BUILDING A BUSINESS CASE:
HOW TO READY YOUR ORGANIZATION FOR SKYPE FOR BUSINESS/LYNC ENTERPRISE VOICE AND A TRANSITION TO THE CLOUD

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There is a transformational shift around enterprise voice solutions as organizations move from the PBX to unified communications (UC) for their voice needs. In parallel, many organizations are moving their existing on-premises IT and communications infrastructure into the cloud. This brief outlines the benefits and considerations of balancing both of these transitions and how working with solution providers like Microsoft and Polycom can help you make the journey and fully realize the benefits that UC and collaboration bring to the modern workplace.

Unified Communications (UC)
The way we communicate is changing. With UC, we communicate with instant messaging, voice and video on a number of devices—phones, PCs, tablets and clients on end-user personal smartphones. Microsoft is clearly a leader in UC. Skype for Business, known as Microsoft® Lync® prior to the recent rebranding, is the UC platform of choice for 90% of the Fortune 500. Skype for Business is a communications and collaboration platform that brings together the familiar look and feel of Skype with the security, compliance and control that enterprise IT organizations have come to expect from Lync.

Many customers with PBXs are faced with end-of-life equipment issues. Others are nearing the end of lease terms for their IP PBXs. In both cases, customers are considering moving from a PBX/IP PBX-centric
communications strategy to Skype for Business. Based on a report by *Infotrack* available from Microsoft, 89% of US companies (500+ seats) surveyed indicated that Enterprise Voice has been or will be included in their Skype for Business/Lync trials. Skype for Business’s support for Enterprise Voice features and its relative low cost makes replacing the PBX attractive. Furthermore, many customers already have the necessary licensing required to support Lync Enterprise Voice features (Lync Plus CAL). The payback period for a Lync voice customer is 14 months, according to a recent Forrester TEI Study. The previous practice of upgrading or replacing the PBX every 10 years is simply too expensive and no longer addresses the diverse communications needs of the modern work environment.

### Microsoft Office 365 and the Cloud
Concurrent to the decision about “what to do about the PBX,” IT departments are often required by their CFO to evaluate cloud and hosted solutions that can potentially reduce support costs and replace more expensive on-premises solutions. This also shifts spending from a Capex to an Opex model which can be beneficial. Microsoft Office is a solution that has undergone a transition to the cloud. Many IT departments have already moved or are considering a move to Office 365 hosted directly by Microsoft. Office 365 offers a highly integrated suite of tools encompassing email, shared calendar, document management, team collaboration, mobile access, instant messaging, online meetings, and presence merged into a complete online solution. Deeper integration with Office 365 across Skype, Yammer and OneDrive for Business is extending the reach outside of our organizations, increasing social interactions, and changing where our documents reside. Skype for Business Online (Lync Online) provides many of the features and capabilities we typically associate with real-time communications. Video, IM and desktop collaboration features of Skype for Business Online have parity with Skype for Business on-premises server deployments; however, Microsoft currently does not support all of the Enterprise Voice features in the online version.

Microsoft recently announced that native Public Switched Telephone Network (PSTN) connectivity will be added to Skype for Business Online later in 2015. Microsoft has not announced specific availability dates yet, but the company has communicated that US trials will begin in the second half of 2015 and PSTN connectivity in additional countries will commence in 2016. On March 18, 2015, in a press release from Polycom and in an Office Blog post from Zig Serafin, corporate vice president for the Skype for Business team, it was announced that Polycom VVX Business Media Phones will be the first phones to support PSTN calling in Office 365. Besides PSTN calling—a foundational requirement for an online voice communications solution—many enterprise customers will also want Enterprise Voice features.

Microsoft indicates the Enterprise Voice features will be added to Skype for Business Online over time. In the short term, current Office 365 customers are advised by Microsoft that Lync Enterprise Voice capabilities require a Lync Server, either on-premises or in a hosted data center, to enhance or replace traditional PBX systems. Therefore, a hybrid deployment strategy will still apply to Skype for Business for customers who need today’s full Enterprise Voice Lync feature set in the immediate timeframe. A hybrid solution is a very effective deployment strategy for organizations who wish to manage a seamless transition from the PBX to Enterprise Voice supported on Lync 2013 or Skype for Business on-premises servers today. Ultimately, the goal for many enterprises will be to fully transition to cloud-based voice with Skype for Business Online in the future.

