

Unify² Enhanced Presence Privacy Suite 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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The Enhanced Presence Privacy Suite from Unify² gives Enterprises the ability to select which parts of the presence information should be visible with Lync Server 2010

Presence is an essential part of any Unified Communications solution including Lync Server 2010, giving users the context they need to make smart communication choices more efficiently and effectively. However, in some cases presence may relay more information than desired.

Presence information is a new communication media. As with any other new communication media, users need to learn how to use this media effectively and organizational regulations need to be adapted and optimized.

Business Needs

The privacy regulations related to presence information often raise issues with workers councils or similar organizations which prohibit showing particular information. Certain off-the-shelf Lync presence functionality (for instance, sharing information on how long a user has been "away") is considered infringing an employee's privacy and needs to be protected. This can occasionally become a deterrent in Lync projects.

Introducing presence in a company that has thus far been using

traditional telephony, is a high hurdle for employees to overcome in their daily communications habits. Transforming this cultural shift in a more streamlined way, often requires organizations to make the transition more gradual. Additionally, users need step-by-step guidance on managing presence and making it a natural part of everyday workflow.

The Enhanced Presence Privacy Suite 2.0 allows administrators to enable or disable specific features of presence functionality.



Benefits

- **Granular Presence**
Customer can manage publishing specific presence information, if any at all.
- **Enables Lync Deployment**
By allowing flexible and gradual introduction of Lync presence.
- **Reduces Administration Costs**
Administrator can selectively enable or disable the privacy restrictions on a global or per-user basis.
- **Increases Adoption**
Because concerns regarding surveillance can be eliminated.
- **Increases Productivity**
By taking advantage of powerful and easy-to-use Microsoft Lync 2010 features.
- **Better and distinct way of using certain presence information**
By improving corporate communications and culture of communication.
- **Enhances the usage scenarios of Lync**
By enabling additional configuration options.

Solution

Add or remove functional features of presence as needed. This allows organizations to introduce Lync in environments where standard presence relays too much information to comply with privacy regulations and/or laws.

The Enhanced Presence Privacy Suite from Unify² allows disabling presence information for all users in a given Lync pool. It also allows selective exclusion of individual users from any restrictions on presence information. This is useful for Response Group contacts, Attendant Console users or individual users who want to share their presence to enable communications that are more efficient. It is also possible to turn off presence completely so that all communication channels of Lync are available, except presence.

Presence Privacy Suite Scenarios

- **PresenceOffline Utility** The user's presence status is always set to "Offline", although the user is still able to use Instant messaging, voice, video and desktop sharing. User is able to enable presence states for the next Lync session by launching Lync via "Sign In As".
- **TagFilter Utility** Disables Tag functionality to suppress status change alerts of the "tagged" user's status.
- **AwayStatus Utility** Suppresses sharing information on how long a user has been "Away" or "Offline".
- **NonContact Presence Utility** Prevents users from getting presence information about non-contacts (including federated contacts).

Business Value

- **Enables Lync deployment** Customers can deploy Lync company-wide by being compliant with privacy requirements.

This would not be possible with the standard feature set of Lync.

- **Increases employee productivity**
Users can get familiar with the usage of presence step-by-step by introducing presence gradually. This enables the ideal adoption of Lync and presence information.
- **More trust in UC** Organizations can turn off all imaginable permutations of surveillance possible via presence.

System Requirements

Lync Server 2010 Standard Edition or Enterprise Edition.

Product Versions

The following versions of the Enhanced Presence Privacy Suite are available:

- Enhanced Presence Privacy Suite 2.0 (Lync): Server based solution managed by an administrator, to determine what parts of the presence information should be visible for all or individual users.
- Enhanced Presence Privacy Suite 1.0 (OCS 2007 R2): Enhanced Presence Privacy Suite 1.0 offers the Enhanced Presence Privacy Suite functionality for Office Communication Server 2007 R2.

Custom Needs

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

