



Microsoft

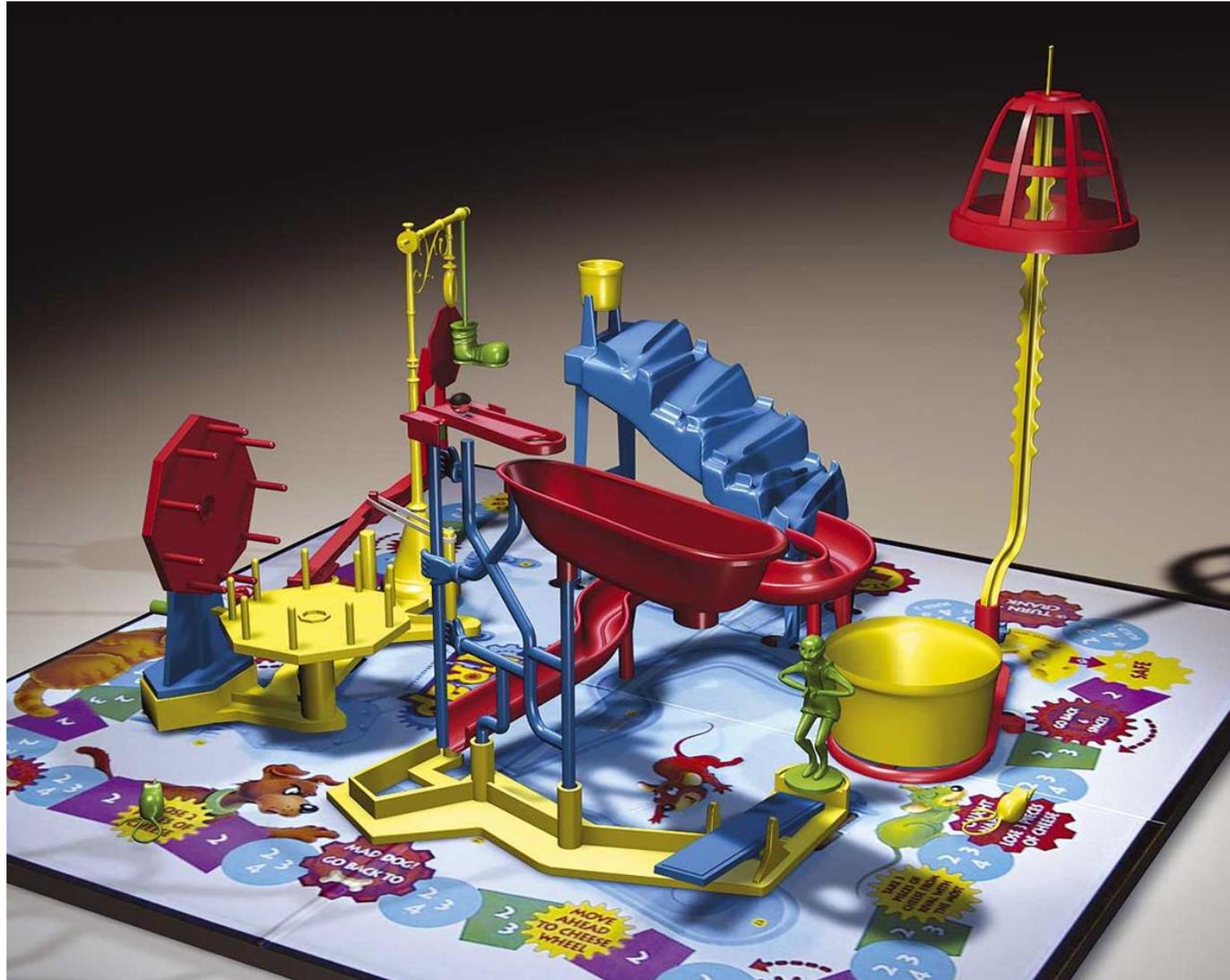
Lync Conference 2013

February 2013 → San Diego, CA

Lync Voice – Avoiding the “Pilot Trap”

Alan Percy
Senior Director of Marketing
AudioCodes
alan.percy@audiocodes.com

UC is complicated enough...



