



SALES ADVISOR

Partner Sales Battlecard

Microsoft® Office Communications Server 2007 R2

On Premises and Online Solutions

The new Office Communications Server (OCS) 2007 R2 update builds on the customer, partner, and industry momentum of Office Communications Server 2007 and 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?

- OCS 2007 R2 holds large attach opportunities with Microsoft Office and Outlook® software.
- In addition to the large partner opportunity to sell OCS 2007, a significant sales opportunity exists to attach Exchange Server 2010. This helps seed the market by attaching OCS to Exchange for a complete Unified Communications solution and securing 'foundation sockets' against competitors.
- OCS 2007 R2 lights up Office SharePoint® Server with presence. It works with Microsoft Office SharePoint Server to surface a user's presence status and embed "click to communicate" controls on 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.¹

WHY SHOULD A CUSTOMER CARE?

- OCS 2007 R2 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.
- OCS 2007 R2 provides rich Web-based conferencing with integrated audio and video.
- OCS 2007 R2 encrypts communications by default and helps simplify compliance with internal and regulatory controls by allowing users to manage enterprise communications.
- Built on the Active Directory® services, OCS 2007 R2 uses a single directory for communications management.

THINGS TO KNOW

1

GREAT VALUE

OCS 2007 R2 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 OCS 2007 R2."
"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 private branch exchange (PBX) equipment with OCS 2007 R2."
"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 OCS 2007 R2."

OFFICE COMMUNICATIONS ONLINE

Microsoft Office Communications Online delivers robust IM and presence functionality that helps enable real-time person-to-person communication via text, voice, and video across an organization. Through presence awareness, workers can detect a colleague's availability and then connect using a security-enhanced IM solution.

Office Communications Online requires the separate purchase and installation of Microsoft Office Communicator 2007 R2. As a limited time offer, Office Communications Online customers receive one licensed copy of Office Communicator 2007 R2 at no cost with each trial or paid subscription license to Office Communications Online. The software may only be used with Office Communications Online and all rights to use the software will terminate upon expiration of the underlying subscription license or release of the next major new version of Office Communications Online, whichever comes first.

ONLINE SOLUTION

Standard Parameters	Users display and detect availability on corporate network with presence; includes presence integration with Microsoft Office 2007 and SharePoint sites
	Instant messaging (IM) text automatically encrypted for added security
	One-to-one audio and video (limited to two personal computers on the same corporate network where no firewall or other devices exist between the parties)
	Virus and spam message filtering via Intelligent IM Filter
	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 Office Communicator 2007 R2 (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
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 Synchronization Tool	Synchronize on-premises Active Directory and the Microsoft managed Active Directory
Administration Center	Centralized, Web-based access for managing Office Communications Online services
Sign In Tool	Provides single sign-on capability and access to all Microsoft Online Services

DEPLOYMENT CHOICES

On Premises	Standard on-premises deployment required.
Online	Office Communications Online service leverages redundant and geographically dispersed datacenters operated by Microsoft around the world. As a result, Office Communications 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.

TRIAL INFORMATION

<http://technet.microsoft.com/en-us/evalcenter/bb684921.aspx>

LICENSING

Organizations can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. OCS 2007 R2 will follow the Server Client Access License (CAL) model. Under this model, an OCS 2007 R2 Server license is required for each operating system environment running OCS 2007 R2 server. A CAL is required for each user or device accessing the OCS 2007 R2 server.

Organizations can acquire OCS 2007 R2 as a standalone server and CAL, or they can purchase the CALs as part of the Microsoft Enterprise CAL suite. Microsoft Office Communicator 2007 R2 is the client software used to interact with the OCS 2007 R2 and is licensed separately as a standalone license, or available via specific Office versions.

SERVER OFFERINGS

- OCS 2007 R2 Standard Edition requires that primary server components, as well as the database for storing user and conference information, be configured on a single computer. Standard Edition is recommended for organizations that do not require higher availability through clustering.
- OCS 2007 R2 Enterprise Edition enables separation of server functionality and data storage to achieve higher capacity and availability. Enterprise Edition is recommended for organizations that require higher availability through clustering.

CLIENT SOFTWARE

Office Communicator 2007 R2 is the client software used to interact with the OCS 2007 R2 Server. Office Communicator 2007 R2 is available as both a standalone product and is included in Microsoft Office Pro Plus 2007 and Microsoft Office Enterprise 2007.

If customers have Software Assurance on their Office Live Communications Server 2005 CALs and Office Live Communications 2005 CALs at the time of the release of the OCS 2007 CAL on the Volume Licensing pricelist (September 1, 2008) and have maintained an active OCS 2007 Standard CAL SA through the release of Office Communicator 2007 R2, they will maintain their rights to install Office Communicator 2007 R2 without purchasing Office Pro Plus 2007, Office Enterprise 2007, or the Office Communicator 2007 R2 standalone license.

CAL USE SCENARIOS

One licensing change from OCS 2007 to OCS 2007 R2 is to change the requirement for a CAL. In OCS 2007 R2, a CAL will be required for direct or indirect access authenticated via Active Directory Domain Services. This essentially requires CALs for internal users, but eliminates the need for a CAL for anonymous external users. This allows external users to attend an OCS 2007 R2 Web conference without a CAL or external connector.

The following usage scenarios for OCS 2007 R2 will require that CAL licenses be in place for each user or device:

- OCS 2007 R2 voice extensions.
- Internal users organizing or attending a Web conference.
- IM identities hosted on the OCS 2007 R2 server.

The following usage scenarios for OCS 2007 R2 will NOT require that CAL licenses be in place for each user or device:

- Users receiving a call from an extension hosted on the OCS 2007 R2 server.
- Non-OCS 2007 R2 users placing a call to an extension hosted on the OCS 2007 R2 server
- Public network or federated users with an OCS 2007 R2 user.
- External users attending a Web conference.

OTHER OFFERINGS

Public IM Connectivity (PIC) will remain a separate license, unchanged from the current Office Live Communications Server 2005 offerings. Speech Server 2007 R2 is included as a software component in both OCS 2007 R2 Standard and Enterprise editions. Utilizing the Speech Server role within OCS 2007 R2 will require the OCS 2007 R2 Enterprise CAL.

ADDITIONAL SOFTWARE

The following additional software components will be associated with the OCS 2007 R2 license, Enterprise or Standard edition).

The clients:

- Office Communicator Web Access 2007 R2
- Office Communicator Mobile for Java 2007 R2
- Office Communicator Mobile for Windows Mobile 2007 R2
- OCS 2007 R2 Group Chat Console
- OCS 2007 R2 Attendant
- Office Live Meeting Console

The OCS 2007 R2 Standard edition server roles:

- Monitoring
- Director
- Mediation
- Archiving
- Web components (includes Communicator Web access)

The OCS 2007 R2 Enterprise edition server roles:

All Office Communications Server 2007 R2 Enterprise Edition server roles are additional software except:

- OCS 2007 R2 Enterprise edition Front End
- OCS 2007 R2 Enterprise edition Edge
- OCS 2007 R2 Speech

¹ MSI International, "OC/S Server 2007 Positioning" February 2007