



Connecting people  
in new ways



An office, a desk, a desk phone, a PC, email. At one time, this was all you needed to stay in touch and run your small business. No longer. Today, people are more mobile than ever, they use more devices than ever, and they expect instant connectivity no matter where they are. With a little simple technology, you can get a jump on the competition by connecting your employees with each other, your customers, and your partners, in real time, from anywhere.

Microsoft® Lync™ communications software brings together instant messaging (IM) with audio, video, and web conferencing that you can access from almost anywhere.

## Find who you need, fast

- **See who's available at a glance.** Color-coded presence icons show you whether someone is available, away from their computer, busy, or offline.
- **Speed up your search.** Presence includes pictures, skill search, and location information to help you find who you're looking for quickly.

## Meet "face to face"

- **Easily schedule and join online meetings from the Microsoft Outlook® 2010 email application.** It takes just one click to change a meeting request to an online meeting or to join a meeting.
- **Make conference calls seem like in-person meetings.** Connect with high-resolution video or share applications or your desktop in online meetings.
- **Extend your meetings to customers and partners.** With the web-based meeting attendant, even external participants can join.

## Connect from Office

- **Don't leave your email.** When you pair Lync with Microsoft Exchange and Outlook 2010, you can see presence icons and initiate chats or calls right from your email message or meeting request.
- **Connect with others from a document or spreadsheet.** Lync integrates with Microsoft Office 2010, so you can see presence information and start chatting without leaving your document.

## Connect easily from

- **Choose how you connect.** With a single experience across the PC, phone\*, and browser, Lync lets you connect from many devices from almost anywhere you have an Internet connection.
- **Connect externally.** You can use Lync to connect with people at other companies, as well as Windows Live® users.

## Do more with chat

- **Connect in real time.** You can turn an IM chat into an audio or video call at the click of a button.
- **Share photos, files, and links.** Whether you're chatting with text, audio, or video, you can send files and other information in your IM window.

## Get a more social experience

- **Make connecting more fun.** Keep up with your coworkers with pictures, activity feeds, and automatic frequent contact lists.

\* Coming soon



# Why Lync?

## Support for mobile workers

- ▶ Working together using videoconferencing, virtual whiteboards, and desktop sharing on the go from practically anywhere with an Internet connection

## More responsive service

- ▶ Being able to respond to customers quickly by setting up conferences and joining meetings on the go
- ▶ Setting up online events that your customers can join




## Reduced costs

- ▶ Voice over IP (VoIP) in place of long distance calling
- ▶ Online meetings in place of travel
- ▶ Reduced need for phone equipment and third-party conferencing solutions

## Time savings

- ▶ Reduced downtime from seeing people's availability in real time
- ▶ Team projects made simple with online conferencing, virtual whiteboards, and desktop sharing

# Choosing the best option for your business

		
Type	Subscription service, delivered online 	Software installed on your server
Current email solution	Best if using Exchange Online or Office 365	Best if using Exchange Server
Features	IM, presence, and video calling Online meetings	IM, presence, and video calling Online meetings Voice and private branch exchange (PBX) Archiving and full IT control
Maintenance	Microsoft hosts and maintains it for you.	You install and maintain it on your server.
Availability and reliability	Microsoft guarantees 99.9% availability.	You manage availability and reliability.
Updates	Microsoft manages updates.	You control updates.
Control	You control basic admin policies.	You have full IT control.