How to get caught in the “Pilot Trap”:

Step 1:

Training? Who needs training?



How to get caught in the “Pilot Trap”:

Step 2:

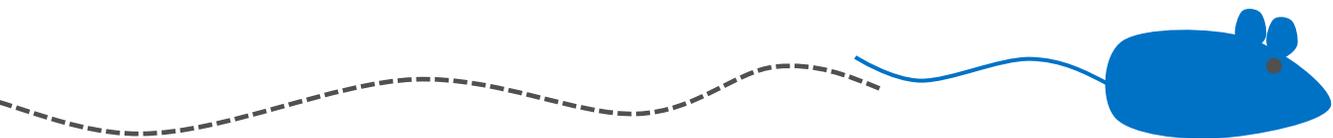
Assume your network is ready for Lync (I think?)



How to get caught in the "Pilot Trap":

Step 3:

Implement Lync for IM&P only (without voice)



How to get caught in the “Pilot Trap”:

Step 4:

Using TechNet (and some social media recommendations), choose your voice devices



How to get caught in the "Pilot Trap":

Step 5:

Add voice features to your initial pilot group

They love it! Add more users...

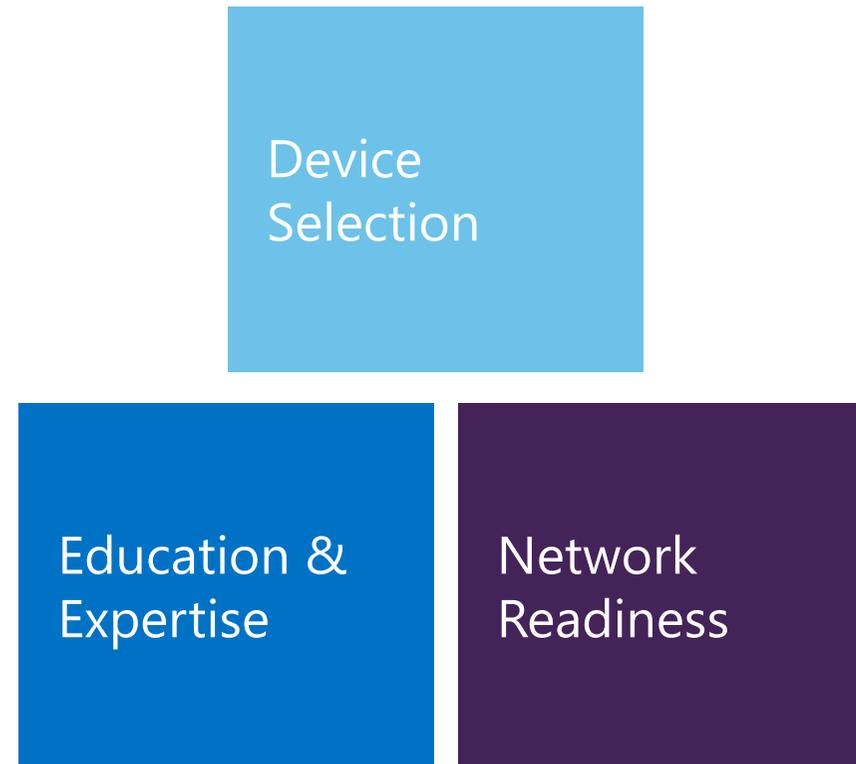
All's well, so add more...

People come begging, so add more!



What went wrong?

