Unify communications quickly

HP AppSystem for Microsoft® Lync®

Desire for UC is flourishing

By combining communications tools such as instant messaging, presence, telephony, unified messaging, video conferencing, data sharing, and email, the technology known as unified communications (UC) lets your employees communicate and collaborate as never before. UC can help your business gain a competitive edge as you make faster and better decisions, attract and retain top talent, and benefit from cost containment through redeployment or reduction in IT, real estate, and travel expenses.

That's why so many organizations are adopting Microsoft Lync. Lync is a leading-edge platform for unified communications, a highly secure and reliable system that integrates seamlessly with Microsoft Office and other existing tools. Lync can lead to improved productivity, increased mobility, and faster response times for customers, partners, and employees, as well as smoother deployment, easier management, and lower cost of ownership.

Yet for all the benefits of UC, many enterprises have not yet fully embraced it. And even some organizations with Lync licenses are not taking advantage of all its features. The reasons boil down to questions about the cost, complexity, dependencies, and resource capabilities of a UC implementation:
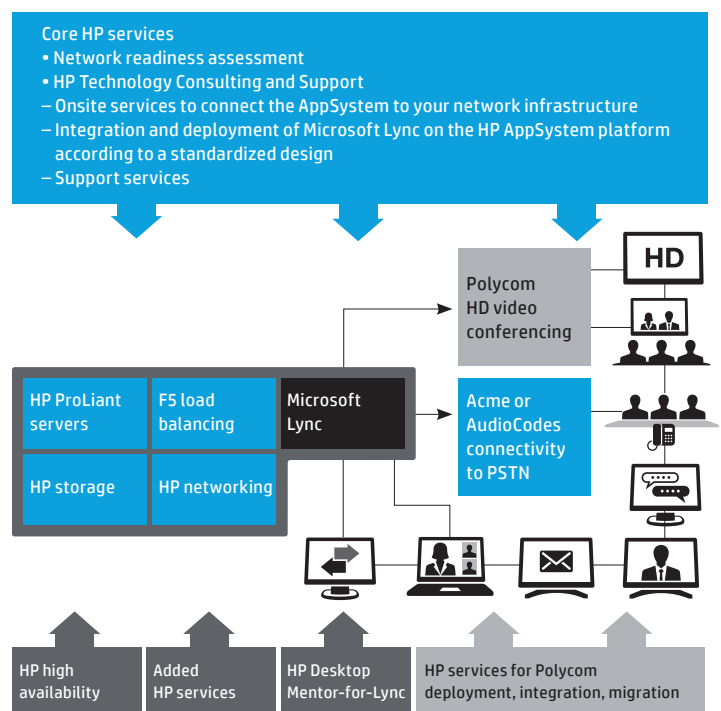
Cost issues	• TCO too high to fully implement UC • Internal staff lacks expertise/time to dedicate to this project
Complexity issues	• Too complex to integrate into existing systems • Difficulty combining legacy and multivendor platforms
Dependency issues	• Unsure if current network will support UC • Need to connect to PSTN via SIP • Want to connect an existing PBX
Resource capability issues	• Worried about scalability • Need to deploy in a virtualized environment • Want to integrate UC with a room-based conferencing system • Need to add Exchange and SharePoint services along with the UC platform

Such gray areas can prevent CIOs from being fully confident about their ability to successfully roll out and profit from unified communications. That's why we designed HP AppSystem for Microsoft Lync. This solution provides you with an integrated platform containing hardware, services, and options that can dispel misgivings and create a fully realized UC solution more quickly and with less effort.

HP AppSystem for Microsoft Lync completes the UC picture

HP AppSystem for Microsoft Lync provides a solid base for Lync deployment. The pre-integrated platform bundles hardware, support, and consulting services into a system tailored specifically for UC via Lync. Time to value is significantly shortened, allowing you to reap the benefits of a UC solution much more quickly than if you had to perform the assessment, design, racking, and deployment yourself. HP AppSystem for Microsoft Lync is a shortcut to fully realized unified communications.

HP AppSystem for Microsoft Lync is an integrated platform with the hardware, services, and options to create a fully realized UC solution around Lync

Core HP services
• Network readiness assessment
• HP Technology Consulting and Support
– Onsite services to connect the AppSystem to your network infrastructure
– Integration and deployment of Microsoft Lync on the HP AppSystem platform according to a standardized design
– Support services

HP ProLiant servers | F5 load balancing | Microsoft Lync
HP storage | HP networking
Polycom HD video conferencing
Acme or AudioCodes connectivity to PSTN
HD

HP high availability | Added HP services | HP Desktop Mentor-for-Lync | HP services for Polycom deployment, integration, migration

Better unified communications in less time

Here's what the HP AppSystem for Microsoft Lync does:

• Enables quick and efficient deployment of Microsoft Lync UC by providing you with a single integrated platform and expertise from HP

• Lowers complexity because you work with HP as a single partner

• Reduces risk for the large enterprise through a phased approach that lets you rapidly deploy a pilot solution that can later be expanded

- Allows IP-based PSTN connection via session initiation protocol (SIP) through Acme Packet session border controllers; or time-division multiplexing (TDM) connectivity to the PSTN (and TDM-based legacy phone network) via an AudioCodes Mediant 3000 Media Gateway
- Adds the capability for high-definition room-based video conferencing from Polycom integrated with Microsoft Lync
- Virtually assures success of your UC project with a predefined platform that arrives ready for configuration and deployment

Add HP AppSystem to your Lync license

HP AppSystem for Microsoft Lync is based on the HP Converged Infrastructure and it includes everything* you need to roll out a full-fledged UC deployment constructed around your Microsoft Lync license.

