

MICROSOFT LYNC SERVER 2010



Microsoft Lync ushers in a new connected-user experience, transforming every communication into an interaction that is more collaborative, engaging and accessible from anywhere. For IT, the benefits are equally powerful, with a highly secure and reliable system that works with existing tools and systems for easier management, lower cost of ownership, smoother deployment and migration, and greater choice and flexibility.

Connected End-user Experience

Users seek communications tools that make their work easier and are available anywhere, anytime – including within the context of other applications. Lync 2010 provides a single interface that unites voice communications, IM, and audio, video and web conferencing into a richer, more contextual offering.

Find and communicate with the right person – Rich presence including pictures, skill search, location information and more give users the context they need to make smart communication choices including built-in instant messaging capability. Users can add and connect with others on public IM services such as Windows Live, AOL and Yahoo! and communicate using their single work identity.

Create a more fun work environment by building social connections – The rich experience of Lync 2010 helps workers make connections across time and distance with picture-enhanced presence, automatic frequent contacts lists and activity feeds for keeping up with coworkers.

Make every interaction a near face-to-face meeting – Transform any conversation to include high-resolution video-, application- and desktop-sharing and be fully present in meetings without making the physical trip.

Communicate with context from Microsoft Office applications – The visually compelling experience of Lync 2010 is consistent throughout Office and other business applications, including color-coded presence icons, pictures, high-resolution video and desktop sharing.

Stay connected from virtually anywhere – A single experience across the PC, phone or web means that users have the choice to connect from many devices.

Single, Unified Platform

Microsoft Lync Server 2010 is built from the ground up to be a single platform that can enhance, extend and even replace traditional and IP PBX systems.

Full set of voice features – Support common calling features such as answer, forward, transfer, hold, divert, release, and park, and extend these capabilities outside the office via secured Internet access without requiring a VPN connection.

A simpler solution to deploy and manage – Lync Server 2010 provides a highly secure and reliable system that works with Active Directory, Exchange Server and SharePoint technologies, and uses Microsoft management tools to facilitate easier management and lower cost of ownership. Interoperability with existing systems enables smoother deployment and migration.

Easily leveraged programmable interfaces for embedding communications in business applications and processes – Documented APIs using familiar technology make it easy to embed communications in business applications and processes.

Support for on-premises and hosted environments* – Lync Server 2010 can be deployed on-premises or in a service-based (hosted) or hybrid environment. A service-based option can deliver faster deployment, regularly updated software and more time to focus on strategic tasks and initiatives.

* Feature availability in on-premises and hosted environments may be different.

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Platform Extensibility

The Microsoft Unified Communications solution is powered by software, making it easier to add and customize communications features compared to hardware-based systems. Microsoft Lync Server 2010 will bring the vision of a fully extensible communications platform a step closer with simplified application-programming interfaces based on industry-standard technology.

New for the Client Platform

- Embedding Communicator in your application is easier than ever with the new Microsoft Lync Server 2010 SDK, which offers Visual Studio controls in .NET Windows Presentation Foundation (WPF) and Silverlight. This means near to no coding is required when embedding Lync UI elements into your own application.
- More powerful ways to extend Lync conversations using the Lync Conversation Extension Window, which can display information about your conversation, add call control tools or add functionality such as translation services.
- Enhanced contextual collaboration with Launch Links that enable you to launch applications right from Communicator and allow participants to quickly establish call context.
- Build your own client experience in .NET using the new Lync 2010 Managed AP, and build your own user experience to meet industry- or organization-specific needs.

New for the Server Platform

- Platform support for sophisticated contact center or help desk scenarios such as IVR, ACD and Call Recording – as well as web chat, query response bots, and conferencing and application sharing – introduced with Microsoft Unified Communications Managed API 3.0 (UCMA 3.0).
- Access all UC-enabled services from any phone with a single login to enable scenarios such as connecting to your online meeting through a simple spoken command, checking for new SharePoint tasks or having Exchange e-mail read out to you, all in the same call.
- Significant simplifications in deploying, operations and interoperability with added features such as simple single-point application provisioning, software-based load balancing, automatic fail-over and draining.
- State-of-the-art speech technology now in 26 languages provided by the updated Microsoft Speech Platform, a zero-royalty, enterprise-grade, server-based speech platform that ships with UCMA 3.0 and now adds VoiceXML 2.1 to UCMA needs.

Developers can use tools such as Visual Studio and familiar Microsoft .NET Framework and Web Service programming paradigms to build powerful communications solutions, without having to be a communications technology expert.

For more information on Microsoft Unified Communications, please see:

[Forrester case study on Total Economic Impact](#)