Three important building blocks were missing:



Best Practices

Education:

- Microsoft Lync User Training
- Microsoft Lync Server Training
- Device Manufacturer Training
- Third-Party Technology Training

Securing a Trusted A

- Device Manufacturer Professional Services
- Consulting Partners
- Systems Integrators
- Voice TSPs, Consultants and Freelancers
- Someone you can lean on

“Often the most overlooked component of a deployment is end user training which leads to poor user experience”

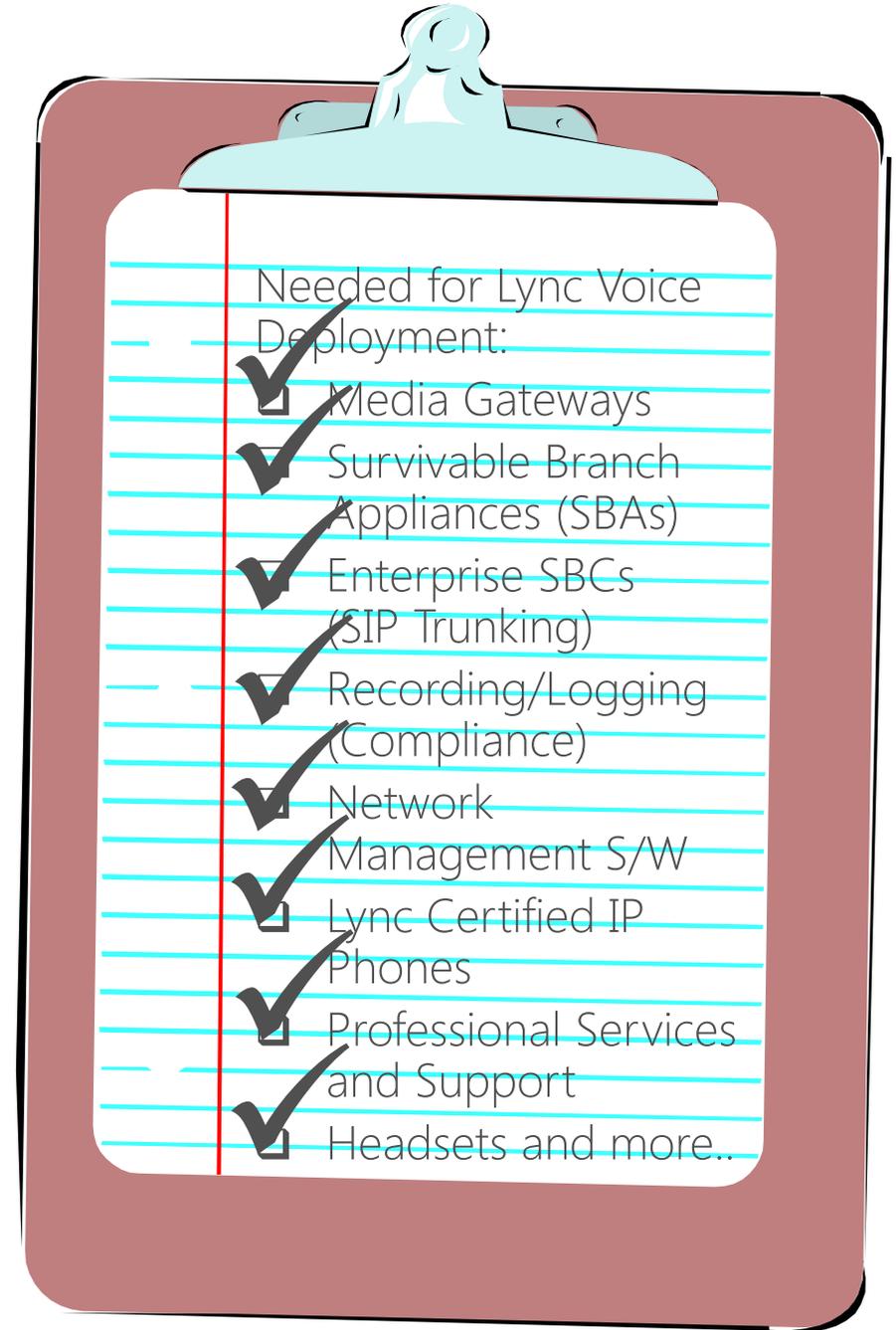
Cari Dick –

Director - UC Adoption Practice

UnifySquare



The Voice Enablement Shopping List



Best Practices

Identify the device use cases

- Client+Headset only
- Desk Phones
- Common Area Phones
- Conference Room Phones
- Attendant Phones
- Analog Phones

Considerations for selection

- Cost
- Compatibility
- Features and functions
- User experience and consistency
- Inventory/Spares and asset management
- Administration
- BYOD?

