



# Skype for Business Webinar

## Unified Communications



# Our Business



- Located in Westerly, Rhode Island
- Founded in 2004
- Started in legacy TDM
- Early adopter of VoIP
- We are customer focused
  - VoIP Implementation Services
  - Skype for Business
  - VoIP Products & Appliances



# Our Focus



- Uniquely focused on VoIP technologies from Desktop to Data Center
- AudioCodes Elite Partner
  - Session Borders Controllers (SBC)
  - Gateways
- Skype for Business
  - Implementation Services
  - Consulting
- VoIP Security Appliances
- VoIP Handsets
- VoIP Headsets
- Call Center Solutions



“We help enterprises achieve their business objectives through effective leveraging of their IT infrastructure. We create value through implementing core technologies that reduce cost and improve productivity enterprise wide. This technology enablement resonates from the desktop to the cloud.”



# Webinar Topic



- Skype for Business
  - Where to begin?
  - What are your options?
  - What are the benefits?





# Where To Begin?

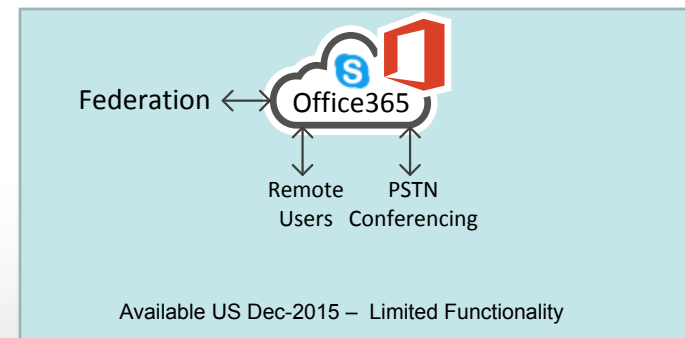
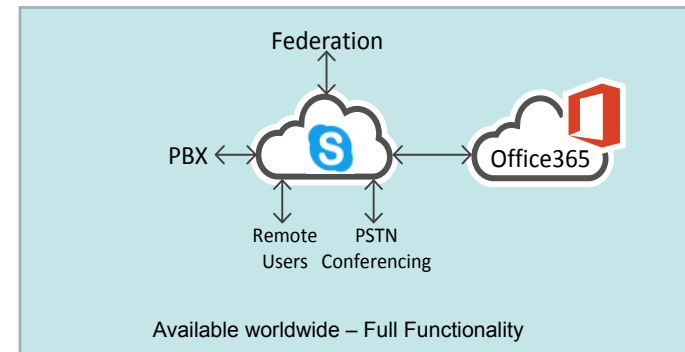
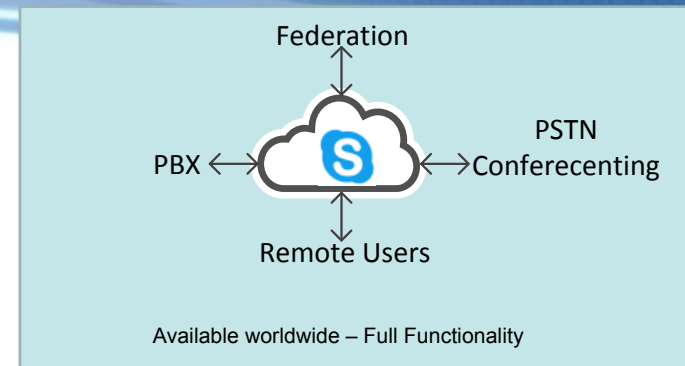
- Legacy PBX, Key System
  - PRI, Analog circuits/trunks
  - Recurring monthly costs
    - Maintenance
    - Circuits
    - Long Distance
- iPBX
  - Shoretel, Avaya, Cisco Call Manager
- Looking to migrate from existing solution
  - Is it possible
  - What is needed?
  - How much time is required?



# The S4B Implementation Options



- On Premise
  - PBX Replacement
  - PSTN Conferencing
  - Remote User
  - Federation
- Hybrid
  - Users Located in Office365
  - On Premise S4B Server
  - Same Level of Services & Administration
- Online – Cloud PBX
  - All users & services in cloud
  - Single License per user
  - Simplified management
  - Subscription based service



# What are the benefits?



- On Premise
  - Advanced Calling features (Auto Attendant, Call Parking, Response Groups)
  - PBX replacement
  - IM, Presence, Conferencing Features
  - Target Market: Large Enterprises
- Hybrid
  - Leverage Office365 & Exchange Online
  - Complete On Premise Feature Set
  - Reduction in CAPEX & OPEX
  - Target Market: Mid-Size Enterprises
- Online – Cloud PBX
  - All Users & Services In Cloud
  - Single License Per User
  - Subscription Based Service
  - No Upfront Expense
  - Target Market: Small to Mid-Size Enterprises



