SALES ADVISOR

Partner Sales Battlecard

Microsoft® Lync™ 2010

On Premises and Online Solutions

The new Microsoft Lync 2010 and Microsoft Lync Server 2010 unveil the next generation of Microsoft Unified Communications. Building on the customer, partner, and industry momentum of Microsoft Office Communications Server 2007 R2, Lync continues to deliver on the Microsoft promise to streamline communications for users, give information-technology (IT) organizations the flexibility and control they need to better manage their communications infrastructure, and provide an extensible platform for communications-enabled business processes.

WHY SHOULD A RESELLER CARE?

- Microsoft Lync holds large attach opportunities with Microsoft Office and Outlook® software, as well as Exchange 2010 SP1 and SharePoint® 2010.
- In addition to a large partner opportunity to sell Lync 2010, a significant sales opportunity exists to attach Exchange Server 2010 SP1. This helps seed the market by attaching Lync to Exchange for a complete Unified Communications solution and securing 'foundation sockets' against competitors.
- Microsoft Lync lights up Office SharePoint Server with presence. It works with Office SharePoint Server to surface a user's presence status and embed "click to communicate" controls with user names on SharePoint sites. This allows people to connect with content owners and action-item owners right from their SharePoint pages.
- In a recent MSI International study of IT professionals, a combined 32 percent responded they are most interested in providing "anywhere access" and "integrated communications" to their organizations.

WHY SHOULD A CUSTOMER CARE?

- Microsoft Lync streamlines communications by enabling users to find and communicate with the right person, right now, with the applications they use most.
- A familiar interface and intuitive controls make communication and collaboration simple with frequently used tools like Microsoft Office Outlook Messaging.
- Microsoft Lync provides rich Web-based conferencing with integrated audio and video.
- Microsoft Lync encrypts communications by default and helps simplify compliance with internal and regulatory controls by allowing users to manage enterprise communications.
- Built on Active Directory® services, Microsoft Lync uses a single directory for communications management.
- Microsoft Lync provides full enterprise-grade voice capabilities, giving customers the option of replacing, enhancing, or adding to their existing private branch-exchange (PBX) infrastructure.

THINGS TO KNOW

1 GREAT VALUE

Microsoft Lync does not require expensive infrastructure and network upgrades to deliver streamlined communications.

2 FLEXIBLE AND SCALABLE

Users can communicate from any location or device with an Internet connection.

3 HIGHLY SECURE COMMUNICATIONS

The automated encryption of all communication frees up resources.

TARGET CUSTOMERS

- Technical decision makers and senior IT (director or IT architect) in organizations worldwide responsible for the influence, purchase, and implementation of communications technologies, including e-mail, calendaring, telephony, instant messaging, and conferencing.
- Business decision makers and senior management in organizations worldwide (sales, finance, facilities, real estate, etc) concerned with strategic IT investments that help to reduce cost and complexity, ensure governance and security, decrease environmental impact, and dramatically enhance employee and team productivity.
- Developers of complementary unified-communications technologies.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"Do you know how much your business is spending on audio conferencing service charges and telephone tolls?"	"Our phone bill is enormous."	"We need to reduce costs."	Trim long-distance and audio conferencing costs 20 to 40 percent with the Voice-over Internet Protocol (VoIP) and unified conferencing capabilities in Microsoft Lync 2010.
"Is your business looking for ways to consolidate or reduce the cost of your telephony and communications systems?"	"Our budget is being cut again."	"We need to reduce costs."	Shrink the cost of communications systems 40 to 60 percent by replacing legacy voice mail with Exchange Server and expensive PBX equipment with Lync 2010.
"Is your business looking for ways to reduce business travel costs?"	"Our business interactions are prohibited by expensive travel costs."	"We need to reduce costs."	Cut travel spending 20 to 40 percent by replacing meetings with Web, video, and audio conferencing capabilities built into Lync 2010.

FEATURE COMPARISON

INSTANT MESSAGING AND PRESENCE

	Improved	OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010
PC-to-PC and multi-party IM	Improved	■	■		Standard CAL Purchase Required	N/A	Standard CAL Purchase Required
PC-to-PC and multi-party File Transfer	Improved	■	■				
PC-to-PC computer audio	Improved	■	■				
PC-to-PC computer video	Improved	■	■				
Rich Prescence	Improved	■	■				
Persistent Group Chat	Improved	■	■				
Skill Search	New		■				
IM/P from Office applications	Improved	■	■				
PC-to-PC IM, audio, and video with users at federated organizations & Public IM Networks	Improved	■	■				
Conference Attendee Experience: Join an ad hoc or scheduled meeting; send/receive audio/video; View shared application; View/ Write whiteboard – all of this as an authenticated user	New		■	■			
Conference Presenter Experience: Upload and advance PowerPoint slides; Initiate Recording; Share application; Manage Roster; Manage Meeting lobby; Use DTMF controls – all of this as an authenticated user	New		■	■			
View application sharing session (Attendee experience)	New		■				

