Smart Decisions for Extraordinary Times

How Much Can Your Business Really Save?

With Microsoft Unified Communications businesses can simplify management and maximize budget and resources. You can consolidate costly third-party solutions and avoid capital investments. Here's how it works:

Reduce Travel Expenses (Potential savings of up to 40%*). Travel expenses are lowered by replacing in-person meetings with immersive Web and video conferencing.

Reduce 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.

Lower Real Estate and Facility Costs (Potential savings of up to 40%*). Replace underutilized video conferencing rooms by extending desktop-based unified conferencing and reduce office space per employee with remote working.

Lower Messaging and Voice Mail Costs (Potential savings of up to 40%*). Exchange Server 2010 offers a low-cost storage option and allows consolidation of costly third-party solutions like mobility, security, voice mail, and more.

Reduce Cost of Communications Systems (Potential savings of up to 50%*). Office Communications Server 2007 R2 does away with the need for expensive PBX, instant messaging, and audio/video/Web conferencing systems.

Challenging economic times present extraordinary opportunities. But taking advantage of those opportunities means making bold business decisions that go beyond simply cutting back and continuing with business-as-usual. Historically, businesses that have weathered down economies and come out on top have not only reduced operating expenses and avoided new capital expenditures, they have invested saved cash in ways that positively transformed their business.

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. Businesses can reduce out-of-pocket expenses by reducing travel expenses and conferencing service charges with unified conferencing, and you can cut telephone tolls and cell phone charges with software-powered VoIP. Unified Communications enables you to avoid capital expenditures by optimizing your communications infrastructure, including consolidating messaging, telephony, and voice mail systems and by eliminating expensive storage systems.

Breaking Down Communication Silos

As communications technologies have evolved over the years, they have done so independently, in parallel with one another, creating disparate communications silos. These silos have led to redundancies and inefficiencies for both the end user and the administrator. End users are forced to juggle multiple user-names and passwords to access different communications services, while administrators must manage redundant communications environments

for e-mail, voice mail, telephony, conferencing, and instant messaging.

Unified Communications breaks the silos to reduce costs and communication overload and bring together globally distributed employees, customers, and partners. By integrating e-mail, telephony, instant messaging, voice mail, calendaring, and audio/video/Web conferencing, it's easier and more cost-effective than ever to collaborate.

Putting People at the Center

Unified Communications reduces complexity by putting people at the center of the communications experience. All of the ways in which people contact one another are integrated into a single environment, using a single identity and presence that spans phones, PCs, and Web. This way, you can use software to transcend geographic boundaries so you can stay connected with team members and partners no matter what device you're using, and no matter where you are. You can communicate in real time, from your office PC or on mobile devices while on the road, in a security-enhanced environment.

Rather than requiring businesses to invest in expensive, redundant infrastructures, unified communications brings all forms of communications together through software to provide more effective collaboration at a lower cost. Microsoft is able to deliver these capabilities by way of Microsoft® Exchange Server 2010 and Microsoft® Office Communications Server 2007 R2, which make up the cornerstone of the Microsoft Unified Communications solution.

Microsoft Unified Communications Can Help You:

Streamline Communications Between People and Organizations. Presence enables real-time status of employees (based on calendar information, login/activity status, and user preference) to be displayed across the organization. Workers can contact the right person the first time using the most appropriate communication method. They can communicate effectively anytime, from anywhere.

Microsoft Unified Communications offers a unified conferencing experience that integrates voice, video, Web conferencing, and desktop sharing to enable easy-to-use, real-time communication and collaboration right from the desktop. The portable Polycom® CX5000 Unified Conference Station video conferencing device sets up quickly in meeting rooms, and extends your Microsoft® Office Live Meeting conferences with 360-degree panorama video.

Increase Operational Efficiency and Flexibility. Microsoft Unified Communications increases IT flexibility while maximizing resources and budget with a simplified communications infrastructure and common management tools. The use of 64-bit servers to consolidate location or divisional servers eliminates the cost of equipment and support at remote sites while preserving separate domains

or identities when necessary. The Active Directory® service acts as the single directory for communications management. Administrator productivity can be improved with centralized management capabilities, enabled by the Microsoft Management Console, in common with other Microsoft products. Additionally, administrators can provide larger mailboxes at lower cost by enabling organizations to choose SAN or direct attached storage (DAS) without sacrificing system availability. Because Microsoft Unified Communications is available both as on-premises software and a hosted service, you have the freedom to choose the right deployment option for your organization.

Amplify IT Protection and Control to Help Reduce Risk. Microsoft Unified Communications delivers integrated tools that simplify protecting your company's communications against external threats while empowering you to meet regulatory requirements. These built-in security features enable you to protect your business's inbound and outbound e-mail from spam, viruses, phishing scams, e-mail policy violations, and instant messaging-based malware. Exchange Server 2010 now also features easy-to-use and deploy archiving capabilities that, combined with other enhanced mailbox management features, help your organization better address compliance and legal electronic discovery requirements.

Provide an Interoperable and Extensible Platform Now and for Your Future. Microsoft Unified Communications provides an extensible, software-based foundation that integrates with your existing messaging and voice infrastructure and adapts to your changing business needs. Your organization can gain the benefits of Unified Communications today without radically updating your network infrastructure or requiring a "forklift" of your existing telephony platform, as it can interoperate with the Microsoft platform. Through published and supported developer interfaces, Microsoft Unified Communications capabilities can be integrated into your Line of Business applications to communications-enable your business processes, to help the integration with existing applications, and to support business needs of today and tomorrow.

Case Study: Crédit Agricole Improves Collaboration and Saves Money with Effective Conferencing

Organization Size: 161,800 employees

Organization Profile: The market leader in France for bank savings, Crédit Agricole S.A. is Europe's leading banking group in terms of retail banking revenues. It operates in 70 countries worldwide.

Business Situation: The bank wants to improve collaboration while reducing travel costs through more effective conferencing.

Solution: Crédit Agricole deployed Microsoft Office Communications Server 2007 R2 to provide enhanced audio, video, and Web conferencing capabilities.

Benefits:
- Reduced conferencing costs of €150,000 (U.S.$205,177)
- Reduced travel costs by 10 to 20 percent
- Improved business decisions
- Increased productivity

Flexible Delivery Options

Microsoft Unified Communications offers two different deployment options to suit your needs: on-premises, which gives you complete customization and ownership, or hosted, which supports rapid scalability and advanced manageability. You can also choose to deploy a combination of the on-premises and hosted models. Each of these deployment choices offers a consistent user experience and common architecture. Microsoft Unified Communications is designed to be completely flexible to your business needs.

For more information on how Unified Communications can help you save and boost business outcomes visit www.microsoft.com/uc

Unified Communications Software and Services:
- Microsoft® Exchange Server 2010
- Microsoft® Office Communications Server 2007 R2
- Microsoft® Office Communicator 2007 R2
- Microsoft® Exchange Server Online
- Microsoft® Office Communications Server Online
- Microsoft® Office Live Meeting
- Microsoft® Exchange Hosted Services