“Great device selection and user fit is a crucial success factor, rip and replace desk phone strategies are often expensive and fail.”

*Kevin Peters –
Unified Communications Architect
UnifySquare*



Best Practices

Network assessment process

Step 1: Documenting the network architecture

Step 2: Identifying probe points

Step 3: Installing probes and load generator

Step 4: Load simulation and performance measurement

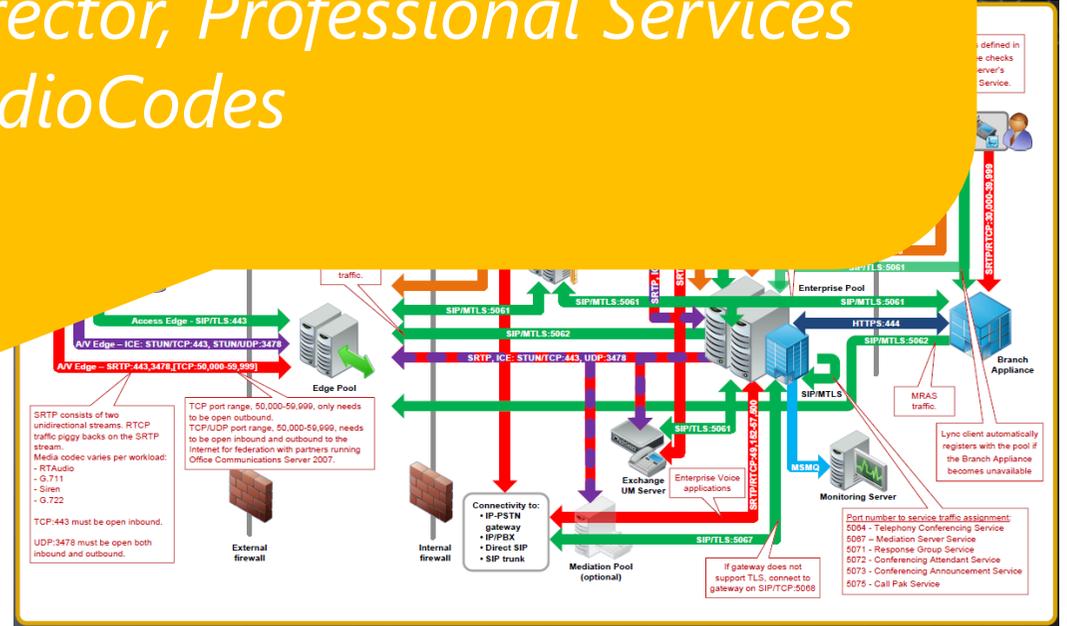
Step 5: Post analysis

Step 6: Recommendations / Corrections

Step 7: Optional re-test

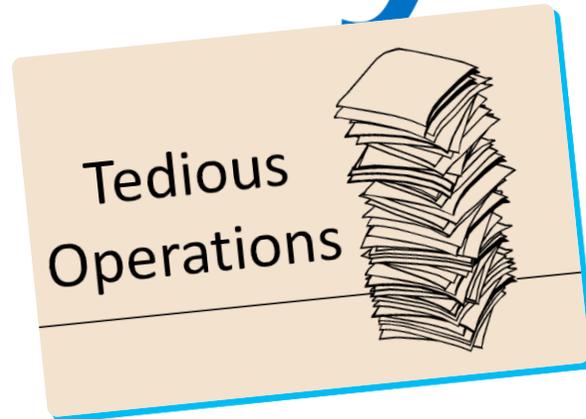
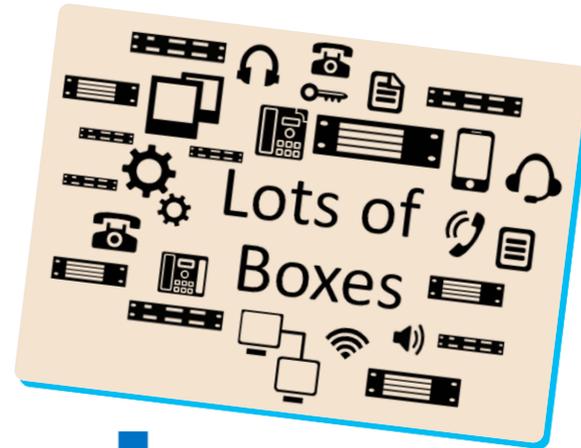
“In our experience, network readiness is by far the most common source of voice quality dissatisfaction”

