



SEMINAR INVITATION: COST SAVINGS WITH UNIFIED COMMUNICATIONS

TID: Torsdag d. 10. december 2009 kl. 9 – 16

STED: Microsoft Development Center Copenhagen, Frydenlunds Alle 6, 2950 Vedbæk

Bemærk, at der kun er 28 pladser til dette arrangement, hvorfor vi anbefaler hurtig tilmelding, hvis du er interesseret i at deltage.

You are cordially invited to join us for this event where leading industry consultant, Marty Parker, will discuss "How to Achieve Cost and Resource Savings with Unified Communications".

We will also share with you how Microsoft® software-powered Unified Communications can help you cut costs and better position your business for the economic rebound by transforming the way you communicate and collaborate while maximizing your existing communications infrastructure.

During this event you will find out how businesses like yours have:

- **Reduced Travel Expenses (Potential savings of up to 40%).** Travel expenses are lowered by replacing in-person meetings with immersive video and Web conferencing.
- **Reduced Telephony and Audio Conferencing Charges (Potential savings of up to 40%).** Built-in VoIP and unified conferencing capabilities help lower long-distance charges and audio conferencing minutes.
- **Lowered Real Estate and Facility Costs (Potential savings of up to 40%).** Replace underutilized videoconferencing rooms by extending desktop-based unified conferencing and reduce office space per employee with remote working.
- **Lowered Messaging and Voice Mail Costs (Potential savings of up to 40%).** Microsoft Exchange Server 2010 offers a low-cost storage option and allows consolidation of costly third-party solutions like mobility, security, voice mail, and more.
- **Reduced Cost of Communications Systems (Potential savings of up to 50%).** Microsoft Office Communications Server 2007 R2 does away with the need for expensive PBX, instant messaging, and audio/video/Web conferencing systems.

KEYNOTE SPEAKER | MARTY PARKER

Marty Parker*) will focus his presentation on two themes.

First, he will highlight the driving factors of the rapid growth in customer investments in unified communications.

Second, Marty will present and discuss details of the well-received white paper "Achieving Cost and Resource Savings with Unified Communications", of which he is co-author (<http://www.microsoft.com/uc/en/us/cost-savings.aspx>).

AGENDA

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| 8:00 – 8:50 | Registration |
| 8:50 – 9:00 | Welcome and Introduction |
| 9:00 – 9:45 | Keynote – Marty Parker Smart Decisions for Extraordinary Times |
| 9:45 – 10:15 | Smart Decision One Optimize Your Messaging Infrastructure |
| 10:15 – 10:45 | Smart Decision Two Enable Foundational Unified Communications Capabilities |
| 10:45 – 11:00 | Break |
| 11:00 – 11:30 | Smart Decision Three Bring the World to You with Unified Conferencing |
| 11:30 – 12:00 | Smart Decision Four Embrace Software-Powered Voice |
| 12:00 – 13:00 | Working Lunch – Customer Keynote Panel Learn from Customer Experience |
| 13:00 – 13:15 | Break |
| 13:15 – 14:15 | Experience Microsoft Unified Communications |
| 14:15 – 14:30 | Conclusion and Call to Action |

*) Marty Parker is a leading consultant in Unified Communications.

He is co-founder of UniComm Consulting, the industry's premier independent consulting firm providing UC strategy, planning and implementation support for large enterprises in all industry segments. He is also co-founder of the leading UC forum, UCStrategies.com, and a major contributor to UC industry conferences such as InterOp and VoiceCon. Marty's professional experience includes both computing and communications management roles, with IBM, ATT/Lucent/Avaya and as CEO of two start-up companies. He lives in northern California, and is a graduate of the Haas Business School, University of California, Berkeley.