

# Lync Hosting Playbook



## Introduction

### Purpose and scope:

The Lync Hosting Playbook consolidates relevant information and guidance into a central source to help partners build a Lync hosting practice. It is a starting point, designed to enable Hosting Partners to successfully differentiate their offerings, achieve scale and deepen relationship with their end-customers. This Playbook and related resources will help you build a *Plan, Enable* sales and technical teams and execute *Go To Market* tactics.

### How to use this playbook:

This Playbook provides an overview for each topic area and links to access more detailed resources, many of which are available to Microsoft Gold and Silver Partners with either a Hosting or Communications competency.. Consider this playbook as a guide to all the materials you need to understand the Lync business opportunity for Hosting Partners.

Many resources reference new tools, assets and content updated with Lync Server 2013. Several resources that still reference 2010 are in the process of being updated, but still provide value as you plan your Hosted Lync business.

If you have questions about this playbook, contact your Microsoft regional hosting contact listed in the appendix.

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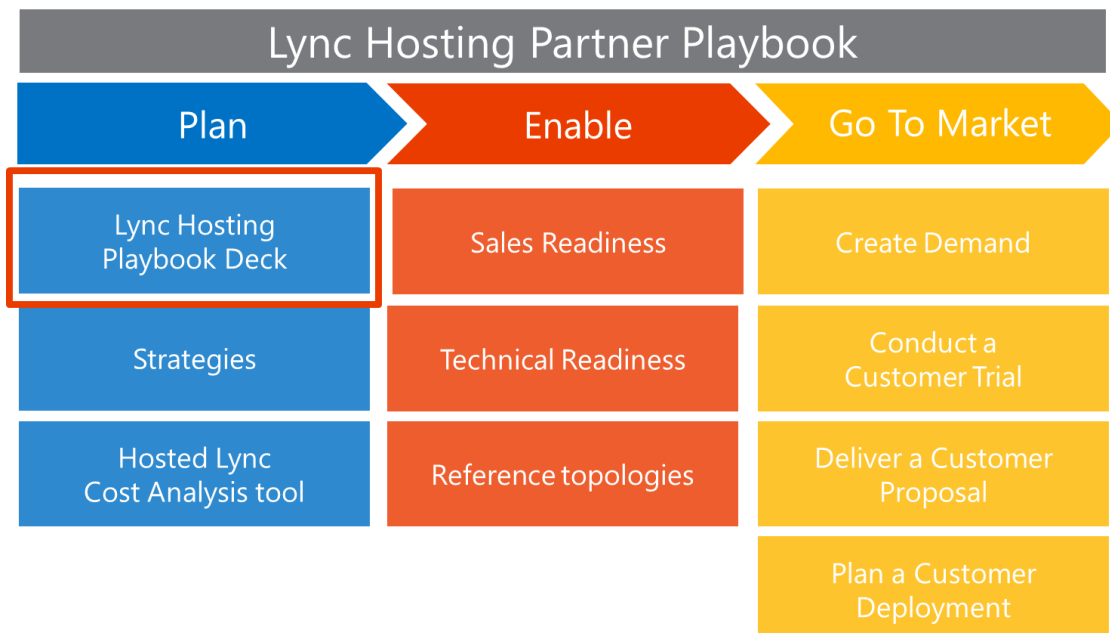
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## Executive Summary

Plan your Lync strategy, Enable your Sales and Technical teams, and Execute your Go To Market tactics

The playbook addresses the three steps to build a Lync offer and sell it to end customers. The chart below is an overview of the framework the playbook follows to address the different topics.



# Plan

## Build a successful Unified Communications as a Service business with Lync

### Lync Hosting Value Proposition

The Lync Hosting Value Proposition is your starting point, which is summarized below. Click the **DOWNLOAD** button to access the Lync Hosting Experience deck.

**DOWNLOAD**

This deck walks you through recent market trends and why customers are already moving towards Unified Communications as a Service (UCaaS). You'll find an overview of the Lync value proposition and why it is the solution to help your customers achieve their goals.

### Executive Summary

Your customers are driving toward Unified Communications in order to reduce costs and enhance productivity in ways that a traditional PBX cannot deliver. User's expectations are changing rapidly as new "consumer" devices are entering the workplace making it easier to stay connected whenever you need to without being tied to a desk phone. Cloud computing is significantly driving down the cost of developing and providing high-value communication and collaboration services to businesses around the world. Carrier voice revenues are falling—both in fixed line and wireless voice, as PSTN access becomes consolidated into the broader UC infrastructure.

With all of these changes in customer expectations and opportunities, the value of a traditional PBX system is rapidly decreasing. Lync helps customers save hard dollars on conferencing, travel, real estate and IT administration costs; and also maximize individual productivity and foster better team collaboration.

Lync puts people at the center of the communications experience. Lync provides a consistent, single client experience for presence, instant messaging, voice, video and a great meeting experience. Lync delivers an experience that is differentiated from any other UC solution in the industry with best-of-breed integration in the Office family of apps.

With Lync as the UC platform, IT administrators are able to modernize their operations and simplify administration with Active Directory, common data store, and a shared set of archive and compliance tools, across multiple UC components (e.g. email and instant messaging).

As a Leader in Gartner's Unified Communications Magic Quadrant, Lync is best positioned to deliver value to your customers. For existing Exchange Hosters, Lync is a natural way to extend your offers to include Unified Communications. For existing PBX Hosters, Lync is the best way to move up the value chain and incorporate Microsoft's business productivity solutions into your portfolio.

