



Unify² PowerView 3.0

For Microsoft[®] Lync[™] Server 2010 and
Office Communications Server 2007 R2



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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PowerView 3.0 is a scalable and comprehensive Microsoft Lync Server 2010 and Office Communications Server 2007 R2 enterprise reporting solution for driving usage and adoption, optimizing infrastructure investments, implementing departmental billing, and tracking return on investment

For IT and telecom managers and executives who need to track and manage Microsoft Lync Server 2010 and Office Communications Server 2007 R2 deployments, Unify² offers PowerView 3.0, a scalable and comprehensive reporting solution that tracks and optimizes Lync deployment. PowerView 3.0 tracks return on investment and produces billing and chargeback reports. Unlike traditional telecom reporting and billing products that focus on voice, PowerView 3.0 is data warehouse-based and is specifically designed to report on all Lync Server 2010 modalities, including IM, voice, video, conferencing and application sharing. It provides compelling insights into how enterprises are taking advantage of unified communications across departments and geographies.

Business Needs

Customers are looking for a comprehensive reporting and billing solution for Microsoft Lync Server 2010. Their key business needs are:

- Gaining better understanding of Lync usage trends
- Optimizing Lync deployments
- Tracking return on investment and cost savings
- Producing departmental billing and charge-back reports

Solution

PowerView 3.0 includes a scalable data warehouse that reports on the overall operation and management of Lync Server 2010 & OCS 2007 R2 across the entire deployment over an unlimited period of time. Unlike the Call Detail Record (CDR) database reporting that is limited to the data in a single CDR database for a limited period of time, PowerView 3.0 collects data from all of the Lync Server 2010 CDR databases,



Benefits

By using PowerView 3.0 with Lync Server 2010, customers can:

- **Track the usage** of instant messaging, voice, video, conferencing, and application sharing across their enterprise.
- **Implement departmental or user-level billing** based on flat-fee, usage-base, or PSTN carrier costs.
- **Justify their costs** by tracking the ROI on their Lync investment.
- **Lower device costs** by tracking what devices that their employees use most and planning for future investment accordingly.
- **Manage deployments using organizational or geographical divisions** by accessing reports based on the enterprise's custom organizations and hierarchies.
- **Report on Lync & OCS 2007 R2** simultaneously to monitor Lync adoption during and after Lync upgrades.
- **Track feature usage** for federated, remote, and response group calls.
- **Reduce costs** by viewing top user reports based on criteria that helps identify usage that does not comply with corporate regulations and curtailing unauthorized use.

and correlates it with corporate information from Active Directory service and a rich set of enterprise-specific billing, chargeback, and cost savings information. This provides rich enterprise wide reporting so that enterprises can manage their Lync deployment in a manner where they can track their business needs and objectives.

With the billing summary reports, customers can drill down for information on the individual user, individual user calls, and any associated carrier charges and rates that may apply to the call. Other reports include departmental billing summaries, top users for total usage and costs, top users of conferencing, top users of call forwarding, user device/version usage reports and individual response group activity reports.

Lync administrators can use PowerView drill-down reports and a rich set of report hyperlinks to browse overall usage, view usage by department or geography, sort by total usage or costs, and then navigate to individual user reports. Administrators can also set up subscriptions to reports, enabling automation of activities such as sending monthly departmental billing summaries to the appropriate personnel.

PowerView uses the same infrastructure as Lync Server 2010, including Microsoft SQL Server and SQL Server Reporting Services. Unify² consulting and engineering services can help enterprises customize existing reports or implement new reports to meet their unique requirements.

PowerView 3.0 offers these key features:

- **Data warehouse for all Lync reporting:** PowerView 3.0 centralizes data from many data sources, including multiple CDR databases, Active Directory, carrier rate tables, and custom data sources.
- **Integrated reporting over Lync 2010 and OCS 2007 R2:** All reports access

data over both Lync and OCS pools, enabling continuous reporting during and after Lync upgrades.

- **Wide Range of Reports:** Reports that track usage, user adoption, OCS to Lync adoption, client usage, user and departmental billing reports, call volumes to gateways, response group usage & response group agent activity.
- **Top user activity reports:** Administrators can use a set of reports to look for usage patterns that may indicate unauthorized usage
- **Flexible billing/chargeback model:** Enterprises can choose any combination of billing models to divide costs between users or departments, including flat-fee, usage-based, and carrier billing.
- **Carrier billing:** Enterprises can bill users or departments for the cost of calls going out to the public switched telephone network (PSTN) based on carrier-specific rate tables.
- **Customized hierarchical drilldowns and filters:** Enterprises can capitalize on their own terminology and structural organization for both geographies and business structure for accessing reports.
- **Data export:** Customers can export data to numerous formats such as Microsoft Word and Excel, PostScript, and comma separated values (CSV) text files.
- **Report subscriptions:** Users can subscribe to select reports and receive them by email or have them stored in a directory at selected times.
- **Rich security:** Administrators can control which users have access to specific reports and which users can perform certain operations.