

Brochure

Spark collaboration

HP UC&C solutions with Microsoft® Lync





Improve profitability

- ✓ Faster business results
- ✓ Better customer service
- ✓ Greater collaboration



Reduce costs

- ✓ Communication costs
- ✓ Travel costs
- ✓ Real estate costs



Cut IT complexity

- ✓ Unify communication silos
- ✓ Protect your legacy investment
- ✓ Simplify ICT management

Better collaboration. Better business outcomes.

Success in today's global economy is directly related to an organization's ability to mobilize its resources efficiently to deliver quality products and services and respond to new demands—with agility. For this, employee productivity and innovation needs to be high and operational costs low. A seamless, well-priced, and integrated communication and collaboration platform can enable you do just that.

Over the past couple of decades, new communications applications such as presence, calendar, email, instant messaging (IM), and conferencing have emerged. These applications are extensively used by employees in organizations across the globe. However, many organizations are realizing that even though these communication channels provide new business capabilities, their discrete, siloed existence has introduced much complexity for both the users as well as information and communications technology (ICT) shops that manage them.

The best way to address this issue, while harnessing the full potential of these technologies, is to use the applications in an integrated manner. That is the reason many forward-looking companies are turning to unified communications and collaboration (UC&C) solutions. These solutions bring together today's disparate modes of communications into a unified set of multimodal capabilities that are highly aware of one another. UC&C combines voice, email, IM, audio conferencing, and video conferencing with presence awareness, facilitating instant contact between individuals.

At HP, we understand the need for business leaders like you to respond swiftly to these realities and enable your employees to be increasingly productive. That's why we've designed the HP Just Right IT portfolio of easily scalable mid-market network solutions that are:

- **Simple to manage:** Quickly connect staff and resources to improve productivity and collaboration
- **Affordable to own:** Stretch your budget farther and share resources across more projects
- **Reliable to operate:** Confidently aim to boost network performance and availability, working with our network experts

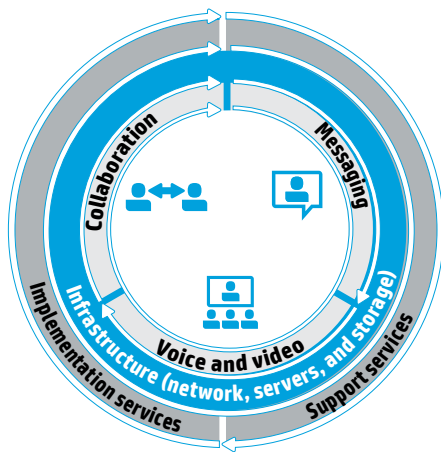
The Just Right IT portfolio spans network, server, storage, printer, and client devices as well as consultancy and support services. It's been created to address the needs of the small or mid-size business, no matter what maturity level it is at currently.

More productivity as well as more savings

HP enables you to realize the true promise of UC&C by enhancing collaboration and at the same time reducing communication, travel, and real estate costs. This can be done with simple and intuitive HP UC&C solutions, based on Microsoft Lync 2013. The solutions are designed to empower businesses to:

- **Do more with less:** With our UC&C technologies, you can enable your employees to accomplish more in less time. With integrated communication applications and presence, it takes less time to communicate and accomplish business goals. In addition, video conferencing reduces the need for time-consuming business travel and commuting.
- **Recruit and retain the best talent:** Being competitive entails tapping into the best talent available. Previously, you may have been limited by geography. But today, with UC&C, it is possible to employ the right candidates with the right skills, regardless of what time zone they reside in. UC&C solutions also enable real-time integration of central offices with field associates and remote workers.
- **Reduce the cost and complexity of the communications platform:** Our UC&C solutions streamline communications-related applications and environments into a single platform. This inevitably simplifies management and reduces operational costs for IT.

Figure 1. Comprehensive UC&C solutions from HP and Microsoft



When you deploy Microsoft Lync 2013, you provide enterprise-class voice telephony and other related features to users anywhere—using an Internet connection across IP phones, PCs, mobile phones, and desktop applications. Microsoft Lync includes standard IP-PBX telephony features such as call answer, hold, resume, transfer, forward, and divert; contact lists instead of personalized speed-dialing keys, and IM in place of an automatic intercom. In addition to standard UC&C functionality, Microsoft Lync 2013 offers you the capabilities to:

- Extend your organization’s agility and collaboration to external colleagues, partners, and customers using Skype, as Lync 2013 features integration with Skype
- Experience HD video conferencing—both on the desktop and in a meeting room environment
- Access your communications anywhere through mobile client or Web browser access, with full Lync functionality
- Leverage your existing Microsoft platform investments through seamless integration with Microsoft Office, Microsoft SharePoint Server, and Microsoft Exchange solutions
- Achieve lower TCO than traditional UC&C solutions

The HP mid-market solutions for Microsoft Lync 2013 are designed for small and midsize companies with 250 to 2500 users. Built on standards-based HP networking, server, and storage infrastructure, the UC&C solutions are quick to adopt, use, and maintain. Moreover, the solutions are designed for easily scalable next-generation communications applications.