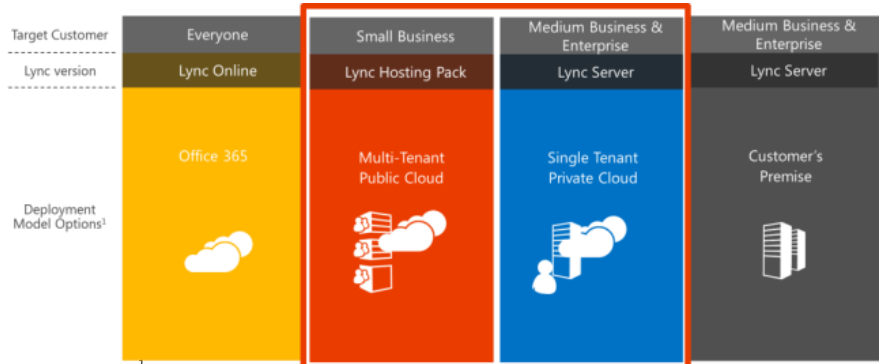
### The UCaaS business opportunity

Customers are increasingly choosing alternatives to On-Premises deployments seeking to reduce their upfront capital and ongoing maintenance costs. Lync can be hosted by a partner (either Single-Tenant or Multi-Tenant) or hosted by Microsoft in Lync Online. While Microsoft expects that many customers will choose to go with Lync Online for their basic needs, there is a great market opportunity for hosting partners to offer differentiated UCaaS solutions. Substantial margins can be generated from addressing higher-value needs including:

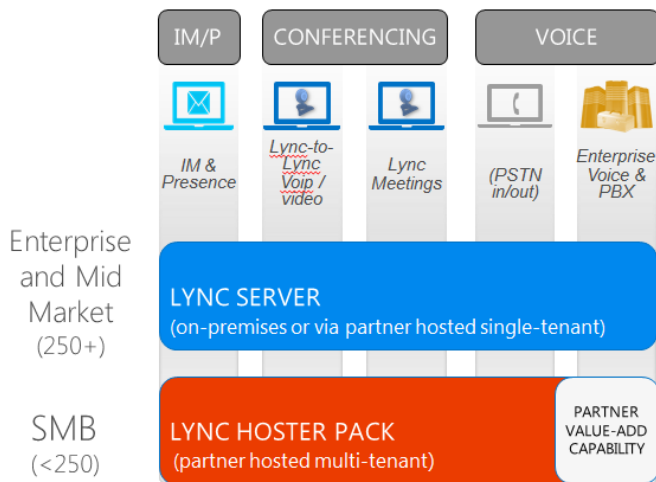
- App customization
- Data sovereignty & regulatory compliance
- Enhanced contractual or network requirement

## Lync Business Models

Depending upon the market segment(s) that the Hosting partner is targeting, they can choose one or both of the Lync Partner Hosting Models: Using the Lync Server dedicated to a Single Tenant aka "Private Cloud" for Enterprise and Midmarket customers or using the Lync Hosting Pack shared with Multiple Tenants aka "Public Cloud" for SMB customers with less than 250 users.



<sup>1</sup> Hybrid Model: Exchange through Lync Online (Office365) and Hosted Lync through Lync Server 2013 (Single Tenant Private Cloud)



## Lync Server and Hosting Pack comparison

Lync Server provides the full capabilities across all Lync workloads and IT capabilities and should be the first consideration for Enterprise & Midmarket customers.

The Lync Hosting Pack is based on the multi-tenant architecture of Lync Online and is typically a more economical solution for customers with less than 250 users although it doesn't support all of the Enterprise Voice & PBX features in Lync Server. These features can be enabled through third-party solutions to provide additional value added services.

On the left you see a comparison of the Lync Hosting Pack capabilities with those of the Lync Server.

### Lync Deployment Options and Features

Understand the deployment options; what Lync features customers get for each Lync version/deployment option to better address your customer's needs. With this material, you will be able to drive the customer discussion and deploy the best Lync option for them.

Click the **DOWNLOAD** Button to access the Lync Features by Deployment Option guide.

**DOWNLOAD**

## Business Strategies

What is the best deployment option for your customer based on their UC needs? Do you go through a white label partner or do you build on your own? These are questions to be answered to build your offer and strategies.

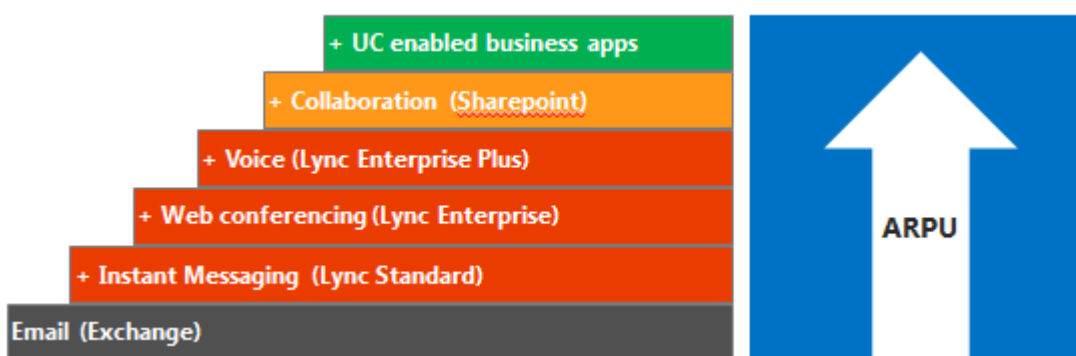
### Generate multiple revenue streams

There are many opportunities to diversify your services and generate multiple revenue streams from your core Lync hosting practice. Consider how to offer additional value-added services including:

**One Time, Upfront fees:** Network Assessments, Design and Deployment Services, Device resale, etc.

**Recurring Revenue:** Network Services, Audio/Video Conferencing, SIP Trunking, etc.

**Upsell:** Interop/Bridging, Concierge, ISV Marketplace, Custom Business Applications, etc.



### Expand your portfolio

Lync is the “glue” that holds together the full range of Microsoft productivity solutions. By adding tiers of greater functionality, you can better differentiate your offers and capture more of your customers’ spend

### Evaluate a white label partnership

Depending upon your circumstances, it may be beneficial you should consider going with a white label partner instead of starting from scratch and building everything on your own. Below are some of the advantages that you may be able to leverage from another partner.

Click the DOWNLOAD button to access the Lync Hosting White Label Benefits Guide.

DOWNLOAD

As a next step on this topic, engage with your [regional Microsoft Hosting UC representative](#) to qualify your specific needs and get advice on which white label partner might be a good fit for you. Microsoft will support you to make the introduction and set up the initial discussion with the partner(s). See to identify your regional contact.

No CAPex	Get from day one the full hosted Lync voice service including infrastructure and provisioning on Opex per user per month
GTM Focus	Outsource the technical and pre sales complexity while focusing on your core competencies and customer base
Speed Time to Market = 3 Months	Typically expect a three months lead time to launch and deploy the service which is significantly less than the time it takes to build
Support	Leverage the technical and GTM expertise of the white label partner to help you sell UC Voice (sales readiness, bid support etc) in addition to Microsoft support

Before moving to the next section, we encourage you to read the [Lync Hosting Value Proposition deck](#) to get more familiar with the topics that have been addressed above.

