



INTEGRATING LYNC ON AN EXISTING PLATFORM

Microsoft Success in Agribusiness

More and more organizations today are adopting Microsoft® Lync as their unified communications (UC) and collaboration solution based on simplicity, features, and the ability to gradually deploy functionality as they need it.

As a leading integrator of best-in-class communications solutions and services, ConvergeOne is committed to helping organizations of all types and sizes optimize the value and performance of Lync in their technology environment, whether the goal is to:

- > Add Lync capabilities to an existing voice platform
- > Move to Lync for voice and bring existing applications along
- > Launch a new solution from scratch

The following is an example of how ConvergeOne helped an agribusiness organization excel in the use of Lync on an existing platform.



The Organization

As one of the largest privately held agribusinesses in the United States, this global company has major operations in areas such as seed production, farming, fertilizer manufacturing, frozen-food processing, and food brands and distribution. The result is a diverse organization with hundreds of locations across the country, ranging from large plants, warehouses, and wholesale sites to small offices. In addition, the company has operations in Canada, Mexico, and Australia.

The Challenges

When the agribusiness wanted to develop a UC strategy to empower its top executives with any time, anywhere communications, the challenges were to:

- > Integrate the new capabilities for only some users while keeping existing functionality that was still working well for most employees and locations
- > Deploy UC without doing a “rip and replace”
- > Protect existing investments

The company was a long-time ConvergeOne customer, with a close working relationship with its ConvergeOne account manager and an Avaya voice platform supported by a ConvergeOne maintenance contract.

Seeking a broad perspective, the agribusiness decided to meet for briefings with some of the largest providers of UC. However, hoping to hear strategy and implementation options that would fit its goals, the company instead got proposals with:

- > Laundry lists of purchases
- > Requirements to create a UC account for all employees, including those — the majority — who did not need UC (such as plant workers)
- > An inability to continue to use analog voice where appropriate
- > No clear plan for integration with the company’s existing platform

The Winning Solution

The winning ConvergeOne proposal included design and implementation support for the integration of Microsoft Lync UC into the Avaya platform, adding Avaya Session Manager, Application Enablement Services (AES), and voice mail. The agribusiness also extended its ConvergeOne maintenance contact.



In addition, ConvergeOne brought unique Microsoft expertise to the project:

- > Advanced competencies as a designated U.S. Microsoft National Systems Integrator (NSI) and Lync Certified Support Partner (LCSP)
- > The support of a dedicated in-house Microsoft practice including Lync Microsoft Certified Masters (MCMs) and solutions architects
- > Extensive experience in the successful integration of Lync for voice, UC, and contact center
- > Unique, in-depth understanding of how voice works in a Microsoft environment
- > Leadership in developing and delivering next-gen solutions on the MS platform
- > Direct access to level 3 and 4 Microsoft engineers and MS technical resources across the U.S.

The Results

With the help of ConvergeOne, the agribusiness is now using Lync to provide its executive team with capabilities such as voice, IM, presence, and conferencing — while maintaining the reliable, familiar, and trustworthy services of its Avaya platform. In addition to being extremely pleased with the results, the company is reassured that it has the backing of ConvergeOne for maintenance.

Moving forward, the organization will be again working with ConvergeOne to integrate video into its Lync conferencing capabilities and to expand its system redundancy/backup systems.

For more information on Microsoft Lync solution integration for your organization, please contact your ConvergeOne representative or call 888 321 6227.

THE WINNING SOLUTION

Meeting with the agribusiness to work as an advisor and a problem solver — not a product reseller — ConvergeOne proposed a vendor-agnostic solution that:

- > Grows, consolidates, and extends the platform that was already in place
- > Delivers the best of the UC capabilities that the agribusiness wants to use
- > Makes it all work together

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