



Unify² BusyOnBusy 2.0

For Microsoft[®] Lync[™] Server 2010



About Unify²

Unify² (www.unifysquare.com) is a global Microsoft Unified Communications system integrator and independent solution vendor. It was founded by former Microsoft Lync Product Team members, who have deep insight into deploying the Microsoft Unified Communications platform. With the help of Unify², more than 50 enterprise customers worldwide, in many diverse industries, have successfully deployed unified communications rollouts. Unify² specializes in delivering breakthrough operational cost efficiencies and transforming business process outcomes with custom designed communication enabled business process solutions.

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Unify² BusyOnBusy 2.0 enables corporations to maintain the familiar busy signal on inbound secondary PSTN, PBX or Lync calls for selected Microsoft[®] Lync[™] 2010 users.

Microsoft Lync Server 2010 enables users to handle multiple communication sessions concurrently, allowing users to communicate with multiple parties at the same time, place phone calls on hold, or have calls forwarded to other users, groups or voicemail. These sessions may include multiple modalities such as instant messaging, voice and conferencing.

In some situations it may be appropriate to allow for additional calls when a user is already busy with an active phone call. In other circumstances, the appropriate way to handle secondary calls is the familiar busy signal, alerting the caller that the number they are trying to contact is busy, and to call back at a later time.

The Unify² BusyOnBusy 2.0 solution adds this capability to Lync 2010's feature set, enabling administrators to configure secondary call suppression by sending the well-known busy signal back to a secondary caller. Unify²'s BusyOnBusy 2.0 solution allows the administrator to enable individual or multiple users for secondary call suppression.



Benefits

- **Facilitates Lync Server Deployments** where users want similar call behaviour as their PBX environment for their incoming calls.
- **Reduces Administration costs** with Flexible Administration. Intuitive command line executable enables admins to easily enable users or groups of users for secondary call suppression and administer & view users that are configured for BusyOnBusy.
- **Increases employee efficiency** by taking advantage of Secondary Call Suppression. Limiting secondary calls to specific lines reduce the need for voicemail, hold queues, trunks and overflow groups.
- **Quick Installation with Support option** Easy installation allows the solution to be deployed within minutes.

Business Needs

- **Specialized Job Functions:** Some positions require minimal distraction from tasks that require constant attention, or, for legal or security requirements, need to avoid unnecessary outside interactions. Limiting non-critical phones to one call at a time can be part of the communication requirements in these situations.
- **Expected Caller Experience:** In some situations, such as a crisis line, a busy tone may be a preferred experience as opposed to listening to an IVR script or being forwarded to voicemail.
- **Executive Conference Room Phones:** Often a separate line without voicemail is used in an executive conference room. While a phone call is active, it may be desirable to block additional calls by sending a busy signal.
- **Common Area Phones:** Deployments of common area phones are frequently limited to one active call in high traffic locations such as copy rooms and lobbies.

Solution

The BusyOnBusy 2.0 solution from Unify² handles incoming calls for Lync users from a connected Private Branch Exchange (PBX), the Public Switched Telephone Network (PSTN) or Lync clients. Business need may warrant that secondary calls receive a busy signal rather than being sent to a call queue or voicemail. Unify² BusyOnBusy solution sends back a SIP response that will result in a "User is Busy" message in Lync or the commonly known Busy signal for PBX or PSTN calls.

System Requirements

Lync Server 2010 Standard Edition or Enterprise Edition.

Product Versions

The following BusyOnBusy versions are available:

- **BusyOnBusy 2.0 (Lync):** BusyOnBusy 2.0 provides the functionality to either block or allow secondary calls at an enterprise-wide scope (with exception to Boss Admin/Delegate lines and response group calls) or on a per-user basis. The BusyOnBusy per user settings can be configured by the administrator. Moreover, BusyOnBusy also provides the functionality to view users enabled or disabled for BusyOnBusy and view BusyOnBusy settings on a per-user basis.
- **BusyOnBusy 1.4 (OCS 2007 R2):** BusyOnBusy 1.4 offers BusyOnBusy functionality on Office Communication Server 2007 R2.

Custom Needs

Contact us if you have specific needs for Communications Enabled Business Processes for Lync.