# Enable

Now that you have a good understanding of the possible strategies and how you can generate revenue with Lync, here are a set of resources to prepare your sales and technical staff.

## Sales Readiness

### **Microsoft Lync 2013 Product Guide**

- New connected experience
- Integration with Microsoft Office
- Converged Communications
- Interoperable and extensible
- Simpler deployment

Click the DOWNLOAD Button to access the Microsoft Lync Server 2013 Product Guide

DOWNLOAD

Related resource: [Unified Communications Open Interoperability Program – Lync Server](#)

### **Competitive offers**

These resources on the Microsoft Partner Network are meant to help you differentiate Lync from competitive products.

DOWNLOAD

## Technical Readiness

### **Lync Deployment Options and Features**

Understand the deployment options; what Lync features customers get for each Lync version/deployment option to better address your customer's needs. With this material, you will be able to drive the customer discussion and deploy the best Lync option for them.

Click the DOWNLOAD Button to access the Lync Features by Deployment Option guide.

DOWNLOAD

## Lync Reference Topologies

The Reference Topologies provides an overview of the currently supported deployment models and links to relevant documentation for specific architectural guidance.

Deployment Option	Scenario Name	Lync	Exchange	Architecture & Reference Materials	
<b>Lync Server On-Premises</b>	Everything on-premises	On-Prem	On-Prem	Technet	Supportability Guide
	Lync on-prem & Hosted Exchange	On-Prem	Hoster1		
	Lync on-Prem & O365-Shared	On-Prem	O365-Shared		
	Lync on-Prem & O365-Dedicated	On-Prem	O365-Dedicated		
<b>Lync Server Partner Hosted Private Cloud</b>	Everything hosted in Private Cloud	Hoster1	Hoster1	Technet	Supportability Guide
	Hosted Lync & O365-Dedicated	Hoster1	O365-Dedicated	Documentation in Process	
	Hosted Lync & O365-Shared	Hoster1	O365-Shared	Documentation in Process	
	Split Domain (Exchange)	Hoster1	On prem & O365	Documentation in Process	
	Split Domain (Lync)	Hoster1 & O365	n/a	Documentation in Process	
<b>Lync Hosting Pack Partner Hosted Public Cloud</b>	Lync Hosting Pack v2 & Hosted Exchange	Hoster1	Hoster1	LHP Deployment Guide	LHP Ref Arch
<b>Lync Online</b>	Everything Online	O365-Shared	O365-Shared	O365 Service Descriptions	
	Lync Online & on-prem Exchange	O365-Shared	On-Prem		

Click on the relevant links above for various technical resources or click the **DOWNLOAD** button to access the Lync Reference Topologies overview.

**DOWNLOAD**

## Capturing Enabled Business Processes (CEBP) Value

UC capabilities deliver many benefits to business operations. Improvements in individual Information Worker productivity have been widely documented. More importantly, both private enterprises and public sector organizations are finding significantly greater benefits by integrating these new UC functions directly into their business process and business applications software. Such integrations are known as Communications Enabled Business Processes (CEBP). This guide defines seven solution scenarios where enterprises are investing in CEBP and outlines an approach by which an enterprise can assess how to apply UC in these seven CEBP scenarios. Typical benefits are defined and reference case studies are cited for each scenario. Assessment and resultant action planning is recommended at this time to assure your enterprise remains in the forefront in the use of communications technologies as a cornerstone for your enterprise's competitiveness and effectiveness in your mission.

Click the **DOWNLOAD** button to access the Capturing Communications Enabled Business Processes (CEBP) Value Guide

**DOWNLOAD**

## Microsoft Lync Server 2010 Mobility Guide (2013 coming soon)

This document guides you through the process of deploying the Microsoft Lync Server 2010 Mobility Service and the Microsoft Lync Server 2010 Autodiscover Service.

This document guides you through the process of deploying the Microsoft Lync Server 2010 Mobility Service and the Microsoft Lync Server 2010 Autodiscover Service. When you deploy the Mobility Service, users can use supported iOS, Android, Windows Phone, or Nokia mobile devices to perform such activities as sending and receiving instant messages, viewing contacts, viewing presence. The Mobility Service also enables mobile devices to use some Enterprise Voice features, such as click to join a conference, Call via Work, single number reach, voice mail, and missed calls.

When you use the Microsoft Lync Server 2010 Autodiscover Service along with the Mobility Service, mobile devices can automatically locate the URLs for Lync Server Web Services and the new Mobility Service regardless of network location.

Click the **DOWNLOAD** button to access the Microsoft Lync Server 2010 Mobility Guide. 2013 coming soon,

**DOWNLOAD**

## Lync Server TechCenter

Resources available (updated regularly):

- Key Concepts and Components: Server, Clients, Infrastructure and Hardware
- Lync Blog Articles
- Videos

Click [here](#) to open Lync Server TechCenter on Microsoft TechNet. Your destination for technical resources, tools, and expert guidance to ease the deployment and management of your Lync infrastructure.

Click [here](#) to open the Lync Server Videos page on TechNet. Short videos that focus on specific tasks and show you how to accomplish them for Lync Server. (sample of videos available)

**Key Concepts and Components**

Server	Clients	Infrastructure and Hardware
<ul style="list-style-type: none"> <li>• What can Lync do for me?</li> <li>• See Lync Server Roles</li> <li>• Understand Lync Workload Capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Learn about Lync Clients</li> <li>• Compare client capabilities</li> <li>• Discover the Lync Adoption and Training Kit</li> </ul>	<ul style="list-style-type: none"> <li>• Explore the Network Infrastructure Roadmap</li> <li>• Evaluate Phones and Devices</li> <li>• Discover Video Solutions</li> </ul>

**Lync Blog Articles**

**How to Create Visio and Excel Output from a TBXML File**  
The Microsoft Lync Server 2010 Planning Tool is an interactive wizard that helps you design a Lync S...  
[more](#)  
*Thursday, Jun 28*


**Interview with a Lync Pro: Tommy Clarke**  
The Microsoft Lync Server technical community is full of knowledgeable IT professionals who work tir...  
[more](#)  
*Monday, Jun 25*

**Lync Online: Focus on Functionality - Lync Social Connector**  
The Office 365 Grid User Post blog series features some of the best content from The Grid for the en...  
[more](#)  
*Tuesday, Jun 26*


**Practice Accelerator Sessions for Lync Server 2010: July 2012**  
Attention Microsoft partners. Register now for the upcoming online Practice Accelerator sessions. Th...  
[more](#)  
*Friday, Jun 22*

See a listing of the RSS URLs feeding the Lync NextHop Blog community.


