having to become friends with each one of them.
- **Location and time-independent** working is now possible, without a VPN. The appliance also contains a client version for mobile telephones.
- **Cost savings** are achieved because telephone calls between computers are free.

Additional options

- **Archiving** is offered as an additional option that enables organizations to meet their legal obligation to centrally save all their employees' communications at a central location.

Conference Appliance for Lync

How can I efficiently and effectively hold a video conference?



Conference Appliance offers full, structured support for video conferencing. This forms the second step in StartReady's Series for Lync and provides and expands the overall functionality of Presence Appliance even further. With Lync, integrated audio, video and web conferencing has developed into a mature technology that forms an excellent alternative to conventional conferencing situations. Conference Appliance contains various conferencing functions which make the preparation, implementation, reporting and follow-up of conferences easier and more efficient. It also substantially reduces travel costs, as well as the unproductive hours spent commuting, making arrangements between various sites and doing business across international boundaries.

Functionality

- **Presence Appliance for Lync** is the basic application and is given extra functionality in Conference Appliance.
- **Conference Calls** are supported with all the power and flexibility of UC, regardless of the number of participants. Additional **call options** allow external users to participate in conferences via their landline or mobile telephone.
- **High definition video**, combined with RoundTable's 360° conference view, gives this form of communication even more personality and increased power of expression.
- Participants can **share documents and applications**, so that they all have the required information in real time.
- The convenience of **desktop sharing** forms a significant added value. This makes it easy, for example, for colleagues in different locations to work on the same documents.
- **Extra conference functions**, such as polls, whiteboard sessions and the meeting lobby, mean that Conference Appliance is more than full-service alternative to live sessions.
- The appliance also offers various **recording options**, including voice, video and shared documents, which means that it is no longer necessary to spend more time on the conference than is necessary.

Telephony Appliance for Lync

Can I expect more than what I get from my conventional telephone switchboard?



With Lync, Microsoft has created a full telephony platform, which is more extensive than conventional telephone switchboards and incorporates rich functionality, such as Presence, Instant Messaging and Conferencing. The Telephony Appliance is the most complete StartReady product in this line. By using VoIP, employees can call each other or hold video conferences free of charge, regardless of the time or their location, which means that the costs of external communications are significantly reduced, because telephone calls are routed via the company's own network. Lync's PBX contains all of the most important telephony functions and more, so that telephony is intelligently integrated with the expertise and availability of employees, regardless of which device they use.

Functionality

- The Telephony Appliance is StartReady's **most complete Lync product** and builds on the functionality of Presence Appliance and Conference Appliance.
- It also generates considerable **cost savings**, by reducing call charges and removing a need to install expensive telephone switchboard at smaller business locations.
- **Extensive reporting facilities** (Call Detail Records) also provide information about communication costs and the use of the various communication flows, and therefore forms an important controlling tool.
- **Voice Response** (telephone menus) can be flexibly configured, taking into consideration the availability and qualifications of employees.
- **Improved delegating functions** increase the efficiency and contactability, because tasks and roles are easily transferred and accepted.
- **Receptionists** have a special, full-screen control panel, known as the attendant console.
- **Call Forwarding** ensures that employees can also be reached when they are not at their computer.
- Thanks to the **landline-mobile telephone integration**, users are automatically transferred to the mobile telephone if somebody is offline and both the landline and the mobile telephone will ring.
- **A wide variety** of certified devices can be connected to the Lync environment, such as handsets and headsets (IP, USB and Bluetooth).