

STARTREADY BCA

StartReady's Branch Continuity Appliance (BCA)
for Microsoft Lync infrastructures

Technical Presentation



Agenda

- What is an BCA?
 - When to use
 - SBA vs. BCA
- The StartReady BCA
 - Product Configuration Options
- Pricing/Licensing
- FAQ's

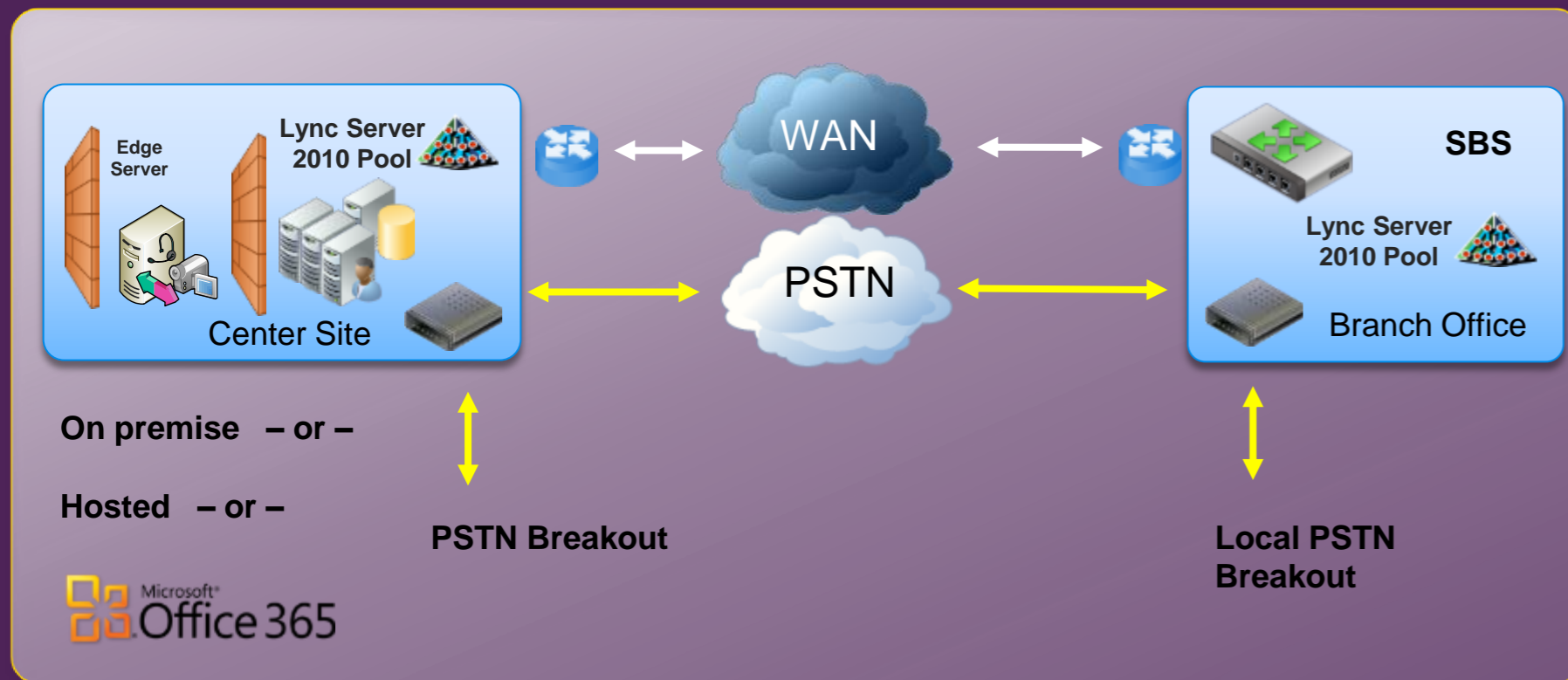
Arguments for a Branch Continuity Appliance

a BCA is an insurance for Business Continuity

- Avoiding the real costs of downtime. Communications outages results in
 - Reduced employee productivity
 - Missed customer request
 - Customer dissatisfaction
 - Lost deals
- Avoiding the costs of network bandwidth
 - High-bandwidth WAN's have high *recurring* costs
 - Cannot not be delivered in every region of the world
- Guarantee Continuity in Communications
 - Make sure Communications has continuity
 - Ensure Customer satisfaction

What is a Branch Continuity Appliance?

A solution for branch-site Lync resiliency



Why BCA? – functional

- Branch has full Lync continuity in case of WAN or PSTN failure
- Increased voice and conference performance for remote sites
- Connectable to any Lync environment

Why BCA? - technical

BCA runs a Lync Pool where branch users reside

1. Register & User Services are hosted on the BCA – making Lync completely functional available in case of WAN/PSTN outages.
2. Also, with remote sites, BCA hosts local conferences, Edge Services, etc. which will reduce WAN capacity requirements
 - network usage to central site is limited

- On-Premise
- Hosted
- Office 365



SBA vs. BCA

Survivable Branch Appliance vs. Branch Continuity Appliance

SBA

User connectivity

- Hosts *SIP Registrar* for local User Sign in
- Gets *User Services* from remote Lync Pool