# Enabling S4B



- AudioCodes
  - We are an AudioCodes Elite Partner
    - Over 1,000+ SBC & Gateways sold
- Leaders in Enterprise VoIP Transport
  - Session Border Controllers (SBC)
  - Gateways
  - VoIP Recording
  - Appliance Based Solutions to Enable S4B
- Provides a Migration Path From Legacy TDM to SIP
  - Gateway Connectivity
    - PRI, BRI, Analog
  - Integrates On premise with Cloud Based Services
    - SBC Connectivity Via Sip trunks
  - Simplified User Management

**CLUDBOND** **365**  
*Tomorrow's UC Today*





# Cloudbond365



Mike Erps

AudioCodes

Unified Communications Solutions Manager

- CloudBond 365 Solution Overview
- New Skype for Business Cloud Options
- Follow Up Q & A








## Deployment Options + Considerations

# Deploying Skype for Business

## Four Key Scenarios - Not mutually exclusive

	 SfB Server	 SfB Hybrid	 Cloud PBX O/P PSTN	 Cloud PBX w/PSTN
DESCRIPTION	On-Premises or Hosted SfB Server	Split users b/w SfB Server and SfB Online	Cloud PBX w/ On-Premises PSTN	Cloud PBX w/ Microsoft Provided PSTN Calling
CALL MANAGEMENT	SfB Server	Mix b/w Server and Online (Cloud PBX)	SfB Online (Cloud PBX)	SfB Online (Cloud PBX)
PSTN CALLING	Connectivity to PSTN Providers	Connectivity to PSTN Providers	Connectivity to PSTN Providers	Cloud PSTN Calling
NOTES	Full PBX Features	Req'd for Skype Meeting Broadcast	Missing advanced calling features	Express Route Recommended

## What is Cloud Connector?

- Set of VMs (4) running a mashup of custom pieces of SFB on Windows Server 2012R2 Data Center Edition
- Enables SFBO users to use onPrem PSTN resources
- Runs on Windows Server 2012R2 Data Center Edition Hypervisor, customer supplied server



# Hybrid: Know the Potential Barriers

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

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  
3<sup>rd</sup> Party / Contact Center Apps  
Common Area Phones  
Branch Survivability  
User Relocation / Registration

# Introducing AudioCodes CloudBond 365

# CLUDBOND **365**

*Tomorrow's UC Today*

An advanced appliance that includes a full Skype for Business unified communications deployment and specialized connection and synchronization tools **designed to ease the integration and transition to Office 365 and Cloud PBX.**

