



## *Datanamics Inc. Case Study*

# *Microsoft Lync & Exchange 2010 - Business Communications Collaboration With Significant Cost Savings*

**Customer:** Large ERP/CRM Software Company

**Location:** National

**Industry:** Software Company

### **Customer Profile:**

This company provides ERP (Enterprise Resource Planning) and CRM (Customer Relations Management) software as a service to direct marketing companies and helps direct sales companies by equipping their sales forces with online business and communication tools that drive selling, recruiting and retention.

Recognized as innovators in the work environment and employee telecommuting sectors, the company creates customized software for clients. With powerful web-based tools, this company has proven themselves as integral partners in the productivity and profitability of their client's sales force. Their solutions provide a clear competitive advantage.

### **Services:**

Business Needs Assessment  
Design Lync Server 2010 Enterprise Edition Pool  
Document & Develop Component Integration  
Build, Configure and Install Infrastructure  
Training for IT Administrators & End User Staff

### **For More Information Call:**

Karen Stewart  
Vice President - Sales  
[KStewart@DatanamicsInc.com](mailto:KStewart@DatanamicsInc.com)  
(702) 697-2242

**“With the Microsoft Lync Solution we were able to save \$20,000 per month in conferencing costs alone. We now have a robust, collaborative and cost-efficient solution that streamlined our business process, and reduced our customer response time substantially.”**

**CIO  
Large ERP/CRM Software Company**

### **The Challenge**

This large enterprise class ERP/CRM software company provides customized interfaces as a part of their services. This required communication between programmers, employees, and clients, with 250 employees operating from various locations around the world. They had no cohesive communications system in place and were using Web conferencing and audio bridges to conduct their conference calls. The company averages about 14 project calls per month, with four to eight people on a call, all of which were calling in from various endpoint devices. As a result of this type of operating process they were spending approximately \$20,000 per month in conferencing costs. This method lacked efficiency, and the sophistication necessary to accommodate their growing and diverse business communication needs.

### **The Solution**

The company decided on a Microsoft Lync Server 2010 solution. Deployment of the Lync Server solution would provide the company with enhanced communication capabilities such as video conferencing, presence, instant messaging, call flow management and an overall enterprise voice environment.

Datanamics utilized the preferred Microsoft methodology of envisioning, planning/design, installation, and training/documentation to ensure a successful deployment. During the envisioning phase, remote interviews and a discovery walkthrough was conducted with the client's IT staff to ensure that the project team agreed upon the same vision and scope. In addition, the Lync Server 2010 Best Practices Analyzer, Planning Tool and Capacity planner was run in order to develop a high level topology and identify bandwidth needs.

**Datanamics Inc.  
140 N. Stephanie Street  
Henderson, NV 89074  
(702) 697-2200  
[www.DatanamicsInc.com](http://www.DatanamicsInc.com)**

---

---

## About Datanamics Inc.:

Datanamics, Inc. is a leading national information technology solutions and education firm. Our team of certified professionals bring specialized expertise to all phases and aspects of networks. Datanamics has built a reputation on the ability to deliver a full range of network solutions to local, national and global small business to Fortune 500 clients across a variety of industries.

- Over 35 Years IT Experience
- Certified Professionals/Solid Credentials
- Hundreds of Long Term Customers
- Headquartered in NV, Service Anywhere
- Wired/Wireless/Secure Networks
- Integrated Voice and Data Networks
- Gold Standard U.S. Based 24/7 Support
- One-Stop Training & Services Resource

To provide its clients with the latest technology in network and IP Telephony solutions, equipment and infrastructure, Datanamics partners with first-class vendors such as Avaya, Cisco and Microsoft, offering a vast range of applications for the broadest range of client needs.

Datanamics takes its relationships one step further by offering advanced technical training and certification courses for IT staff and is authorized to deliver training and certification testing for numerous companies such as Microsoft, CompTIA, and many others.

- Certified Instructors
- Microsoft Certified Learning Partner
- CompTIA & Various Other IT Classes
- Traditional Instructor Led Training
- Custom On-Site IT Training
- ELearning & Remote Live Classroom
- Pearson Vue & Prometric Testing On Site

(Continued - The Solution)

The planning/design phase of the Microsoft Lync solution was a vital part of the process and would ensure a seamless integration and successful deployment. A Lync Server 2010 Enterprise Edition pool was designed, and its construction would be the fundamental building block of the core Lync Server solution.

The infrastructure was then built utilizing the physical and logical designs that were appropriate for the organization including:

- Extending the Active Directory schema
- Deploying DNS records
- Testing SIP trunks
- Building the Lync Server 2010 infrastructure
- Deploying Lync client to users
- Activating IM, presence, enterprise voice & conferencing
- Conducting functional testing

In addition, Datanamics installed the auto attendant and voicemail box features of the company's existing Microsoft Exchange Server 2010 unified messaging application. This application combines voice and email messaging into a single messaging infrastructure. Through a set of voice prompts, the auto attendant feature gives the administrator the ability to define and set up call flow routing. Activating the voicemail box feature gives the administrator the ability to manage both email and voicemail messages all from a single manage point, using a single administrative interface and tool set.

With so many employees accessing the company network through VPN (Virtual Private Network), maintaining the VPN tunnel had become more difficult and time consuming to manage. The Lync solution eliminated the need for VPN, giving the client a secure, encrypted and authenticated way to access their network through the Internet.

In addition, Datanamics provided convenient remote training sessions covering standard administration of Lync Server for the system administrators, and basic end user operation training for the employees.

## The Benefits

Since the company no longer needed to purchase audio bridges or Web conferencing time, they were able to recover the cost of their new Lync Server 2010 solution within three months of usage.

Integrating Lync Server 2010 into the company's current Microsoft Office environment was seamless, with new features easily recognized and immediately ready to utilize throughout the company.

As part of the Lync 2010 Server implementation, the ERP/CRM software company improved communications substantially and were able to implement additional capabilities that allowed them to work more collaboratively and productively, saving time and money.