Conferencing

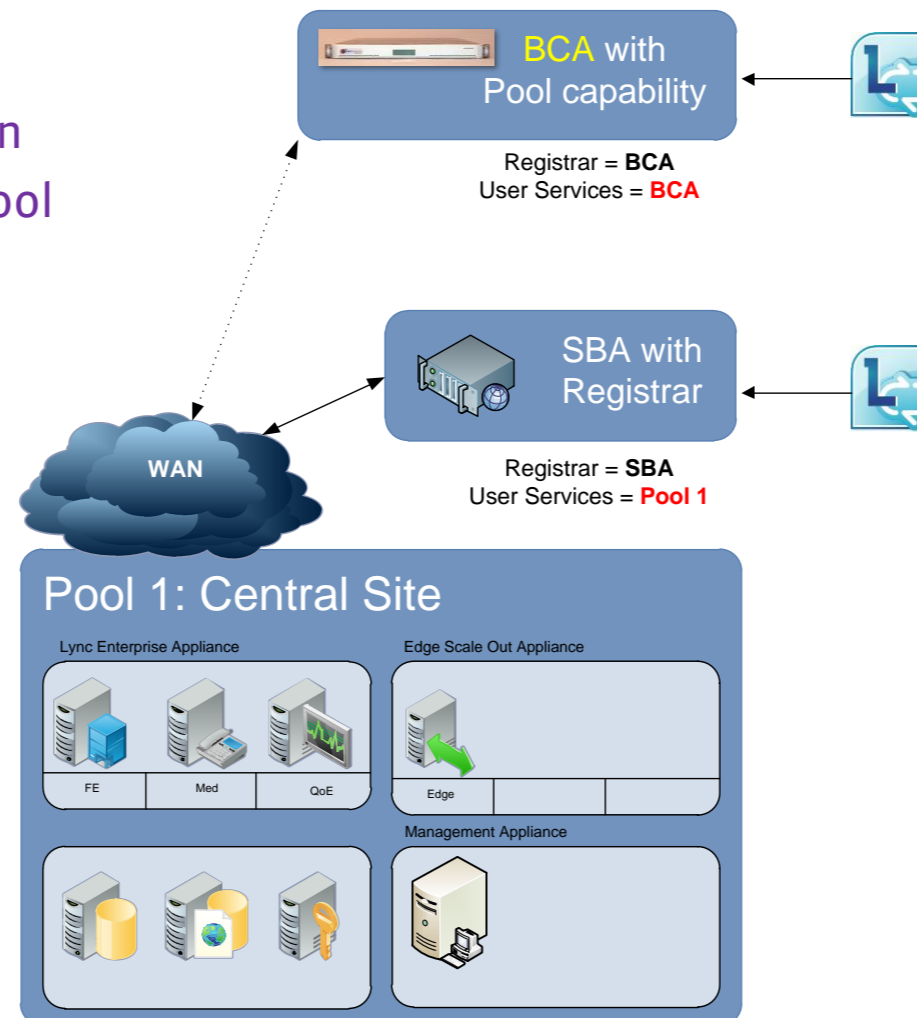
- Local conferences run on remote Pool, requiring much WAN capacity

Telephony

- SBA can force local breakout for telephony (ISDN/SIP)
 - survivable in case of WAN outage

Resiliency

- In case of WAN outage:
 - Lync client has **limited functionality**
 - **Pool functions** like Response Groups are **unavailable**



BCA

User connectivity

- Hosts *SIP Registrar* for local User Sign in
- Hosts *User Services* on local SBS

Conferencing

- Local conferences run on BCA, requiring no WAN capacity

Telephony

- BCACan force local breakout for telephony (ISDN/SIP)
 - survivable in case of WAN outage

Resiliency

- In case of WAN outage:
 - Lync client has **full functionality**
 - **Pool functions** like Response Groups are **available**

StartReady BCA

Product Configuration Options



- Services
 - Front-End Role, Edge Role, Mediation Role, QoE Role
 - StartReady Remote Management & Monitoring Solution
- Breakout
 - Default
 - SIP
 - Optional
 - 4 x BRI (ISDN2 x 4)
 - 1 x PRI (ISDN30)
 - 2 x PRI (ISDN30 x 2)
 - 4 x Analogue Port ext. (FXS)
- Specs
 - Intel-based 1U server Appliance
 - 2 hours install
 - Connectable to any existing Lync environment
 - on-premise, Hosted & Office365
 - Fully SLA continuity
 - For up to 750 users in Branch-office Region

StartReady BCA

Microsoft Licensing – 2 models

- **Appliance Licensing in Lync On-premise scenario's**
 - Server Licenses for the Appliance
 - 1 x Windows Server 2008 R2 Enterprise
 - 1 x Microsoft Lync Standard Server
 - Lync User Licensing (per user)
 - Appropriate CAL Licensing
 - Appropriate Office/Lync Client Licensing
- **Appliance Licensing for Office365 customers**
 - All **user & server** licenses for O365 users are covered
 - E1-E3: Standard & Enterprise CAL
 - E4: Standard, Enterprise & Plus CAL
 - O365 users may use the BCA without additional Lync licenses
 - Required Server License for the Appliance
 - 1 x Windows Server 2008 R2 Enterprise



THANK YOU



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