

CX-E Meets Lync

Elevating the Enterprise Capabilities of Lync



Making Lync Your PBX Replacement

Are you thinking of deploying Lync as your next corporate PBX? Due to Microsoft's increasing presence in the enterprise unified communications market segment, many companies are either moving to Lync as their sole call control solution or integrating Lync into an existing PBX environment for specific departments or branch offices. On its own, Microsoft® Lync® 2013 supports voice communications with a rich mix of UC offerings, including presence, instant messaging and conferencing. But implementing Lync as a PBX replacement requires additional mission-critical communications elements to fully replace what you have today.

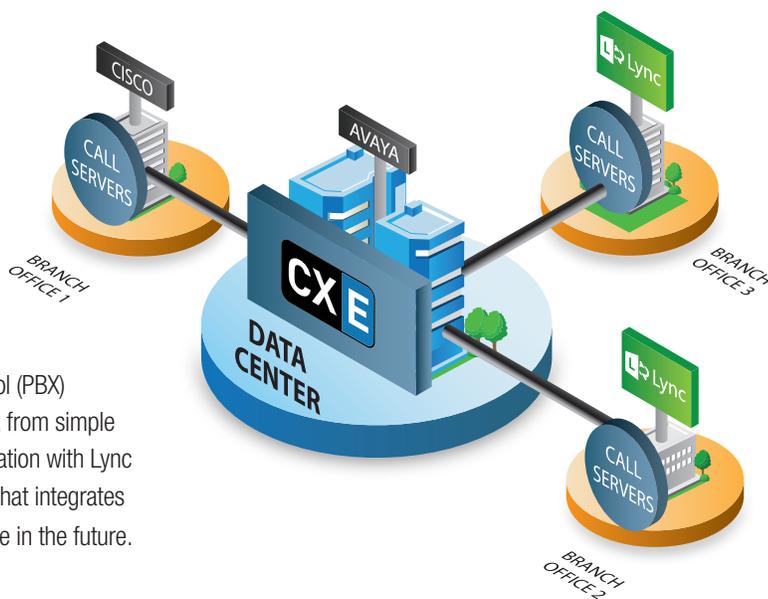
AVST's CX-E platform elevates the enterprise capabilities of your Lync environment. With its direct IP integration to Lync, CX-E delivers essential communication applications for your business, including:

- Enterprise-class voicemail to support your confidentiality and compliance requirements
- Enterprise-wide and departmental speech and DTMF automated attendant
- Informal call center for ACD and UCD functionality
- Intelligent call completion based on schedules and user presence
- Personal assistant to enable your mobile workforce
- A full set of Information Access, Interactive Voice Response (IVR) and notification capabilities



Integrating Lync into Your Existing PBX Environment

Whether Lync is the right choice to replace your PBX or co-exist in a branch office with your existing PBX(s), there is a simple, cost-effective solution. CX-E bridges the gap between Lync and existing telephony systems from Avaya®, Cisco®, Mitel® – you name it. AVST's CX-E offers 400+ telephony integrations – from traditional TDM to IP – that enable CX-E to work with Lync and any other call control (PBX) solution. Once implemented, CX-E supports a range of Lync integrations, from simple click-to-call functionality with your existing phone system, to a full integration with Lync Enterprise Voice. CX-E is a single, centralized communications platform that integrates with the multi-vendor call control environment you have today or will have in the future.