Microsoft Lync Server

AUDIO, VIDEO, AND WEB CONFERENCING

Feature	New or Improved	Standard CAL		Enterprise CAL		Plus CAL	
		OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010
Initiate/Schedule ad-hoc multi-party (3+) audio conference (including dial-out to PSTN and/or PBX user)	Improved	ENT or Plus CAL Feature		■	■	N/A	■
Initiate ad-hoc multi-party video conference	Improved			■	■		
Initiate ad-hoc application Sharing (P2P or multi-party)	Improved			■	■		
Initiate ad-hoc white boarding (P2P or multi-party)	New				■		
Schedule and host conferences on the audio conferencing bridge (CAA)	Improved			■	■		
Schedule Web conferences	Improved			■	■		
Automatically join meeting audio from PBX or other phone number	New				■		
Dial out to PSTN	Improved			■			■
Received calls from PSTN	Improved			■			■

ENTERPRISE VOICE TECHNOLOGY

Feature	New or Improved	Standard CAL		Enterprise CAL		Plus CAL	
		OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010	OCS 2007 R2	Lync 2010
Ad-hoc multi-party (3+) audio conference (including dial-out to PSTN and/or PBX user)	Improved	ENT or Plus CAL Feature		■	■	N/A	■
UC and PBX Call Control (click to call, answer, hold, resume, transfer, park, and retrieve)	New & Improved			■			■
Visual access to voicemail (requires Exchange UM for voicemail)	New & Improved			■			■
Additional telephony features (call park and receive, report malicious call, inbound private line)	New						■
Routing Rules (includes team call, call forward, simul-ring)	Improved			■			■
E911 capabilities	New						■
Delegation	Improved			■			■
Response Group Agent and Agent Anonymity	Improved			■			■
Office Communicator – OC Phone Edition based phone devices "better together"	Improved			■			■
Survivable Branch Appliance	New						■

ONLINE SOLUTION

Standard Parameters	Users display and detect availability on corporate network with presence; this includes presence integration with Microsoft Office 2007, Office 2010 and SharePoint sites
	Instant-messaging (IM) text automatically encrypted for added security
	Voice: 1) Full enterprise-grade PBX functionality 2) Peer-to-peer voice and video
	Virus and spam message filtering via Intelligent IM filter
	Conferencing: Multi-party voice, video (high-definition quality), and data conferencing, all from a single-client experience
	Single sign-on capability for users via Sign In application
	Constant Web-form and phone-based tier-2 support for IT administrators
	User subscription fee
Service Access	Requires Microsoft Lync (separate purchase and installation required)
Remote Access	Users may connect directly to the service over the Internet, without connecting to the customer's corporate network through a remote access service (RAS) or virtual private network (VPN)
Contact/ Distribution Lists	Each user can have up to 250 contacts
	Each distribution list counts as one contact
	Distribution lists with 100 or fewer members are expandable
Security	Intelligent IM filter helps protect customer network and Microsoft-managed network and provides enhanced URL filtering and enhanced file-filter control
Service Level Agreements	99.9 percent uptime with financially backed service level agreements (SLAs)
Service Continuity	Redundant datacenters efficiently restore service in the event of hardware failures or natural disasters
Platform Upgrades	Improvements to the Microsoft Online Services hosting environment—including updates to server products—are passed on to customers
Directory Synch-ronization Tool	Synchronize on-premises Active Directory and the Microsoft managed Active Directory
Administration Center	Centralized, Web-based access for managing Lync Online services
Sign In Tool	Provides single sign-on capability and access to all Microsoft Online Services

TRIAL INFORMATION

http://technet.microsoft.com/en-us/evalcenter/ff808407.aspx

LICENSING

http://www.microsoft.com/en-us/lync/pricing-licensing.aspx

DEPLOYMENT CHOICES

On Premises	Standard on-premises deployment required.
Online	The Lync Online service leverages redundant and geographically dispersed datacenters operated by Microsoft around the world. As a result, Lync Online helps simplify IT management by removing the customer's need to deploy, configure, monitor, update, and upgrade a communications and collaboration solution on premises.

OFFICE COMMUNICATIONS ONLINE

Microsoft Lync Online delivers robust IM and presence functionality that enables real-time person-to-person communication via text, voice, and video across an organization. Through presence awareness, workers can quickly detect a colleague's availability for a time-sensitive consult or business-critical decision and then connect rapidly using a reliable, security-enhanced IM solution.

Microsoft Lync Online is also a component of the new Office 365. Microsoft Office 365 delivers the power of cloud productivity to businesses of all sizes, helping to save time and money and free up valuable resources. Office 365 combines the familiar Microsoft Office desktop suite with online versions of the next-generation communications and collaboration services: Microsoft Exchange Online, Microsoft SharePoint Online, and Microsoft Lync Online. Office 365 services are easy to administer and simple to use—with the robust security, reliability, and control users need to run their business.

RELATED RESOURCES

Microsoft Enterprise CAL Suite:
http://www.microsoft.com/calsuites/enterprise.mspx

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