Core system

The core HP AppSystem for Microsoft Lync is actually a complete, pre-integrated high-availability platform that encompasses a reference architecture proven to work with Lync.* It's a simple, cost-effective platform with services designed specifically to bring the advantages of UC to your users. The core system consists of:

- **Servers**
  Two HP ProLiant DL380 servers to act as Microsoft Hyper-V hosts for the internal network and two HP ProLiant DL360 servers as Microsoft Hyper-V hosts for the perimeter network
- **Load balancing**
  Redundant F5 BIG-IP 3600 hardware load balancers and reverse proxies to provide resilience for the Lync infrastructure and expose Lync Web services to the Internet for remote users
- **Storage**
  Flexible, reliable HP storage for shared services
- **Networking**
  HP Networking core switching for the HP AppSystem as well as connectivity to your network
- **PSTN connectivity**
  Choose the Acme Packet session border controller (SBC) that provides connectivity via SIP trunks to public switched telephone networks (PSTNs); or opt to connect via TDM links using the AudioCodes Media Gateway
- **Services**
  HP assessment, deployment, and support services smooth your path to unified communications reality. You receive:
  - **HP Network Readiness Service for Unified Communications**
    An assessment to determine if your network is production-ready and can support your UC solution
  - **HP Technology Consulting and Support**
    - Onsite services to connect the AppSystem to your network infrastructure
    - Integration and deployment of Microsoft Lync on the HP AppSystem platform according to a standardized design
    - Support services

This HP AppSystem platform is pre-built by HP and delivered to your site in a single rack; non-HP components are added at your site. The AppSystem will support UC services, including instant messaging and presence, multiparty audio/video and content collaboration, and enterprise voice services.

Core system plus Polycom video conferencing

This option provides all the features and benefits of the core AppSystem, plus it adds seamless, room-based **HD video conferencing** to your Lync environment, preserving the HD user experience from desktop to conference room. The additions from HP are:

- **Polycom® RealPresence® Collaboration Servers**
  A conferencing platform that provides multiparty video, voice, and content collaboration, which is natively integrated with Microsoft Lync to connect the most people with the highest quality
- **Services**
  Additional HP services to integrate, deploy, and support the Polycom solution on the HP AppSystem platform according to a standardized design

Open the door to more with Polycom

By adding Polycom video conferencing to your HP AppSystem, you open the door to Polycom's full portfolio of standards-based, interoperable video and voice solutions. For instance, the Polycom RealPresence Platform is a comprehensive software infrastructure for universal video collaboration; it provides interoperation with hundreds of unified communications and business applications. With this platform you can extend Lync to other UC environments, allowing federated and remote participants as well as participants using legacy systems to join the same conferences from both inside and outside the corporate network. Another Polycom offering, the Polycom RealPresence Media Manager, directly integrates with Microsoft SharePoint to allow users to record, protect, publish, organize, and search for video content using familiar software interfaces.

*Endpoint devices, branch office deployments are not included.

Add more capabilities

Need extra functionality? Whether at the start of the project or at a later date, you can easily add other capabilities. These additional options have been tested with the core HP AppSystem:

- **Expansion and growth**
  As your organization changes, the Lync solution can be augmented, scaled, and customized to your enterprise's growth needs.

- **Branch office deployment**
  We can implement a Lync survivable branch appliance (SBA) that provides resiliency of voice services (even to the PSTN) if the remote data center cannot be reached.

- **Additional workloads**
  By adding extra ProLiant servers, you can expand capacity for Hyper-V hosts to support more virtual machines and provide extra capacity for hosting additional workloads such as Microsoft Exchange or Microsoft SharePoint.

- **Other HP services**
  HP Technology Consulting offers business value services to help justify your UC investment, comprehensive voice transformation solutions to assist you in building a modern UC foundation, and management-of-change services to help ensure pervasive UC user adoption and overall project success.

- **HP Education, too**
  HP Education Consulting provides clients with a holistic solution that brings practical returns on their investments in new technology and business processes by changing the behaviors of their workforce. Electronic performance support systems (EPSS) are user-driven informal learning systems that place pertinent procedural and process information at the fingertips of application users. HP Education Consulting can provide Microsoft-approved off-the-shelf EPSS for Lync and embed that into the HP AppSystem—making it an integral part of the total solution. All our EPSS solutions, whether off-the-shelf or custom, provide the following benefits to HP clients:

  - Efficient onboarding of new employees
  - Accelerate time to proficiency
  - Increase business process compliance
  - Accelerate user adoption

  - Enhance productivity
  - Reduce help desk costs
  - Improve employee decision-making
  - Decrease training costs

Why HP for UC

At HP, we wholly endorse the concept of an enterprise in which everything and everyone is mobile, connected, interactive, immediate, and fluid. When opportunities arise in this lightning-fast environment, you need the ability to seize them with zero delay. HP AppSystem for Microsoft Lync can bolster your capabilities by greatly speeding up the realization of Microsoft's unified communications solution, converting unrealized UC potential into fully developed UC reality.

This is an end-to-end, fully integrated UC-ready platform, based on HP innovation, experience, and expertise. It encompasses people, process, and technology. Besides the hardware on which to deploy Microsoft Lync and the services to enable it, we also offer global scope, proven reference architectures, and strong partnerships with Microsoft, Polycom, F5, Acme Packet, and AudioCodes. These capabilities mean your Microsoft Lync solution will be bolstered by practical, proven experience that will accelerate the successful deployment of Microsoft UC capabilities in your enterprise. Based on our vision of providing seamless, secure, and context-aware experiences for a connected world, HP UC solutions can enhance the way you communicate, collaborate, and work.

Where to go from here

- To learn more, visit us at **hp.com/go/appsystem/uc**
- And at **hp.com/go/uc**
- Or call your HP Services sales representative, and ask about HP AppSystem for Microsoft Lync