**Featured Lync Server Videos**




**TechNet Radio Community Corner: John Weston interviews Jim Henry, AITP**  
In today's Community Corner, we welcome Ji...




**Lync Server Planning Tool: Part 1 - Design a Site and Create a Topology**  
This video helps get you started using the Lync Server Planning Tool to design sites and create your topology.



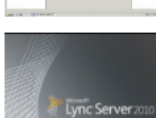
**Lync Server Planning Tool: Part 2 - Prepare Data for Import into Topology Builder**  
This video guides you through more detailed decisions around your supported user population and requirements in preparation for importing your data into Topology Builder.



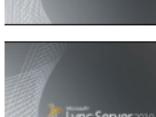
**Topology Builder: Create Your First Pool**  
This video guides you through the process of setting up the first pool in a Lync Server 2010 deployment using topology builder.



**Topology Builder: Add an Edge Server**  
This video guides you through the process of adding an edge server to an existing Lync Server 2010 deployment using topology builder.



**Topology Builder: Deploy a Standalone A/V Conferencing Server**  
This video guides you through the process of deploying a standalone A/V Conferencing Server in an existing Lync Server 2010 Enterprise Edition deployment.



**Deploy Enterprise Voice (Part 1)**  
This video guides you through the initial process of configuring support for Enterprise Voice, including configuring media bypass and defining translation rules, in an existing Lync Server 2010 deployment.



## Developing solutions that utilize Microsoft Lync 2013 features

Resources on the MSDN Library to help you get started developing solutions that utilize Microsoft Lync 2010 features

Click [here](#) to access Lync Server resources on MSDN.

Microsoft Lync 2013 Preview and related products	Microsoft Lync 2010 and related products	Microsoft Lync Online
<p>Browse developer documentation for the most recent version of Lync and related client products including:</p> <ul style="list-style-type: none"> <li><a href="#">Lync 2013 Preview SDK documentation</a></li> <li><a href="#">Lync Server 2013 SDK documentation</a></li> <li><a href="#">Lync Server 2013 Persistent Chat SDK documentation</a></li> <li><a href="#">Unified Communications Enhanced Presence Schemas for Lync Server 2013 documentation</a></li> <li><a href="#">Unified Communications Managed API 4.0 SDK documentation</a></li> </ul> <p>Related products located in other sections of the MSDN library:</p> <ul style="list-style-type: none"> <li><a href="#">Speech Technologies</a></li> </ul>	<p>Browse developer documentation for the Microsoft Lync 2010 release including:</p> <ul style="list-style-type: none"> <li><a href="#">Lync 2010 SDK Documentation</a></li> <li><a href="#">Lync Server 2010 SDK Documentation</a></li> <li><a href="#">Lync Server 2010 Group Chat SDK Documentation</a></li> <li><a href="#">Unified Communications Managed API 3.0 Core SDK Documentation</a></li> <li><a href="#">Unified Communications Managed API 3.0 Workflow SDK Documentation</a></li> <li><a href="#">Unified Communications Enhanced Presence Schemas for Lync Server 2010 Documentation</a></li> <li><a href="#">Lync 2010 Technical Articles</a></li> <li><a href="#">Lync 2010 Identity Client Runtime for Lync Online and Exchange Online General Reference (Lync Online 2010)</a></li> </ul> <p>Related products located in other sections of the MSDN library:</p> <ul style="list-style-type: none"> <li><a href="#">Lync Development in Visual Studio</a></li> <li><a href="#">Tellme Services</a></li> <li><a href="#">Unified Communications Managed API 2.0 Speech SDK Documentation</a></li> <li><a href="#">VoiceXML Tutorial</a></li> </ul>	<p>Browse developer documentation for Microsoft Lync Online including:</p> <ul style="list-style-type: none"> <li><a href="#">Lync 2010 Identity Client Runtime for Lync Online and Exchange Online General Reference (Lync Online 2010)</a></li> </ul> <p>Related products located in other sections of the MSDN library:</p> <ul style="list-style-type: none"> <li><a href="#">Microsoft Exchange Online</a></li> </ul>

### Find training and other resources about Lync



Download	How To	Sites	Help
<ul style="list-style-type: none"> <li><a href="#">Lync Server 2010</a></li> <li><a href="#">Lync code samples</a></li> <li><a href="#">Lync scripts and sample files</a></li> <li><a href="#">Lync developer downloads</a></li> <li><a href="#">Lync downloads</a></li> <li><a href="#">Office 365</a></li> <li><a href="#">Office 365 code samples</a></li> <li><a href="#">Office 365 downloads</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Build Office apps</a></li> <li><a href="#">Lync SDKs</a></li> <li><a href="#">Office SDKs</a></li> <li><a href="#">Lync developer training</a></li> <li><a href="#">Lync developer videos</a></li> <li><a href="#">Lync Server IT pro training</a></li> <li><a href="#">Lync Server IT pro videos</a></li> <li><a href="#">Open specifications</a></li> <li><a href="#">Lync protocols</a></li> <li><a href="#">Open Specifications Interactive Pivot</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Lync developers</a></li> <li><a href="#">Lync IT pros</a></li> <li><a href="#">Office developers</a></li> <li><a href="#">Office 365 developers</a></li> <li><a href="#">Office 365 IT pros</a></li> <li><a href="#">Office 2010 Resource Kit</a></li> <li><a href="#">Visual Studio developers</a></li> <li><a href="#">Office.com: Lync</a></li> <li><a href="#">Microsoft.com: Lync</a></li> <li><a href="#">Microsoft.com: Office 365</a></li> <li><a href="#">gotUC: Lync Dev Portal</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Forums: Lync</a></li> <li><a href="#">Forums: Office 365</a></li> <li><a href="#">TechNet Wiki</a></li> <li><a href="#">StackOverflow: Lync</a></li> <li><a href="#">Lync MVPs</a></li> <li><a href="#">Lync user groups</a></li> <li><a href="#">Lync IT pro support</a></li> <li><a href="#">Lync developer support</a></li> </ul>

# Go To Market

In this section you'll find the tools to go to market from creating demand to planning a deployment.