*Bill Skinner,
Director, Professional Services
AudioCodes*

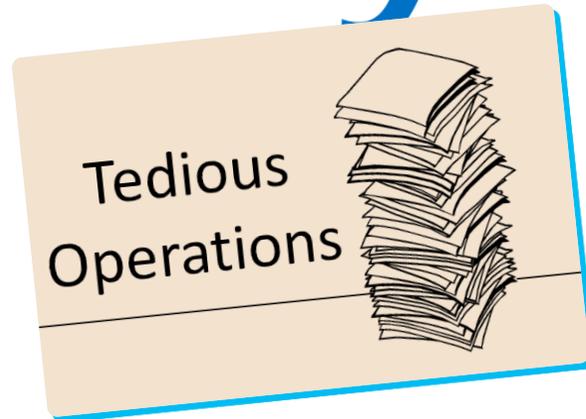
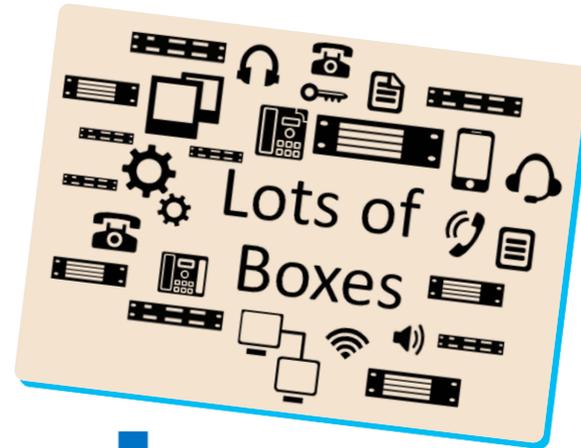


Lync Server 2010 Protocol Poster - courtesy Microsoft

So many decisions, so little time.....



So many decisions, so little time.....





AudioCodes One Voice
for Microsoft Lync



AudioCodes One Voice for Lync

A unified product and service program

Designed to simplify life for voice partners and their customers



Suite of Solutions for Microsoft UC Voice



The vendor with complete voice solutions offering for Lync

1
One source for all voice network elements



1
One expert team for voice professional services



1
One point of contact for voice support

AudioCodes One Voice for Lync

What are others saying?

"AudioCodes One Voice for Lync addresses the needs of enterprises as the

"Microsoft Lync offers significant productivity gains, and AudioCodes One Voice for Lync is offering a comprehensive solution to Microsoft Lync."

**Dr. Giovanni Mezgec,
In**

"We see the AudioCodes One Voice for Microsoft Lync program as an opportunity to accelerate deployment of voice-enabled Microsoft® Lync® deployments",

Giovanni Mezgec, General Manager, Microsoft

Benefits to End-Customers

Simplification

Reduced vendor management

Better pricing through consolidation

Less training initially and over time

Improved support

Result: A successful migration



Proof Point

Jeff Bryngelson
Network Manager
American Axle &
Manufacturing



Benefits for AudioCodes Partners

A trusted supplier and advisor

To help design, implement and support complex end-customer projects

Marketing assistance

Access to special promotions, logo and marketing resources

Partner-centric
benefits



Proof Point

Benjamin Tosado

Principle

Conquest Technology Services



Next Steps

Learn

Visit AudioCodes in Booth #5
www.audiocodes.com/microsoft

Experience

Meet with AudioCodes and our extensive partner community – the “Lync Voice Experts”

Collaborate

Stay connected @AudioCodes or on our AudioCodes / Microsoft Lync group on LinkedIn



Thank you !

For more information, visit: www.audiocodes.com/microsoft