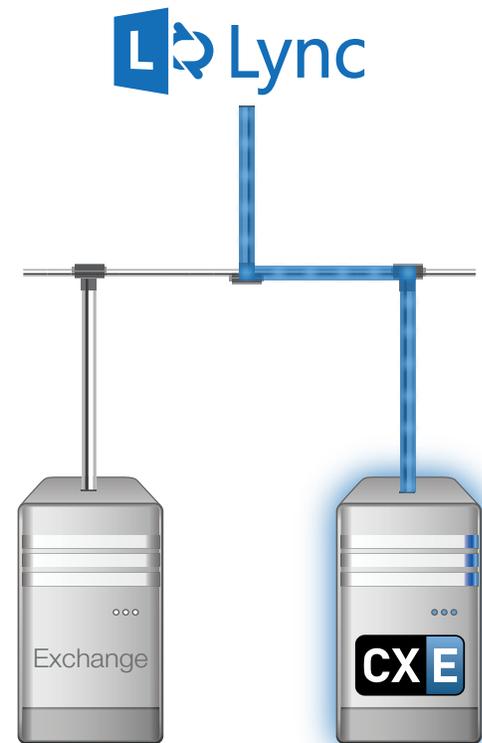


Voicemail Meets Lync

When you want to use Lync Enterprise Voice but don't want to store all your voice messages in Microsoft Exchange for confidentiality or compliance reasons, AVST has your solution. CX-E is the only enterprise-class independent voicemail solution for Lync. AVST's 30+ years of experience ensures that you will get all the traditional features you expect, as well as a wide range of innovative next-generation features that you will soon wonder how you ever did without. Imagine having constant access to all your voice messages. CX-E enables you to retrieve your messages through any mobile device, deskphone, mobile client, email and web portal. Additionally, if you wish to avoid the time and expense of retraining your users, CX-E offers a rich set of Telephone User Interface (TUI) emulations including Octel® Aria®/Serenade®, Centigram®, Avaya® Intuity™ AUDIX®, Nortel® Meridian Mail/Call Pilot, Active Voice® Kinesis/Repartee® and Adomo.

CX-E also works seamlessly in enabling access to voice and fax messages in multiple disparate email solutions, including Microsoft Exchange/Office 365, IBM Notes, Google Gmail, Novell GroupWise and any IMAP4 compliant email system. CX-E provides access to emails over the phone and can store voice/fax messages on the email server for one or more users who have more advanced messaging needs.

So whether you are simply replacing an aging legacy voicemail system, or building out centralized voice data centers for your entire organization in support of your private cloud initiatives, AVST has a solution to meet your scalability, business continuity and virtualization needs.



Store messages on CX-E to meet your confidentiality and compliance objectives.



“Lync 2013 becomes more viable as a PBX replacement with AVST’s CX-E. One of the biggest considerations with Lync by itself is that many customers do not want to store voicemail messages in Microsoft Exchange for confidentiality or compliance reasons. CX-E offers alternatives for voicemail storage while still offering a variety of mobile, web, and desktop client applications.”

– Dave Michels, Senior Analyst at Wainhouse Research

Automated Attendant Meets Lync

To manage the complexity of inbound call requirements in your Lync environment, AVST delivers sophisticated speech and DTMF automated attendants that allow outside callers to quickly and easily access information and reach the desired individual or department without human intervention. CX-E enables an administrator to design and implement multiple independent automated attendant menus for every department and location. Menus can be scheduled based on time of day, day of week, or a specific date, allowing your customers to access different auto attendant menus during peak calling periods, after hours, lunch breaks and holidays, with unique transfer destinations supported in each menu.

Call Completion Meets Lync

Sometimes speaking to a person is the only way to resolve an issue. When an in-person conversation doesn't happen, it can be quite frustrating and business-critical. CX-E's personal assistant, Atom™, ensures important calls are never missed. Atom understands the context of any given situation by integrating with your Lync status, calendar, and user schedule, and it knows your location via built-in geo-centric functionality. Atom uses this information to route incoming calls to your optimal device at any given time – Lync client, mobile device or desk phone. Wherever you are – in a meeting, en route, in the office, after hours – Atom finds you.

Completing the call is always better than taking a message.

CX-E optimizes call completion with:

- Calendar-based call routing
- Lync presence status call routing
- Location-based call routing
- User schedule call routing



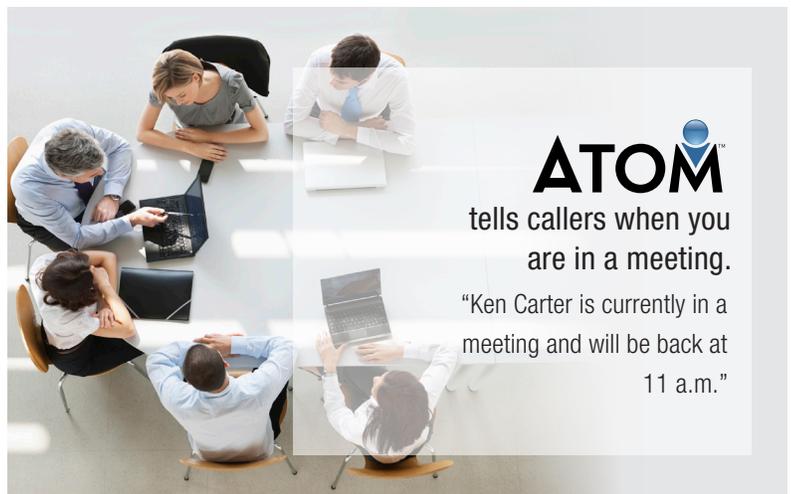
Informal Call Center for Lync

Looking for a simple, affordable call center for Lync? Welcome TeamQ™ – the new hub of customer interaction for collaborating teams to small informal call centers. TeamQ offers a wide breadth of call center features, without the cost or complexity of a full contact center. It's the ideal solution for next-generation knowledge workers such as sales, service or technical support personnel – who don't operate like a formal contact center, but still handle multiple incoming service requests. TeamQ's capabilities include:

- Automatic Call Distribution (ACD)
- Uniform Call Distribution (UCD)
- Agent Desktop Control and Informational Screen Pops
- Supervisor Interface

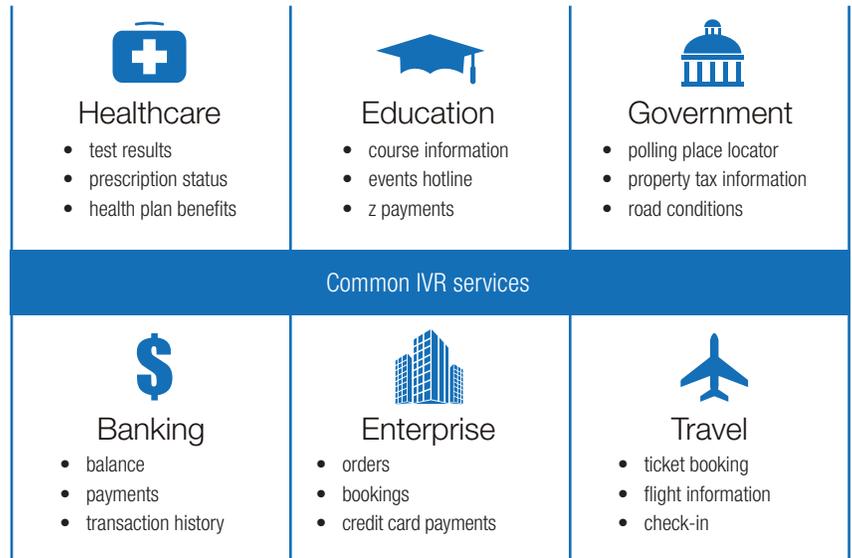
Personal Assistant Meets Lync

"What would you like to do?" Make your work life easy with Atom, a fresh take on a personal assistant for Lync. Think of Atom as Siri® or Cortana® for the enterprise. Atom tells callers when you are away, lets you know what is on your calendar for today, acknowledges callers with a brief message when you are not available and even transfers calls. Not only does Atom help to efficiently handle your voice messages, it can manage your calendar entries, contacts, and other office tasks through speech commands. Plus, Atom offers a secure mobile client application. It's the perfect solution to keep you productive while on the go.



Information Access/IVR Meets Lync

Want to create faster response times and more accurate interactions with your customers? CX-E can help you integrate communications with information that enables your organization to automate high frequency tasks traditionally managed by individuals. By directly pulling information from popular data sources such as SAP®, Oracle® and Microsoft SQL Server®, CX-E can automate processes and deliver 24/7 access to information.

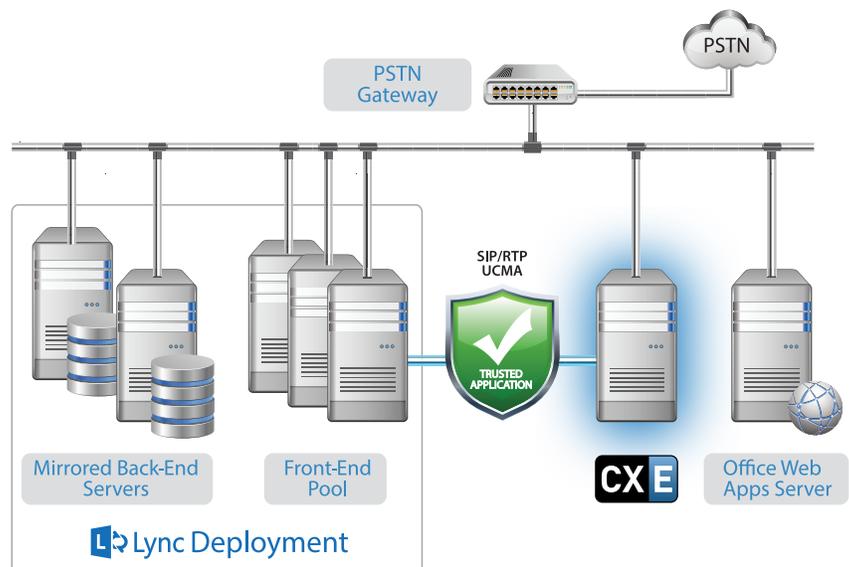


Notification Meets Lync

Now it's easy to be proactive in communicating with customers, whether you want to contact a few, hundreds or even thousands of people. NotifyXpress® is the solution for effective broadcast call notification – it can deliver recorded messages efficiently, from appointment reminders to schedule changes. With the ability to personalize information by customer, you'll maximize the full potential of this time-saving solution.