## Create Demand

### Creating a Brand

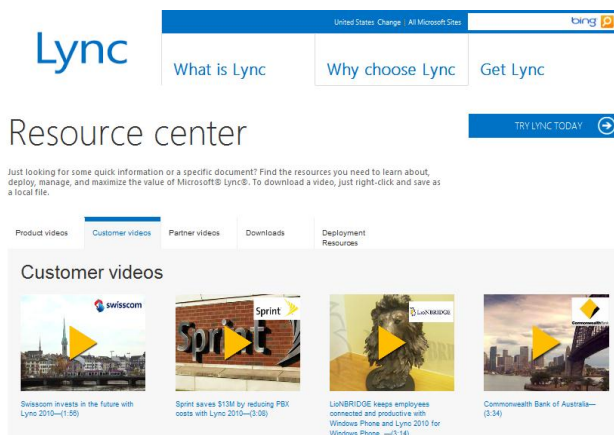
Deciding on a brand name for your offer is an important first step in going to market. You may choose to be straightforward and clear with something like "YourCompanyName Unified Communication Services powered by Microsoft Lync." You may also prefer a simple, compelling name like "OnNow" or "NewCall", however it is important to always follow the Microsoft Lync Brand Guidelines and not use "Lync" itself as part of your brand such as "LyncPower" or "SuperLync.com"

### Microsoft Lync Brand Guidelines

*The most updated and current Brand Guidelines can be found on Microsoft legal and Corporate Affairs website [click here](#).*

### Leverage Customer, Partner and Product Videos

- Just looking for some quick information or a specific document? Find the resources you need to learn about, deploy, manage, and maximize the value of Microsoft® Lync®. Click [here](#) to access and download all these videos. [Customer Videos](#), [Partner Videos](#), [Product Videos](#).
- To download a video, just click on the video that you need then click to play and then mouse hover on the right hand side of the media player and click on the download icon on the media player. As per illustration below:



## Conduct a Customer Trial

### **Partner Program Guide: Conduct a Trial**

Thru the Lync Accelerate program partners can lead demos and trials by leveraging scripts, images, IP, and guidance to recreate the experiences to their customers.

**DOWNLOAD**

(Link active 2/28/2013)

### **Lync trial telesales guide**

This telesales guide is to help Microsoft Hosting partners generate Hosted Unified Communications (Hosted UC) sales leads. This sales guide positions Hosted UC as the right solution at the right time for businesses that want to reduce costs and improve productivity in readiness for improved prosperity. This guide also helps partners sell the value of their offerings together with Lync.

**DOWNLOAD**

### **Lync Demo Guide**

This demo guide details technical guidelines for demo set up through demo scripting.

**DOWNLOAD**

## Deliver a Customer Proposal

### **Customer facing deck**

This deck includes slides that show the market trends, why customers are driving towards UC and why Lync is the solution to address your customer's UC needs. Purpose of this deck is to help you introduce and position your offer. Do not alter the slides and add yours so you can deliver a presentation that tells your UC story.

Click the DOWNLOAD Button to access the Lync To Customer Value Proposition deck.

**DOWNLOAD**

(Link will point to 2013 version by 2/28/2013)

### **Microsoft Lync Getting Started Guide**

Descriptions of new features in Microsoft Lync Server 2010. both server features and client features are included. Click the DOWNLOAD Button to access the Microsoft Lync Getting Started Guide

**DOWNLOAD**

## Licensing Guide: Microsoft Lync Server 2013 and Lync Hosting Pack

Microsoft® Lync™ Server 2013 offers a number of flexible deployment options. It can be deployed on premises, hosted directly by Microsoft or a partner. Depending on the deployment option, there are three different ways to purchase Lync:

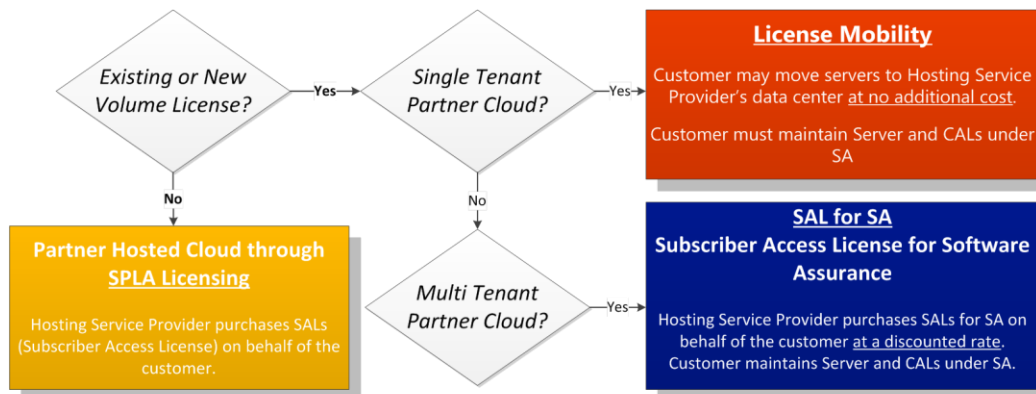
- **On premises:** To deploy Lync on premises, users need a license for each Lync Server 2013 instances and Client Access Licenses (CALs). Users can acquire standalone licenses for Lync, or purchase licenses in combination with other Microsoft products in the Core CAL or Enterprise CAL Suites.
- **Microsoft-hosted:** For a Microsoft-hosted Lync deployment, a User Subscription License (USL) is needed for each user. Similar to on-premises Lync licensing, Users can purchase Lync Online standalone or in combination with other Microsoft products as part of the Office 365 Suite.

Click the DOWNLOAD Button to access the Microsoft Lync Server 2013 Licensing guide (link active 2/28/13)

DOWNLOAD

- **Partner-hosted:** Customers with active Software Assurance have the option of licensing through an existing or new volume license agreement (Server and CALs), or the Hosting Partner may acquire Subscriber Access Licenses (SALs) on behalf of the customer. SALs for SA must be acquired for customers that maintain user CALs but access Lync via Partner Hosted multi tenant cloud (Lync Hoster Pack).

