

## T109: Lync — The Red Headed Stepchild

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#### Housekeeping

- Twitter to #ciaops
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#### Agenda

- Messaging today
- What is Lync?
- Why Lync works for business
- Lync plans
- Lync clients
- Selling points
- Summary



#### Do your clients use messaging?

Do your clients use Skype?

Do those that have Office 365 use Lync?

Do they have VoIP phones?

(estimated 43% of US workforce by 2016 will work from home) \*Wired June 2013







#### What is Lync?

How do you explain Lync to users?

- On premise and cloud options
- Instant Messaging
- VoIP
- Conferencing
- Presence
- Shared whiteboard



#### Lync vs Skype

Skype = consumer (peer to peer)

Lync = enterprise (client / server)







#### Why Lync works for business

- Instant Messaging archived
- Supports eDiscovery
- Instant messaging encrypted over TLS
- Includes AV scanning
- Connectivity to Skype
- AD integration
- PowerShell support
- Integration with on premise PABXs



#### Lync Plans

Standalone (Enterprise)

Lync Plan 1

Lync Plan 2

Lync Plan 3

**Small Business Suites** 

Standard = Lync Plan 1

Premium = Lync Plan 1

Mid-sized Business Suites

Lync Plan 2

**Enterprise Suites** 

E1 = Lync Plan 1

E3 = Lync Plan 2

E4 = Lync Plan 2



#### Lync Online Plan 1

- Presence
- Instant Messaging
- Microsoft Office interoperability
- Skype connectivity
- Lync to Lync Voice and HD video
- Mobile clients



#### Lync Online Plan 2

#### Lync Online Plan 1 +

- Desktop, application and Whiteboard sharing
- Multiparty content sharing
- Meeting controls (organizer, lobby, join from)
- In meeting OneNote taking
- Interoperability with third party conferencing
- Multi party video
- Lync Web app



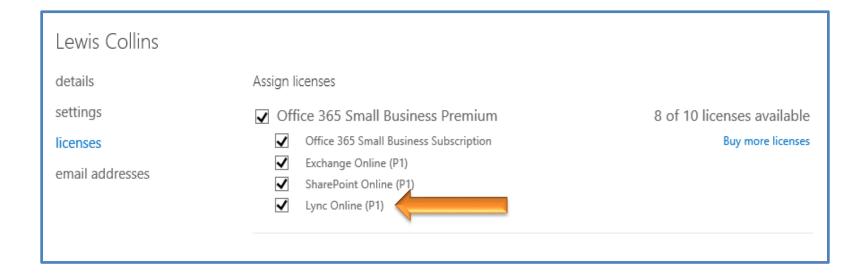
#### Lync Online Plan 3

Lync Online Plan 2 +

 Unified Messaging interoperability with Exchange Online



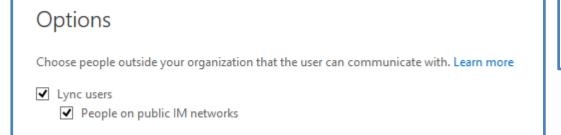
#### Licensing

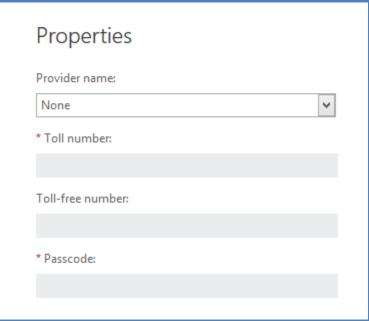




#### Licensing

# Options Select the Lync features you would like this user to have. Learn more Audio and video: Audio and HD video Record conversations and meetings Allow anonymous attendees to dial-out For compliance, turn off non-archived features





\*supports PowerShell

#### Some Business benefits of Lync

- Easily move from email to instant message to meeting
- Schedule meetings directly from Outlook
- Web scheduler
- See presence through Office apps and online services
- Desktop sharing
- Application sharing
- Host online presentations
- Invite external contacts
- Connect with customers



#### **Implementing**

- Can be trialled without impacting existing systems
- Mobile apps are free
- Browser client is free
- Mac version is free
- Lync 2013 Basic is free
- Use it to conduct and record meetings