Move to a future-ready platform, confidently

HP and Microsoft share a long and successful history of working together to deliver deeply integrated solutions that address real business challenges. Microsoft Lync is a market-leading UC&C offering that requires a solid, scalable, secure, and easy-to-manage infrastructure platform. And HP Converged Infrastructure is the right platform to provide all that is required and more.

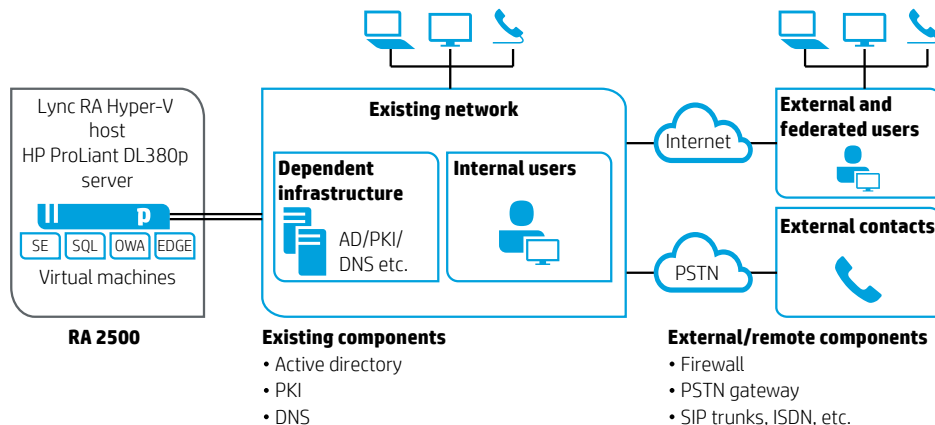
The Converged Infrastructure architecture is the backbone for cloud computing. It breaks down existing IT silos to help you transition from a technology-centric approach to a services-oriented IT model. In a services-centric management approach, the network plays a critical role. It orchestrates connectivity across the extended enterprise and accelerates the ability to deliver efficient and secure business services. This facilitates streamlined application delivery and improved user experience. A satisfying user experience, in turn, results in rapid technology adoption—which drives cost savings, greater productivity, and faster realization of business benefits. To help maximize your UC&C experience, the Converged Infrastructure portfolio provides the right blend of infrastructure components:

- **HP IP phones (including the HP 4110 and HP 4120):** Easy to use and fully optimized for Microsoft Lync, HP IP phones with gigabit connectivity speeds are ideal for “hot-desking.” These IP phones offer superior voice quality and reliability, wideband audio capabilities, as well as support for legacy voice encoding and IEEE 802.3af Power over Ethernet. Moreover, the 4120 IP Phone Series supports Microsoft Office 365.
- **HP Networking solutions:** As a leader in networking, HP is positioned to help you evolve your network to better meet changing business needs. Our deeply integrated branch and campus solutions include Microsoft-certified enhanced and survivable branch gateways, multi-service routers, unified wired and wireless network infrastructure, and switching. In addition to traditional network solutions, HP is a leader in software-defined networking (SDN). One of the earliest demonstrations of SDN’s value was an HP SDN application for Microsoft Lync—which, with a simple activation, helps eliminate onscreen delays and enables seamless collaboration and a greatly enhanced user experience. And our networking solutions are designed to improve the UC&C user experience, while simplifying Lync deployment and operation.
- **HP ProLiant Gen8 servers:** These servers have been re-engineered with more than 150 innovations that speed serviceability, increase quality, and reduce potential causes of unplanned downtime. And they come with built-in smart analytics, delivering significantly better performance.
- **Lync-certified HP PCs:** HP offers Lync-optimized notebooks, mobile workstations, all-in-one PCs, and workstations with built-in microphones, webcams, and speakers—enabling a high-quality voice and video experience whether the user is at the desktop or on the go.

Customize your IT lifecycle management, from acquisition of new IT, management of existing assets, and removal of unneeded equipment
hp.com/go/hpfinancialservices

Developing solutions for major social and environmental challenges
hp.com/hpinfo/globalcitizenship

Figure 2. HP solution for Microsoft Lync (RA 2500)



Think about it. As your legacy systems age, their upkeep and operational costs keep getting higher, while their functionality cannot meet the growing needs for more integrated communications and collaboration. We can help you deploy a UC&C solution alongside your existing systems and scale your deployment as your organization grows—while simultaneously helping you retire some of your aging PBX systems, reducing real estate and facility costs as well as infrastructure TCO.

Make the most of a winning partnership—HP and Microsoft

Through a close working relationship with Microsoft, HP has gained the specialized skills and expertise required to help you capitalize on next-generation communications technology. Together, we offer the most comprehensive, interoperable UC&C solutions that include:


- **Infrastructure:** HP networking, servers, storage, survivability, and management
- **Software:** Microsoft Lync 2013
- **Desktop environment:** Lync-certified PCs and phones
- **Services and support:** From HP and HP-Microsoft partners

Combination of HP Networking technologies and Microsoft Lync allows for smooth and secure moves, adds, and changes; correct provisioning; and the highest levels of quality of service and reliability. Built with UC&C best practices from both HP and Microsoft, and complemented by best-in-class services from the Channel Partner of your choice, these solutions can deliver accelerated ROI and a future-proof foundation for communication and collaboration.

Learn more at
hp.com/networking/uc

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