### Hosted Lync Licensing Guide



More information: SPLA  
<http://www.microsoft.com/licensing/licensing-options/spla-program.aspx>

More information: License Mobility  
<https://partner.microsoft.com/global/licensing/volumelicensesoftwareassurance>  
<http://www.microsoft.com/licensing/software-assurance/default.aspx>

Click the DOWNLOAD Button to access the Hosted Lync licensing overview deck

DOWNLOAD

Click the DOWNLOAD Button to access more information about License Mobility

DOWNLOAD

The Lync client is included in each SPLA SAL, as noted in the October 2012 Product Use Rights document:

In addition to the rights described above, these additional terms apply to Lync Standard, Enterprise, Plus, Enterprise Plus, and Productivity Suite SALs:

#### LYNC 2013 AND LYNC FOR MAC 2011

You may create and run one instance of the Lync 2013 or Lync for Mac 2011 client software in one physical or virtual operating system environment (or OSE) on (a) any device for which you acquire a device SAL, and (b) a single device used by any user for whom you acquire a user SAL.

## Partner hardware catalog

The Lync Hardware Catalog is designed to bring together the Lync ecosystem so that partners and customers can take advantage of the broad choice, price range and variety of Lync hardware solutions, in a simpler and more efficient way.

The catalog includes:

- Offers from Lync hardware and device partners. These special offers are designed for production pilots of 100 and 250 users. All offers are created by and owned by the Lync hardware and device partners. SIs and resellers may choose to order each offer independently through distribution.
- Distribution bundles offered through Distributors\*: Distribution bundles are packaged by participating distributors. \* Note: Any Distributors interested in participating in Lync In-a-Box and creating a distribution bundle, please, email Devices Marketing [devicmkt@microsoft.com](mailto:devicmkt@microsoft.com).
- All of the products listed in the catalog have been tested and qualified for Microsoft Lync. They are categorized as follows: IP phones, audio and video devices, video solutions and gateways. To learn more about the Open Interoperability Program and the products qualified for Lync visit <http://technet.microsoft.com/lyncdevices>.
- Restrictions may apply to some devices listed in the catalog. Please refer to the hardware partner directly for more information.

The Lync hardware catalog website is available here (need credentials and windows Live ID, you can make request for credentials from the site). Click [here](#) to open Lync hardware Catalog.

## Phones and devices qualified for Microsoft Lync

Microsoft tests and qualifies phones, headsets, webcams, conference room devices, PCs and other devices for Lync under its Compatible Devices Program. This program has 2 levels:

- **Optimized for** – IP phones, headsets, webcams, PCs, conference room devices and other devices that offer a rich and integrated experience giving customers the power to get the most out of their Lync experience and higher return on investment.
- **Other compatible IP phones** – IP phones tested to provide interoperability and quality of experience<sup>1</sup>.

### Overview

 <b>IP Desk Phones</b> <small>Optimized for phones for desk, common area, and conference rooms powered by Lync Phone Edition &amp; Other compatible IP phones<sup>1</sup>.</small> <a href="#">more</a>	 <b>Audio, Video Devices</b> <small>Optimized for phones, wired and wireless headsets, handsets, and webcams.</small> <a href="#">more</a>	 <b>PCs</b> <small>PCs Optimized for Lync.</small> <a href="#">more</a>	 <b>Meeting Room Devices</b> <small>Optimized for IP conference phones, speakerphones, and video conference systems.</small> <a href="#">more</a>
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<sup>1</sup>Always check if your Lync version was tested with the interoperable IP phones available.

Optimized for Microsoft Lync - this wordmark indicates that a communications device will provide a high quality user experience, with "just works" installation, rich audio and video, and a lower total cost of ownership.

### Related resources

- Download all phones and peripherals datasheets
- Compatible Devices Program
- USB peripherals and Lync PC test specifications

## Plan a Customer Deployment

### Hosted Lync Customer Onboarding Overview

From Sales to Deployment, this onboarding guide is tailored for Partner Hosted Lync deployments.

Click the DOWNLOAD button to access the Microsoft Hosted Lync Onboarding deck.

[DOWNLOAD](#)

 <b>Marketing and Sales</b>	 <b>Post-Sales Engineering</b>	 <b>Onboarding</b>
 <b>Service Cutover</b>	 <b>Stabilization</b>	 <b>Billing</b>

### **Microsoft Lync Planning Guide**

Click the DOWNLOAD Button to access the Microsoft Lync Planning Guide.

**DOWNLOAD**

The planning phase is the time in which you decide what Microsoft Lync Server 2013 communications software features to deploy, and how to deploy them. The Planning Guide chapters describe how to plan for a successful Lync Server 2013 deployment.

### **Microsoft Lync Adoption Workshop Reference Card**

The Lync Adoption Workshop (LAW) is comprised of a series of modules designed to assist customers realize successful rollout and user adoption of Microsoft Lync.

Use this Quick Reference Card as a shorthand resource when you need to find answers fast. Below you will find key points and resources, as explained in each of the LAW modules.

Click the DOWNLOAD Button to access the Microsoft Lync Planning Guide.

**DOWNLOAD**

(link active 2/28/13)

### **Microsoft Lync Adoption and Training Kit**

The Microsoft Lync 2010 Adoption and Training Kit provides a one-stop shop for resources for IT pros, project managers, help desk agents, and trainers. The kit provides:

- A workbook that provides step-by-step guidance for each phase of the rollout and adoption process
- Adoption and training resources, such as primers, email templates, and templates for a custom intranet site
- Modular, reusable, rebrandable, and in most cases, customizable user education and training materials, including frequently asked questions, Quick Start guides, how-to videos, Work Smart guides, and training videos
- Buzzworthy applications such as IM an Expert and learning tools such as the Lync How-to that you can use to generate user excitement and drive the adoption of Lync

Click [here](#) to open the Lync 2010 Adoption & Training Kit.  
Lync 2013 Adoption and Training Kit coming soon.

