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## Benefits of “Unified Communications” in your Organization

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### **BUSINESS BENEFITS**

#### **1. Maximize existing infrastructure**

When you deploy Microsoft unified communications technologies, you make the most of your existing communications investments because a Microsoft solution can integrate smoothly with your existing IT infrastructure and your telephone systems, including legacy PBXs. Plus, Microsoft unified communications technologies bring new tools like click-to-call, and audio- and videoconferencing to the Microsoft Office system applications your workforce uses every day.

#### **2. Build on a future-ready foundation**

Because Microsoft unified communications technologies use a software approach—instead of a rip and replace hardware approach—your business can stay flexible and embrace innovations as they come. When emerging technologies and changing business needs require your communications infrastructure to adapt, all you have to do is upgrade or extend your software, not your hardware.

#### **3. Streamline end-user communications**

Deploying Microsoft unified communications technologies gives your workforce new ways to communicate that can increase collaboration and drive productivity. At-a-glance availability and click-to-call functionality are embedded throughout the computing experience, so workers can connect whenever work demands it. Communication can switch from an instant message to a phone call or videoconference on the fly with drag-and-drop ease.

#### **4. Increase efficiency and reduce costs**

With Microsoft unified communications technologies, IT administrators can manage telephony using Microsoft Office Communications Server 2007, which features the same familiar interface, advanced modular architecture, and object-based management structure as Microsoft Exchange Server 2007. Plus, both servers rely on Active Directory so administrators don't have to maintain two separate directories.

#### **5. Deploy powerful speech enabled self-service applications**

Microsoft Office Communications Server 2007 comes inclusive of a comprehensive, state-of-the-art speech-enabled Interactive Voice Response (IVR) platform, Speech Server that can help you deliver significant business value through speech-enabled self-service applications via the telephone. Speech Server enables both inbound and outbound call center grade solutions, so customers can get to information they need from any phone 24 hours a day, 7 days a week.

## IT BENEFITS

### **1. VoIP as you are**

Microsoft unified communications technologies deliver VoIP without forcing you to rip and replace your existing PBX and telecommunications infrastructure. Microsoft Office Communications Server 2007 works with legacy PBXs and connects to the PSTN through an IP/PBX gateway.

### **2. A single-identity system**

Microsoft unified communications technologies provide a seamless communications experience for end users with single logon access. For IT professionals, that means there is only one directory, common monitoring tools, and universal notifications—all managed with the familiar and intuitive Microsoft object-oriented management structure.

### **3. Help secure all your communications**

Because all communications flow through servers and networks controlled by IT, universal communications security is finally possible. Plus, Microsoft unified communications technologies provide automatic archiving for compliance and comprehensive journaling with a distributed architecture for disaster recovery.

## USER BENEFITS

### **1. One system, one password for all your communications**

Microsoft unified communications technologies manage all your communications—from your Smartphone and laptop to your e-mail, voice mail, and instant messages. All your communications are available on every device and in every Microsoft Office application.

You'll be able to check your voice mail with drag-and-drop ease in Microsoft Office Outlook or launch a video chat from Microsoft Office SharePoint Server. When you're on the road, your e-mail, calendar events, and address book go with you, automatically.

Because the system is built around you, you only need one logon name and one password for your Smartphone, PC, voice mail... virtually all your communications.

### **2. Communicate the way you want**

When you're working in Microsoft Office Excel 2007, you will be able to collaborate via instant message, e-mail, and audio- or videoconference, all without leaving Excel.

Thanks to Enhanced Presence—which provides information about availability and the party's willingness to participate—you'll always know who's available, and communications will automatically route to the right device. A call will go to a cell phone when someone's on the road, or their PC when they're in the office. Presence also enables you to control who can contact you and when.

With Microsoft unified communications technologies, you'll move smoothly from phone to e-mail to a videoconference, so you can focus on communicating instead of how you're going to get in touch.