

LYNC IS NOW A BILLION DOLLAR BUSINESS

KEY STATISTICS

LYNC REVENUE GREW **OVER 30%** THIS FISCAL YEAR AND IS THE FASTEST GROWING BUSINESS AT MICROSOFT

60% OF ENTERPRISES (500+ SEATS) SURVEYED ARE DEPLOYING OR PLANNING TO DEPLOY LYNC

1 IN 4 ENTERPRISES NOW REPORT MICROSOFT AS THEIR PREFERRED VENDOR FOR IP-PBX'S

MICROSOFT IS NOW SHIPPING MORE ENTERPRISE VOICE LINES THAN ANY OTHER TECHNOLOGY COMPANY IN THE WORLD

CASE STUDIES



DEPLOYED TO ALMOST **140,000** EMPLOYEES

LYNC MOBILE ENABLES SHELL STAFF TO ACCESS THE LYNC CAPABILITIES FROM THEIR MOBILE DEVICES



THE LYNC 2013 WEB APP FACILITATES CALLS WITH EXTERNAL VENDORS AND PARTNERS WHO DO NOT HAVE ACCESS TO LYNC.

190,000

A MONTH OF CALLS ARE NOW HANDLED BY LYNC SERVER, TOTALLING MORE THAN 90% OF SHELL'S CONFERENCE CALLS



SHELL HAS ENABLED **55,000** EMPLOYEES FOR PEER-TO-PEER VIDEOCONFERENCING

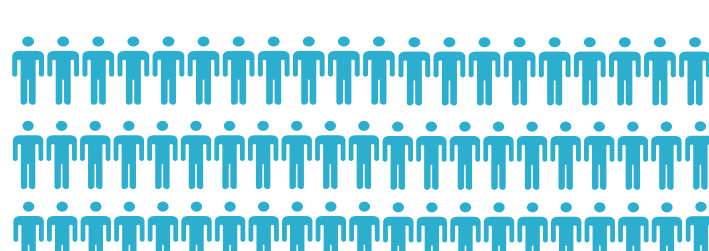
PISANI PISANI GROUP, A LEADING UK NATURAL STONE WHOLESALER, SUPPLYING TO CUSTOMERS WORLDWIDE

SAVING **£165,000**

PRODUCTIVITY IS BOOSTED BY 1,488 HOURS ANNUALLY

SAVES **£200,000** OVER THREE YEARS WITH PARTNER HOSTED LYNC

62 UK-BASED STAFF CAN COLLABORATE



AND SHARE THE SAME DOCUMENTS; CONNECT EASILY VIA VOICE, INSTANT MESSAGING, AND VIDEO CONFERENCING TOOLS

TRAVEL COSTS ARE REDUCED

BY \$27,000

(£17,600)

West Yorkshire Fire and Rescue Service



HOSTED LYNC IS IDEALLY SUITED TO ORGANISATIONS THAT RUN 24/7, 365 DAYS A YEAR



INTUITIVE INTERFACE

- WE COULD TRAIN PEOPLE IN FIVE MINUTES

"LYNC IS THE GLUE THAT BRINGS TOGETHER ALL OF THE ORGANISATION'S COMMUNICATIONS SOLUTIONS."

35%

AMOUNT THAT LYNC HAS INCREASED PRODUCTIVITY BY

LYNC HAS PROVIDED 2,200 EMPLOYEES WITH A NEW VISION OF WORK AS AN ACTIVITY, NOT A LOCATION. THIS HAS REDUCED MOBILE PHONE AND TRAVEL COSTS; ENHANCED PRODUCTIVITY AND EMPLOYEE CONNECTIVITY.



AstraZeneca

GLOBAL RESEARCH-BASED BIOPHARMACEUTICAL COMPANY ASTRAZENECA OPERATES IN MORE THAN 100 COUNTRIES AND HAS REDUCED THE SUPPLY CHAIN PROCESS FROM DAYS TO MINUTES WITH LYNC

75% **93%** **75%**



REDUCED TRAINING TIME BY 75% BY COMMUNICATING WITH DEPARTMENTS AND BUSINESS AREAS ACROSS THE WORLD AT ONCE

93% OF USERS SAID THEY WOULD RECOMMEND LYNC

75% OF LYNC USERS WOULD BE WILLING TO GIVE UP THEIR LANDLINE

4300 USERS

AstraZeneca deployed Microsoft Lync Server globally

78%

OF USERS SAW AN IMPROVEMENT IN THEIR PRODUCTIVITY

Open University

IT IS THE BIGGEST UNIVERSITY IN THE UK, SPECIALISING IN DISTANCE LEARNING AND HAS 250,000 CURRENT STUDENTS.



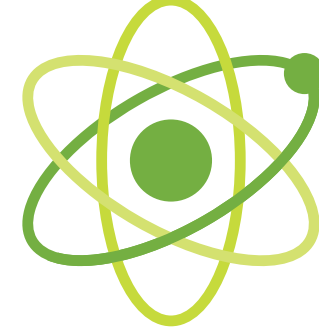
NO LONGER NEED TO REPLACE HARDWARE

£2 million

THE OPEN UNIVERSITY WILL SAVE AROUND £2 MILLION OVER THE NEXT FIVE YEARS WITH LYNC



TRAVEL TO AND FROM MILTON KEYNES IS EXPECTED TO FALL BY UP TO 10 PER CENT



LYNC WILL REDUCE CARBON FOOTPRINT WITH LESS ENERGY CONSUMPTION AND TRAVEL

Key features:



BUSINESS SAVINGS - MINIMISED TRAVEL, REDUCED NEED FOR MOBILE PHONES



FLEXIBLE WORK ENVIRONMENT - ABILITY TO WORK FROM ANYWHERE, FACE TO FACE MEETINGS



VOICE FEATURE INTEGRATION WITH MICROSOFT APPLICATIONS

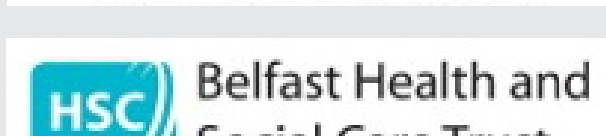


ACCELERATED GLOBAL COMMUNICATIONS - INSTANT MESSAGING, CALLS, MEETINGS AND VIDEO CONFERENCING.

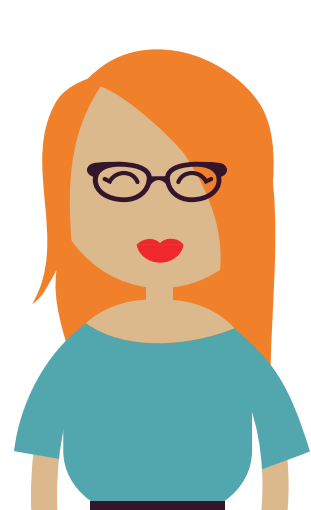


IMPROVED COLLABORATION AND PRODUCTIVITY - IM, GROUP CALLS AND MESSAGING, PRESENCE TOOL

Other customers on Lync



QUOTES FROM LYNC CUSTOMERS



"We now have many people who could not live without Lync. We've improved our communications and succeeded in reducing travel budgets by 10-15% percent and mobile phone budgets for our remote workers by over 50% percent. It has been a great success."

Sandy Abrahams - IT Director, Helly Hansen

"Lync is tied into everything I do—customer service, front desk management, updating billing information, and renewing memberships. With the presence information I get from Lync, I can reach out to a colleague and resolve customer issues much faster."

Lea Roelle -Member Service Manager, LA Fitness