# Appendix

List of all materials mentioned in the hosting partner playbook. For the latest resources please check the [Lync page on MPN](#) and engage with your regional Microsoft Hosted UC representative (contacts below)

Geography	Name	E Mail
APAC	James Ang	<a href="mailto:jamesang@microsoft.com">jamesang@microsoft.com</a>
Canada	Alla Burdo	<a href="mailto:alburdo@microsoft.com">alburdo@microsoft.com</a>
CEE	Stephanie Perrin	<a href="mailto:stephanp@microsoft.com">stephanp@microsoft.com</a>
France	Laurent Termeau	<a href="mailto:laurterm@microsoft.com">laurterm@microsoft.com</a>
GCR	Li Tang	<a href="mailto:Tang.Li@microsoft.com">Tang.Li@microsoft.com</a>
Germany	Peter Gropper	<a href="mailto:petergr@microsoft.com">petergr@microsoft.com</a>
India	Arijit Dutta	<a href="mailto:ardutta@microsoft.com">ardutta@microsoft.com</a>
Japan	Sanae Imai	<a href="mailto:sanaei@microsoft.com">sanaei@microsoft.com</a>
LATAM	Carina Ponce	<a href="mailto:acponce@microsoft.com">acponce@microsoft.com</a>
MEA	Karim Kalaawi	<a href="mailto:karimk@microsoft.com">karimk@microsoft.com</a>
UK	Mark Lawton	<a href="mailto:marlaw@microsoft.com">marlaw@microsoft.com</a>
US	Brad Lundberg	<a href="mailto:bradlund@microsoft.com">bradlund@microsoft.com</a>
West. Europe	Goran Andersson	<a href="mailto:goran.andersson@microsoft.com">goran.andersson@microsoft.com</a>



**Questions about this Playbook?**  
**Contact:** [LyncHosters@microsoft.com](mailto:LyncHosters@microsoft.com)



**Lync Hosting Partner Value Proposition Playbook Deck**  
[http://download.microsoft.com/download/8/5/A/85A74345-14EA-41DB-A3DC-FF8AFDE944D8/2013 Playbook for Lync Hosting Partners - Partner Ready.pptx](http://download.microsoft.com/download/8/5/A/85A74345-14EA-41DB-A3DC-FF8AFDE944D8/2013%20Playbook%20for%20Lync%20Hosting%20Partners%20-%20Partner%20Ready.pptx)  
**Contact** your regional Microsoft Hosted UC representative

## Deployment options and Lync Features



### Deployment options and Lync Features

<https://mspartner.microsoft.com/en/us/pages/solutions/download/lync-features-by-deployment-option.aspx>

## Reference Topologies

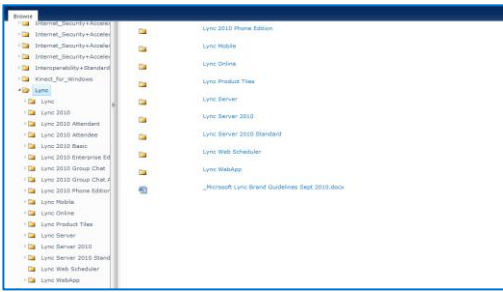
Guidance for Microsoft Hosting Partners engaging around Lync.  
As of May 2012



Microsoft partner confidential – internal use only

### Reference Topologies

<https://mspartner.microsoft.com/en/us/pages/solutions/download/lync-reference-topologies.aspx>



### Lync Brand Assets

(require credentials to access Microsoft extranet Mediabank)

Contact: [svrbrand@microsoft.com](mailto:svrbrand@microsoft.com)

## Microsoft Lync vs Cisco Jabber

A Comparison of On-premises Capabilities  
June 2012



### Cisco Jabber Compete

[https://mspartner.microsoft.com/en/us/pages/solutions/download/Compete-against-Jabber-Partner\\_Ready.aspx](https://mspartner.microsoft.com/en/us/pages/solutions/download/Compete-against-Jabber-Partner_Ready.aspx)

## Lync To Customer Value Proposition

[Insert partner logo here]



### Lync To Customer Value Proposition

[https://mspartner.microsoft.com/en/us/pages/solutions/download/Lync-to-Customer-Value-Proposition-Customer\\_Ready.aspx](https://mspartner.microsoft.com/en/us/pages/solutions/download/Lync-to-Customer-Value-Proposition-Customer_Ready.aspx)

### Lync Telesales Guide

<p><b>THE BUSINESS CASE</b></p> <p>This business case is to help Microsoft hosting partners generate hosted Unified Communications (hosted UC) deals faster. This case guide provides hosted UC as the right location of the right time for businesses that want to reduce costs and improve productivity in readiness for improved prosperity. This guide also helps partners get the value of their offering together with Lync. See the 'View Information' section at the end of this guide for additional resources on hosted UC.</p> <p><b>THE BUSINESS CASE MEASURES</b> (usually times with up to 500 employees) in any industry sector. Some decision makers to speak to are managing directors, finance directors and operations directors, though enhancing the sales and marketing and HR directors will also find hosted UC beneficial.</p> <p><b>INTRODUCTION</b></p> <p>Good morning partners, my name is [Insert name] from [Partner name], a Microsoft Hosting business partner. We specialise in helping organisations they want to reduce your costs and improve productivity by bringing together your common business communication tools like email, instant messaging and conferencing into a single system. Although I realise there are any IT topics, are you interested in making decisions on how your business processes and uses communication and collaboration tools?</p> <p>If you continue, I'll get your referral to decision maker:</p> <p>Over 80 business leaders for greater prosperity, communication and collaboration are what where firms can gain a great competitive advantage. Recent Microsoft research proves that businesses that join up can save up to 10% of their total phone, communications and IT management costs with Hosted Unified Communications.</p> <p>Of course, you can save time by email, fixed and mobile phones and conferencing already. Hosted Unified Communications brings your existing systems together using software and makes them easier to manage and far simpler to use. Because it's Microsoft, your clients will be familiar with how to use it. And because an accredited Microsoft hosting Partner takes responsibility for the systems and data, you can</p>	<p><b>Q1. Hosted Unified Communications: presence Network makes it easy to see when people are available and how best to reach them. So you make less time tracking people down and can complete tasks more effectively, enabling you to respond faster to your customers and clients.</b></p> <p><b>Q2. DO YOUR PEOPLE GET WORK IN GROUPS?</b></p> <p>With Hosted Unified Communications, it's easy to share documents and hold conferences on the fly straight from the desktop. This level of easy collaboration can hugely improve project group productivity – both internally and with customers or suppliers.</p> <p><b>Q3. IS YOUR WORKING ENVIRONMENT BEING IMPROVED?</b></p> <p>Hosted Unified Communications is managed centrally and runs over your IT Network, so it's easy to connect new premises without costly on-site equipment or new systems. Through an easy-to-use control panel you can add users to the service as needed, enabling you to scale easily to meet your business needs.</p> <p><b>Q4. DOES YOUR FIRM USE MANY SPECIALIST SYSTEMS, FOR EXAMPLE IN YOUR CONTACT CENTRE OR FOR SALES FORCE AUTOMATION OR SUPPLY CHAIN MANAGEMENT?</b></p> <p>You can integrate Hosted Unified Communications with other business applications. So your clients can enjoy Hosted Unified Communications: productivity benefits from within their everyday tools like Microsoft Outlook.</p> <p><b>Q5. ARE YOU CONFIDENT YOUR CRUCIAL BUSINESS INFORMATION IS SECURE AND COMPLIANT?</b></p> <p>Hosted Unified Communications is a single platform, so there are none of the gaps where security often breaks down. For the same reason, it's easy to recover information if it's suddenly required in a legal or business dispute. In addition, it enables your business to be fully compliant with easy-to-use management tools that keep your data safe and secure.</p> <p><b>Q6. ARE YOUR TELEPHONE AND CONFERENCE COSTS INCREASING?</b></p> <p>Because it runs over your existing IT or cloud-based network, Hosted Unified Communications means you'll no longer pay for calls or conferences by the minute or per user. Using voice from your desktop it</p>
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### Lync Trial Telesales Guide