### Choosing the Right Phones for Skype for Business and Lync
Organizations undergoing the transition from PBXs to voice-enabled Skype for Business/Lync will want to work with the right strategic partners and vendors. Polycom and Microsoft have a long-standing strategic partner relationship. Polycom, with 40+ solutions for Microsoft, offers a broad selection of phones and conference phones that can be used with Skype for Business and Lync—some with embedded Lync clients, purpose-built for Lync Enterprise Voice and others that are OpenSIP (VoIP) IP phones that work today with Lync and a wide selection of IP PBXs. As an enterprise must have on-premises servers deployed to fully support the Enterprise Voice features today, the distinction of whether the phone is qualified with Lync Online or Lync Server 2013 is not currently significant for an IP PBX migration to Skype for Business. It is important is to choose a phone vendor with

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Polycom has demonstrated a significant ongoing investment in Lync feature development on the VVX series phones over several recent software releases. This feature development continues on VVX phones with Skype for Business. Additional feature keys on phones offer one click access to options that many users will find easier locate on their phone than having to searching in their Lync or Skype for Business client. Take the Call Park feature as an example—having Call Park as a dedicated feature key on a phone is much more intuitive than remembering that you have to hover over a client’s phone/mic icon to initiate a hold/transfer operation where “parking a call” is an option. Both Polycom’s CX series and VVX series desktop phones offer a range of choices that will match users’ specific use cases and feature requirements for desktop phones. However, with the recent joint announcement by Microsoft and Polycom that the VVX phones will be the first phones to support PSTN calling in Office 365, the Polycom VVX phones would naturally be the primary phone choice for most customers desiring “always on” phones going forward. Polycom has demonstrated a significant ongoing investment in Lync feature development on the VVX series phones over several recent software releases. This feature development continues on VVX phones with Skype for Business.

Some small and medium-sized businesses (SMBs) may be told they don’t need phones, and should instead just use headsets and BYOD for all Skype for Business/Lync calls. There are problems, however, with a headset/client-only strategy. Being tethered to a corded headset all day when working at a PC limits mobility and becomes a comfort issue with headset fatigue experienced by many users. Bluetooth headsets can be used with PCs or BYOD smartphones and tablets, but batteries on headsets and users’ devices can end up at zero charge, leaving an end user with no way to make a call. In this case, for the predominantly “client only” end user, a USB phone such as the Polycom CX300 R2 provides both handset and speakerphone operation and also has a headset jack for those who wish to use a wired headset. Another issue with client-only operation is the ability to quickly and easily access features. The next phone selection decision point will be whether to have a phone that can operate independently of running a Skype for Business client on a PC. Having an “always-on” phone saves the user from having to wait for their PC or laptop to boot up before making calls.

Only Polycom delivers a portfolio that provides an integrated experience with Microsoft that fits all of these requirements.

a broad portfolio—ranging from USB phones and phones with embedded Lync clients to OpenSIP phones supporting any of the features a user might need at their desktop—and the portfolio must include conference phones for rooms of all sizes. Only Polycom delivers a portfolio that provides an integrated experience with Microsoft that fits all of these requirements.

The CX3000 conference phone has an embedded Lync client.
Conference Rooms

Selecting the right conference phones for your conference rooms is also an important part of planning the transition to Skype for Business/Lync. Depending on the number of private offices in the facility, the ratio of total number of employees in the workspace to conference rooms typically ranges from 20:1 (for companies with more private offices) to 10:1 (companies with fewer private offices). Using a mobile device or a desktop phone does not provide adequate 360 degree audio coverage in a conference room setting. HD voice quality, room size/microphone range, and current or future plans for video enabling the conference room each contribute as criteria in the selection process. The Polycom CX3000, like the CX600 desktop phone, uses an embedded link client and features Better Together operation with a Lync client on a user’s laptop or PC when plugged in via USB. The Polycom SoundStation Duo and SoundStation IP 5000 are OpenSIP (VoIP) conference phones that are qualified by Microsoft as part of the 3PIP qualification program. The Polycom SoundStructure installed audio solution has a VoIP module that is qualified by Microsoft and can be used to create balanced and truly immersive audio environment in rooms of any size, from boardrooms to classrooms and lecture halls. Polycom cites a study that reports that video is expected to be the preferred business communications choice by 2016. While a transition from the PBX to Skype for Business/Lync may initially be focused on voice, end users will increase their use of video with Skype for Business. The IT organization should have a general idea of their company’s strategy for rolling out video collaboration in conference rooms. Polycom has unified conference station solutions like the CX5100 (USB only) and CX5500 (USB + VoIP) that can serve both the voice needs in the room as well as video-enable the room with 360-degree panoramic video coverage and active speaker detection that automatically focuses on the active speaker without the need to pick up a remote to pan or zoom.

