

# Winning the Voice Workload with Hybrid

## LEADERS'

Quadrant in Gartner UC, Corporate Telephony and Web Conferencing Magic Quadrants\*

#1

in new voice seats sold. Microsoft preferred by more customers than any other IP PBX vendor

79%

of U.S. enterprises are currently deploying or planning to deploy Lync including telephony\*\*

67%

of Office 365 enterprises have no voice seat yet

\*Reprints available at: <http://news.microsoft.com/analyst-reports/> | \*\*T3i Research, Impact of Microsoft Lync on the Enterprise Voice Market

## Global calling for Office 365 customers using existing telephony provider.

Hybrid



Enables users worldwide to use Office 365 voice features with existing trunks Hybrid offer uses Skype for Business Server technology for interconnection to PSTN and PBX assets

- Worldwide customers today
- Little or no customization needs
- Typical calling features (information or knowledge workers)
- Moving from CAPEX to OPEX
- Strategic alignment to cloud
- Depreciating infrastructure and PSTN contracts or deployed Skype for Business Server

### Potential Barriers

Existing Analog / Fax Devices, 3rd Party / Contact Center Apps, Common Area Phones, Branch Survivability



Full Hybrid

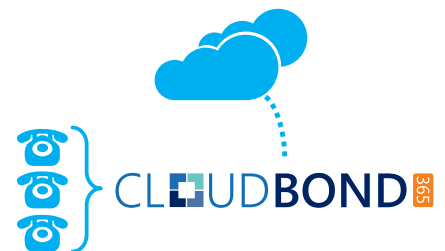


Enables users worldwide to use Office 365 or SfB Server voice features with existing trunks Winning Hybrid offer uses CloudBond 365 for interconnection to PSTN and full voice feature set

- Worldwide customers today
- High customization needs and add-ons (call centers, government, and finance)
- Advanced calling features (specialized or task workers)
- Existing PBX and PSTN contracts
- Like-for-like replacement of hardware or deployed Skype for Business Server

### Barriers Removed

Support Analog / Fax, Integrate 3rd Party, Support Contact Center, Full Branch Survivability





# Key Voice Terms & Definitions

**PSTN** – Public Switched Telephone Network is the world's collection of interconnected voice-oriented public telephone networks, both commercial and government-owned. Example, plain old telephone service (POTS), which refers to the standard analog telephone service that most homes use.

**VoIP** – Voice over IP is a methodology and group of technologies for the delivery of voice communications and multimedia sessions over Internet Protocol (IP) networks, such as the Internet.

**SIP Trunk** – a VoIP and streaming media service based on the Session Initiation Protocol (SIP) by which Internet telephony service providers (ITSPs) deliver telephone services and unified communications to customers

**Cloud PBX** – Cloud delivered instance of Private Branch Exchange functionality. Allows for call management features to be delivered through Office 365, including call hold, transfer, voice mail & call forwarding. Alternative to Skype for Business Server instance on premises.

**PBX** – Private Branch Exchange is a telephone system within an enterprise that switches calls between enterprise users on local lines while allowing all users to share a certain number of external phone lines.


## Why CloudBond 365?

### For Microsoft

- It is the simplest technical solution for a hybrid deployment and it bring customers to Cloud PBX quickly
- It allows organizations to retire a legacy PBX, thus the need to renew contracts with Cisco, Avaya or any other MS competitor.
- It helps retire revenues of strategic products: E4, E5, Cloud PBX subscription
- All users migrated to Cloud PBX via CloudBond 365 help **retire cloud consumption metric**
- Combined with IP Phones and professional services from AudioCodes, it is the closest thing to “one-stop-shop” from a single vendor
- It is available NOW!

### For Customers

- It combines the power of the Skype for Business Server and the convenience of Cloud PBX
- Customers can fully retire legacy PBX, while starting the migration to the cloud now
- It enhances the value with third party applications, like Contact Center Solutions and support for analog, fax and branch survivability
- It consolidates user management in one simple GUI for customers or for their managed service providers

	Hardware Platform	Voice Connectivity	Skype for Business Deployment Wizard	O365 / Cloud PBX & AD Connectors & User Management**
<b>Standard/Standard+ Box Editions</b>	Mediant 800 with OSN Server	TDM/SBC	✓	✓
<b>Pro Box Edition</b>	HP Server	SBC	✓	✓
<b>Enterprise Box Edition</b>	HP Server	SBC	✓	✓
<b>Virtualized Edition</b>		SBC	✓	✓
<b>Management Pack</b>				✓

\*\*including IP Phone



## Resources

- [Tech Preview \(US\)](#)
- [AudioCodes CloudBond 365](#)
- [To Cloud or Not to Cloud Whitepaper](#)
- [Getting Right in the Cloud – A Practical Guide](#)
- [SfB Futures, Voice, Industry Decks](#)
- [T3i Lync Voice Research](#)
- [Gartner MQ for Corp Telephony](#)
- [SfB SI Partner Dashboard](#)