[http://download.microsoft.com/download/6/D/C/6DC9A66E-22A2-490D-B6BC-4A75770029D2/Lync Trial Telesales Guide Partner.docx](http://download.microsoft.com/download/6/D/C/6DC9A66E-22A2-490D-B6BC-4A75770029D2/Lync%20Trial%20Telesales%20Guide%20Partner.docx)





**Lync Features and Benefits**

<https://mspartner.microsoft.com/en/us/pages/solutions/downloads/lync-features-by-deployment-option.aspx>



**Lync Video clips**

<http://lync.microsoft.com/en-us/resources/pages/resources.aspx?title=customer-videos>



**Lync Hardware Catalog**

<https://lync.microsoft.com/partner-catalog/lpc/Pages/Default.aspx>

Windows Live ID and MPN credentials required. If access denied, please follow directions to request access



**Microsoft Lync Server 2013 Licensing Overview**

<https://mspartner.microsoft.com/en/us/pages/solutions/downloads/lync-2013-licensing-guide.aspx>  
(Link active 2/28/13)



**Microsoft Lync Product Guide**

<http://go.microsoft.com/?linkid=9742888>



**Microsoft Lync Datasheet**

<http://go.microsoft.com/?linkid=9742864>



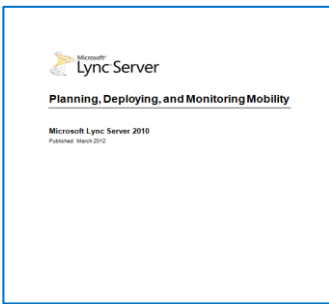
**Forrester Total Economic Impact Whitepaper**

<http://go.microsoft.com/?linkid=9751775>



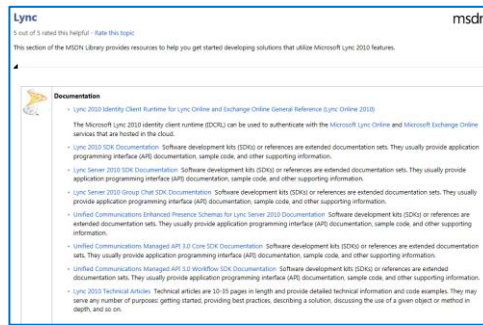
**Capturing Communications Enabled Business Processes (CEBP) Value**

<http://go.microsoft.com/?linkid=9767940>



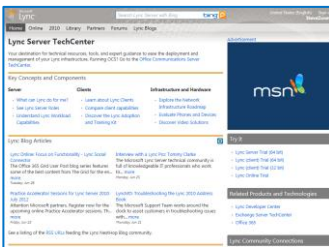
**Microsoft Lync Server 2010 Mobility Guide**

<http://www.microsoft.com/download/en/details.aspx?id=28355>



**Lync Server on MSDN**

<http://msdn.microsoft.com/en-us/library/gg455051.aspx>



**Lync Server TechCenter on Microsoft TechNet**

<http://technet.microsoft.com/en-us/lync/default.aspx>



**Lync Adoption & Training Kit**

<http://lync.microsoft.com/Adoption-and-Training-Kit/Pages/default.aspx>



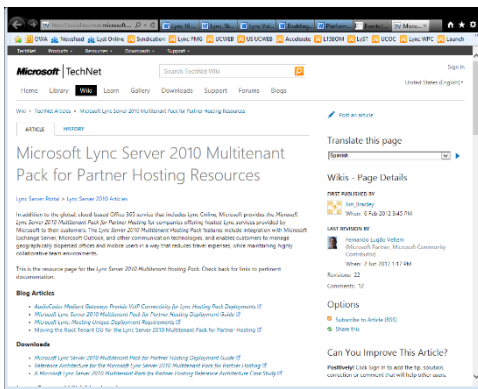
**Microsoft Lync Planning Guide**

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=2da9fa26-e032-4dcf-b487-da916ddc508f&displaylang=en>



**Microsoft Lync Getting Started Guide**

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=e33765bc-9c5d-49b2-bb4f-ec8d42ccc1c7&displaylang=en>



**Lync Multitenant Hosting Pack Resources**

<http://social.technet.microsoft.com/wiki/contents/articles/7325-microsoft-lync-server-2010-multitenant-pack-for-partner-hosting-resources.aspx>



**Lync Customer Onboarding Overview**

[http://download.microsoft.com/download/0/E/4/0E4230EA-FA5A-45A2-9B93-F27FB7827A75/Lync Hosted Onboarding Deck.pptx](http://download.microsoft.com/download/0/E/4/0E4230EA-FA5A-45A2-9B93-F27FB7827A75/Lync%20Hosted%20Onboarding%20Deck.pptx)