2 "Video Conferencing Expected to be Preferred Business Communications Tool in 2016 According to New Survey on Global Video Conferencing Trends and Etiquette," Polycom, October 2013
### Polycom’s Voice Portfolio for Skype for Business / Microsoft Lync

The following table illustrates how Polycom’s voice portfolio fits specific customer requirements:

<table>
<thead>
<tr>
<th>Requirements/Use Cases</th>
<th>Polycom Solution(s)</th>
<th>Benefit</th>
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| Alternative to headset for Skype for business “client only” users | CX100 USB Speakerphone  
CX 300 R2 USB phone | • Avoids headset fatigue and battery issues  
• Feature keys on CX 300 R2 phone are easier to use than a Skype for Business client alone |
| IT prefers supporting phones with Embedded Lync Client | CX600  
CX500  
CX3000 | • Easy to deploy and use if the feature set fits requirements.  
• Lync Online qualified in addition to Lync 2013 and Lync 2010  
• Polycom HD Voice |
| More phone features: Boss/admin, group paging, push to talk, USB call recording, screen customization, custom ring tones | VVX 300/310  
VVX 400/410  
VVX 500  
VVX 600 | • More features and lines than are available on the CX series phones  
• Important PBX feature use cases  
• Polycom HD Voice |
| Color phones supporting color expansion modules | VVX 400/410  
VVX 500  
VVX 600 | • View “favorites” presence status at a glance  
• Faster access to more “contact cards” |
| Phones that have touch screen displays | VVX 500  
VVX 600 | • Intuitive user experience is faster than button navigation |
| Phone supporting a Bluetooth headset | VVX 600 | • Use the same headset for smartphone and desktop phone |
| Phones with optional video Camera | VVX 500  
VVX 600 | • H.323 Video Support (phone to phone, phone to Lync 2010, phone to RealConnect conference calls) |
| Conference room solutions (voice only) | CX3000  
SoundStation Duo  
SoundStation IP 5000  
SoundStructure (Installed Audio) | • Polycom HD Voice  
• 360 degree audio coverage in the room  
• Room sizes from huddle rooms to boardrooms and classrooms |
| Conference room solutions supporting voice and video | CX5100 (USB only)  
CX5500 (USB + VoIP) | • 360 degree panoramic video with active speaker detection  
• Zero training; no handheld remote to learn or use |

### Replacing the PBX and Making the Transition

What is the best way to make the transition from the PBX to Skype for Business/Lync? For small and medium-sized businesses, customers often do not have the IT resources that an enterprise customer would have and simply follow the recommendations of their service provider hosting their Skype for Business/Lync services. Some SMBs may not require the more extensive feature set currently associated with the Enterprise Voice features. These customers may be able to transition to Skype for Business/Lync Online when the simple addition of PSTN calling becomes available; however there are also service providers today who can provide hosted Lync environments with PSTN services. Choosing Polycom phones offers investment protection and ensures there are solutions for both your end user desktops and your conference rooms—something that no other phone vendor provides.
For the enterprise customer, a migration from PBXs to Skype for Business/Lync often starts with a Lync voice trial. The same practice of doing a small-scale trial for evaluation purposes will apply for Skype for Business. Enterprise deployments are often more complex and may involve setting up a hybrid deployment and planning for phased branch office migrations—larger enterprises rarely replace all their PBXs at once. Migration planning will likely need to include network assessments, branch site surveys and more detailed user needs analyses with respect to features like Boss/Admin, reception, auto-attendant, analog fax, ACD, call recording, overhead paging, intercom, etc. Similarly, one needs to account for navigating the complexities of E911, infrastructure components like session border controllers and media gateways, and planning for SIP trunking to remaining PBXs. Providing end user training on cutover day can be made easier with the right expertise. Polycom Services offers a range of capabilities that help enterprise customers with everything described here to ensure your success—and help roll out the video services that tomorrow’s workplace will demand.

Today, there is only one Microsoft partner with a broad Lync-qualified portfolio and Skype for Business voice and video expertise—Polycom. Polycom has more than 40 solutions for Microsoft. Polycom will help you make the right choices as you transition from your PBX to Skype for Business. Together, Polycom and Microsoft deliver a complete, interoperable, end-to-end UC solution for voice, video, conferencing and collaboration and can connect people from any device, and from any location. To learn more, visit [www.polycom.com/microsoft](http://www.polycom.com/microsoft).

**About Polycom**

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.