CX-E and Lync – Working Together in Harmony

CX-E provides a direct IP integration to Lync. The illustration shows how CX-E interacts with Lync and what happens when a call is placed or received. CX-E is registered as a trusted application that communicates with the Lync front-end service. CX-E integrates via SIP and RTP for the calling applications and uses UCMA for presence information. Each Lync user is configured with a call forwarding rule that sends unanswered calls to the CX-E voicemail application.



Features

Voicemail Full Set of Voicemail Features Developed Over 30+ Years Alternative Exchange Voice Message Storage to Resolve Compliance and Confidentiality Concerns Alternate TUIs to Minimize Retraining: Octel Aria, Serenade, Avaya Intuity AUDIX, Nortel Meridian Mail/Call Pilot, Mitel NuPoint with Centigram Interface, Adomo, Kinesis and Repartee Access to Voicemail via Mobile Device, Deskphone, Mobile Client, Email and Web Portal Voicemail Networking Support: AMIS, VPIM and Avaya 3210 Unlimited Voice Mailboxes Multi-Language Support Delivers UM to Multiple Email Systems (Premise and Public Cloud) Including Microsoft Outlook, Office 365, IBM Notes, Google Gmail, Novell GroupWise and IMAP 4 Compliant Email Integrated Email, Voicemail and Fax into Single View Access to Email, Voicemail and Fax via the Telephone using Speech or DTMF Commands Secure Messages – Restrict Forwarding of Voice Messaging in Exchange Localized Desktop Clients	Personal Assistant – Atom™ Speech-Enabled: "Call John Smith," "Get new voice messages," "Get new email from Mary Jones." Call Screening: Accept Call, Send Caller to Voicemail, Acknowledge Caller with a Quick Message, Divert or Redirect Call to Another Person or Device, Accept and Record the Call Whisper Call Waiting Mobile Client for iPhone and Android Mobile Client Call Log Calendar-Based Greeting: "Ken Carter is currently in a meeting and will be back at 11 a.m." Lync Status Greetings: "Robert Johnson is in the office today, but away from the phone." Unified Messaging Multilingual	Notification Out-of-Box Call Notification Services Communicates Pre-Recorded Announcements Customized Announcements (Dates, Numbers, Monetary Amount, Names) Campaign Results Reporting
Information Access/IVR Notification Out-of-Box Call Notification Services Communicates Pre-Recorded Announcements Customized Announcements (Dates, Numbers, Monetary Amounts, Names) Campaign Results Reporting	Informal Call Center – TeamQ™ Automatic Call Distribution (ACD) Uniform Call Distribution (UCD) Agent Desktop Control and Informational Screen Pops Supervisor Interface	Departmental Automated Attendant Multiple Independent Automated Attendant Menus for Every Department Variable Menus Based on Time of Day, Day of Week, or a Specific Date Unlimited Multi-Level Menus and Schedules Speech-Enabled Corporate Directory with Support for Unlimited Alias Names and Multiple Types of Disambiguation per Menu Mixed Speech and DTMF Menus Audio Announcements, Voice Forms and Questionnaires, Fax Libraries, Call Recording
	Interoperability Supports Multiple PBX Environment Offers Over 400 Traditional TDM, IP-PBX, Centrex and IP Centrex Integrations Supports Multiple Protocols Including SIP, SMDI, Digital Station Emulation, QSIG, CAS Simultaneously Integrates with up to 10 Integrations on a Single System	Call Completion Calendar-Based Call Routing Location-Based Call Routing Lync Status Call Routing User Schedule Call Routing
		System Requirements Lync 2013 Client Lync Server 2013 Version 5.0 Lync Front-End Server Lync Mediation Server Lync SIP Integration Requires CX-E/S 8.5 SU3 or Higher, TeamQ Requires CX-E/S 8.6 or Higher

Industry's Most Interoperable, Unified Communications Platform *Ideal for Midsize Business to Multi-Site Global Enterprises*

CX-E is the industry's most interoperable UC platform on the market. The extensive interoperability of the CX-E platform was developed specifically to support enterprises seeking to deploy UC in a rapidly evolving IT landscape – telephony, email and/or corporate databases – on-premise, in a private or the public cloud and/or a hybrid configuration. By deploying AVST's CX-E UC platform as part of an overall UC solution portfolio, enterprises can avoid single vendor lock-in, achieve high availability objectives and centralize UC infrastructure into a data center/private cloud configuration. CX-E delivers best-of-breed UC applications including: unified messaging; personal assistant; speech; mobile client; voicemail; automated attendant; IVR; call center; fax and other business process applications.



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