#### **Lync Clients**

- Different clients support different feature sets
- Full Lync 2013 client only available via Office
   Pro Plus
- Most other clients are free

Client comparison table - <a href="http://technet.microsoft.com/en-us/library/gg425836.aspx">http://technet.microsoft.com/en-us/library/gg425836.aspx</a>



## DEMO

#### **Selling points**

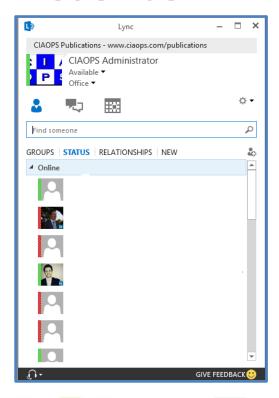
- Presence
- Conferencing
- Email reduction
- External connectivity
- Auditing

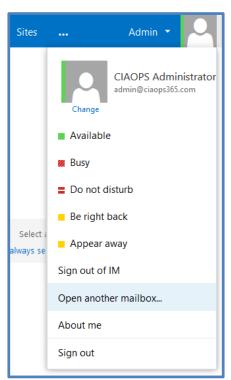


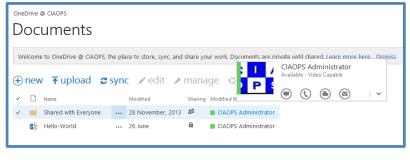




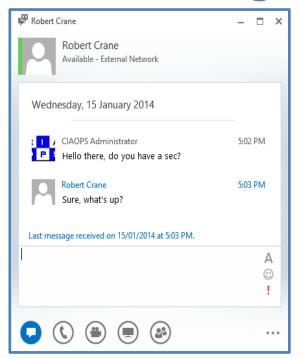
#### Presence

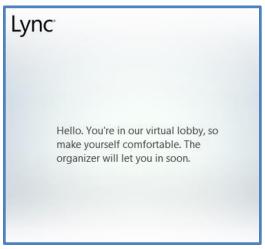


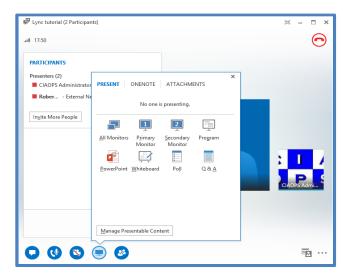




#### Conferencing







#### **Email reduction**

- Short conversations instead of emails. Instant messaging means instant answer
- Group conversations instead of email 'discussions'
- File transfers are supported
- Desktop sharing to see what's going on
- Webcams for better interactions



#### **External connectivity**

- Connect up with other peers on Lync
- Connect up with clients on Lync
- Connect up with suppliers on Lync



#### **Auditing**

- Overcomes management objections
- Conversations saved in users Inbox
- Chat conversations searchable



#### **Troubleshooting**

- Firewalls can be an issue
  - Blocked ports
  - Content filtering
- Ensure external federation is enabled
- Remember some client software has limited functionality



#### **Strategies**

- Use it to conduct webinars
- Use it when you are at clients
- Provide them a Lync account form your tenant to communicate with you
- Demonstrate the power of integration
- First product to roll out on Office 365 Suite adoption



#### **Conclusions**

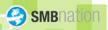
- Use it inside your business
- Understand the full feature set
- Get an easy win after Office 365 adoption
- Look for future integration with telephony providers
- Lync is Enterprise grade





#### Resources

- Lync Online Service descriptions http://technet.microsoft.com/en-us/library/lync-online-service-description.aspx
- Lync 2013 Basic http://www.microsoft.com/enus/download/details.aspx?id=35451
- Client comparison table http://technet.microsoft.com/en-us/library/gg425836.aspx
- Lync Connection test http://trippbl2.online.lync.com/
- How to troubleshoot authentication and connectivity issues in Lync Online http://support.microsoft.com/kb/2541980
- Join a Lync meeting http://office.microsoft.com/en-au/lync-help/join-a-lync-meeting-HA102809459.aspx
- Lync 2013 Training https://www.youtube.com/watch?v=IfmYzt0t92s&list=PLXPr7gfUMmKySvqtb7
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#### Feedback?

Questions / Queries / Comments?



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