Microsoft® **Lync**™

# Lync FY13 SI Partner Playbook

*Accelerate your Business with Lync*

**Microsoft**

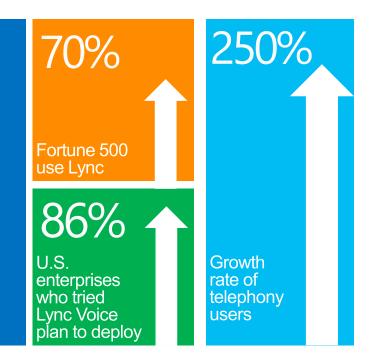# Microsoft Approach to Communications



Microsoft® Lync™

Integrated with Office          Across Devices          Interoperability

# Lync Momentum

**3M**
Lync telephony users today

**70%**
Fortune 500 use Lync

**86%**
U.S. enterprises who tried Lync Voice plan to deploy

**250%**
Growth rate of telephony users

*Forrester Research, Total Economic Impact, 2011 - $84 per use, per year potential support revenue
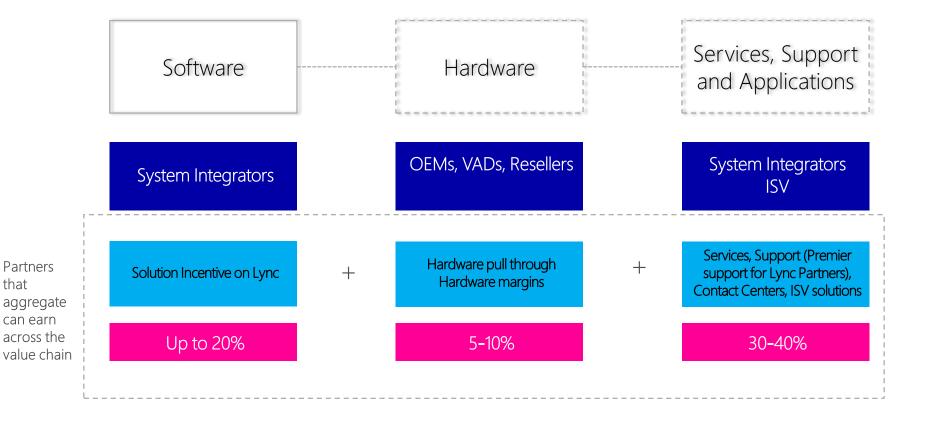
# Lync Support Opportunity

**Rapidly Changing Voice Market**

**Voice Support Buying Trend**

UC&C Market growing at 18.3% annually*

18 Million IP-PBX lines are on end-of-life contracts by 2012

28 Million customers licensed for Lync Voice

Partners can make up to $84/user /year in support services**

*IDC
**Forrester Analysis

# Partner Economics for Lync

| Software | Hardware | Services, Support and Applications |
|---|---|---|
| System Integrators | OEMs, VADs, Resellers | System Integrators ISV |

Partners that aggregate can earn across the value chain

| Solution Incentive on Lync | + | Hardware pull through Hardware margins | + | Services, Support (Premier support for Lync Partners), Contact Centers, ISV solutions |
|---|---|---|---|---|
| Up to 20% | | 5-10% | | 30-40% |

# Lync Accelerate Overview

Lync Accelerate delivers a coordinated set of sales and deployment tools, guidance and offers designed to accelerate adoption of Microsoft Lync solutions.

Lync Accelerate

- **Find a Customer**
- **Conduct a Trial**
- **Deliver a Proposal**
- **Plan a Deployment**
- **Deploy and Adopt**

Accelerate Sales and Adoption

# Offers and Activities

| Find a Customer | Conduct a Trial | Deliver a Proposal | Plan a Deployment | Deploy and Adopt |
|---|---|---|---|---|
| Targeting guidance | • Demo/Trial via MTC<br>• Demo/Trial via CIE<br>• Partner hosted Demo/Trial | • UC Strategy Workshop<br>• Technical Briefings<br>• Solution Alignment Workshop<br>• Business Value Assessment<br>• Lync Decision Tool | • Network Readiness Workshop<br>• Pilot Deployment Success Kit | • Large-scale Deployment Assessment<br>• Lync Adoption & Training Kit Workshop<br>• Lync Hardware Catalog and Configurator |

**Lync Accelerate MDF & BIF**

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