Full SfB Deployment with GW/  
SBC

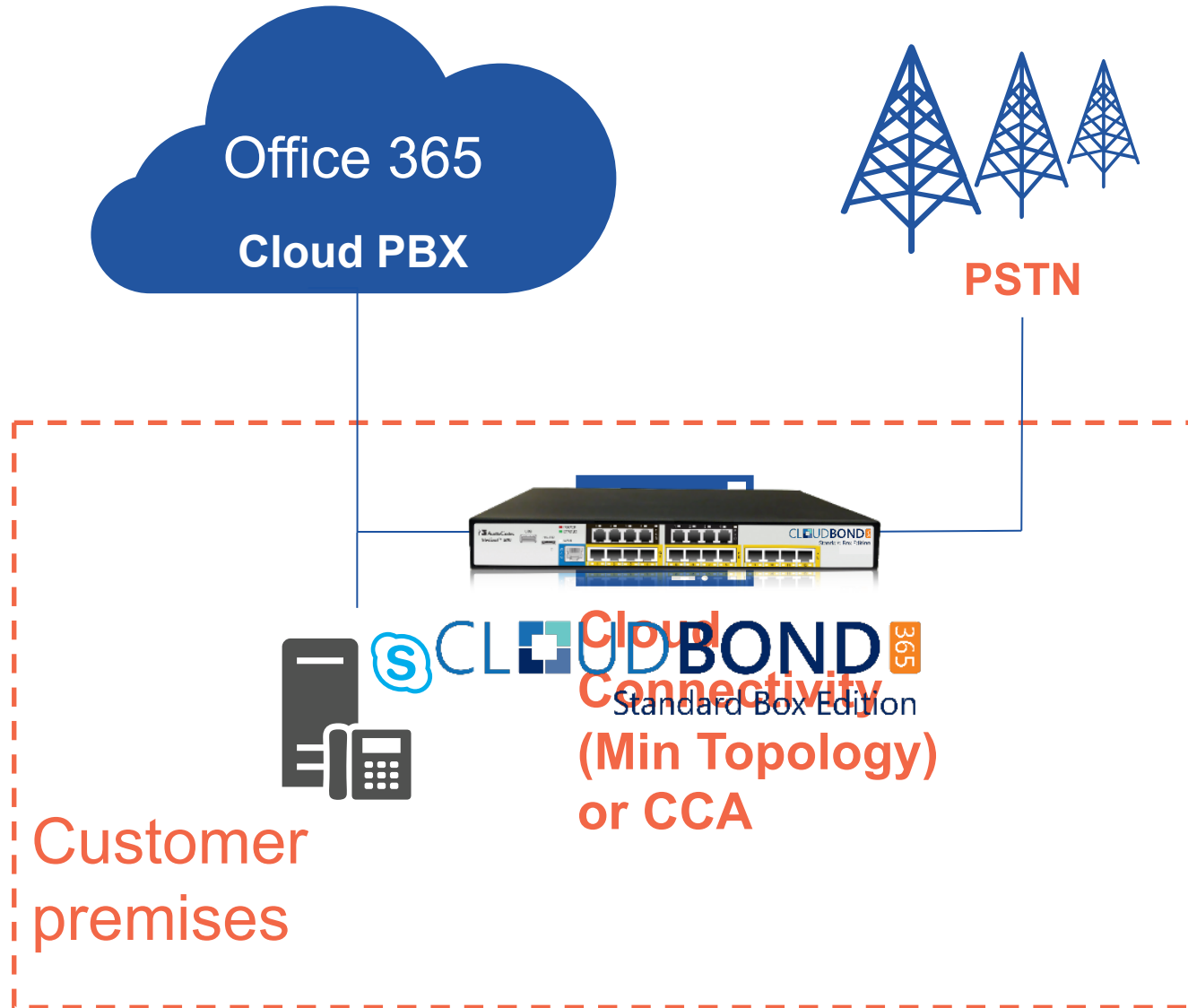
Special O365 Connector

Third Party Applications

Simplified and Enhanced  
Management

The Smoothest Road to Cloud PBX is Through CloudBond 365

# Full Hybrid Voice: The CloudBond Way



- One compact physical or virtual appliance
- Keep existing PSTN contracts and services
- Start migrating users to Cloud PBX
- Other users register to the SfB Server
- Retire legacy PBX
- Set the path for a smooth and gradual journey to the cloud

# Hybrid: Winning TODAY with CloudBond 365

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

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



## Barriers Removed

Support Analog / Fax

Integrate 3<sup>rd</sup> Party

Support Contact Center

Full Branch Survivability

Simplified User  
management



- 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



Hybrid



# On-premises PSTN Connectivity

Multiple ways to implement this topology

## Existing Customer Server Pool

Connect existing topology to Office 365 using Split Domain & migrate users to Cloud PBX.

Cloud PBX user's PSTN Traffic transits

## New Customer Server Pool

Deploy Skype for Business Server and connect it with Office 365.

Customers can operate additional services on-prem (VIS, etc.)

## Cloud Connector Edition

Packaged VMs on Customer Hardware provides PSTN connectivity components with Office 365.

Cloud PBX users PSTN Traffic transits

VMs

## Partner Appliance

Future offering where partner packages required Skype for Business Server software or VMs with SBC/Gateway

## Cloud Connected Appliance

Future offering where PSTN connectivity is bundled with network management and quality of service telemetry for O365.

# Features comparison

Skype For Business Capabilities	Skype For Business On-Premises	Cloud PBX with on premises PSTN Connectivity	Cloud PBX with PSTN Calling
Basic Call Features (hold/retrieve, transfer, forwarding)			
Voice mail	Exchange UM	Cloud PBX Voice Mail	Cloud PBX Voice Mail
USB peripherals			
Delegation, team call		Users should be in the same environment	
Voice Resiliency			Secured by SLA
Branch Survivability			
Location Based Routing			
Call Admission Control			
Integration with on-premises PBX			
Call via Work			
Private line			
911		Static 911 only	Static 911 only
RGS/Call Park Service (CPS)			
Media Bypass			
Number porting			
IP phones "Optimized for Skype For Business"			
IP phones "Compatible with Skype For Business"			
Analog devices		Using on premises deployment	
Common area phone		Using on premises deployment	



Thank You!

