



# Unify<sup>2</sup> PowerRoute 1.0

## For Microsoft<sup>®</sup> Lync<sup>™</sup> Server 2010



### About Unify<sup>2</sup>

Unify<sup>2</sup> ([www.unifysquare.com](http://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 Unify<sup>2</sup>, more than 70 enterprise customers worldwide, in many diverse industries, have successfully deployed unified communications rollouts. Unify<sup>2</sup> specializes in delivering breakthrough operational cost efficiencies and transforming business process outcomes with custom designed communication enabled business process solutions.

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## Unify<sup>2</sup> PowerRoute 1.0 enables global Microsoft<sup>®</sup> Lync<sup>™</sup> Server 2010 voice deployments by providing voice routing functionality that facilitates compliance with national telecom regulations

Unify<sup>2</sup> offers PowerRoute for enterprises that need to deploy Lync Server 2010 in countries that have national telecom voice-over-IP (VoIP) routing regulations. By using PowerRoute with a set of configuration rules, enterprises can take advantage of the rich communications of Microsoft Lync Server 2010 and comply with VoIP routing requirements.

PowerRoute works differently than solutions from Private Branch Exchange (PBX) vendors, which typically require the deployment of two parallel PBX systems with two separate phones for each user. With PowerRoute, enterprises need only to deploy a Lync Server 2010 solution with a single set of clients (IP phone and/or Lync client) for both internal and external communications.

### Business Needs

Deploying Lync Server 2010 worldwide presents challenges to enterprises, which must comply with telecom regulations in all the countries where they have offices. For example, more than 50 countries (including India, Pakistan, China, Brazil, Bahrain, and Algeria) have telecommunication regulations that restrict which calls may be routed over IP networks and which calls must be routed over the public switched telephone network.

Currently, Lync Server 2010 does not have the capability to meet these telecom regulations since it cannot route calls based on the actual location of the user. It also cannot detect call patterns that are forbidden due to toll-bypass restrictions. These limitations can become a barrier to a unified communications deployment, because enterprises have no way to comply with these regulations through a native Lync Server 2010 deployment.





## Benefits

- **Facilitates Lync Server Deployments** in India in achieving certification with national telecom regulation authorities and service providers.
- **Lowers telecom investment** with the deployment of a single communications solutions worldwide, avoiding the traditional two-PBX system compliance solutions.
- **Reduces administration costs** with a single communications system that IT Staff can easily configure and manage.
- **Lowers Carrier Costs** by leveraging PowerRoute to enable least cost routing based on the employee's actual location.
- **Simplifies User Experience** by enabling users to leverage on client for all communications.
- **Increases employee efficiency** by taking advantage of powerful and easy-to-use Microsoft Lync 2010 clients and IP Phones for all communications.

## Solution

PowerRoute 1.0 from Unify<sup>2</sup> facilitates enterprises with the capability to comply with country-specific telecom VoIP regulations by augmenting the routing capability of Lync Server 2010 with a powerful rule-based routing engine. This engine takes into account the specific location of each call participant and any regulations that apply within the participant's country. PowerRoute comes with a set of rules that facilitates enterprises to comply with routing regulations for the Indian market. With PowerRoute, users can take advantage of Lync Server 2010 not only when they are in the corporate office where they are based, but also when they are visiting remote offices.

The solution also supports compliant communications for common call types, including basic two-party calls, forwarded calls, transferred calls, and conference calls.

PowerRoute 1.0 makes it possible for enterprises to deploy a single communication solution in India, based on Lync Server 2010 so that employees can communicate using any of their Lync 2010 clients with both internal and external parties.

## PowerRoute Features

- **Flexible Rule System:** A powerful rule-based system enables precise control over what calls are blocked, allowed, and how calls are routed.
- **PowerRoute rule set for India:** PowerRoute 1.0 includes a set of routing rules which facilitates enterprises complying with the telecom regulations for India. Rule sets for other countries are planned for future versions. Alternately, a custom set of rules can be

configured as part of a professional services engagement.

- **Interoperability with Lync Server 2010 infrastructure:** PowerRoute runs as a SIP Processing Language application on the front-end servers leveraging the same infrastructure that makes Lync Server 2010 highly available and scalable.
- **Integrated Administration:** PowerRoute is integrated into Microsoft's Unified Communications Managed Application framework, enabling it to be managed like other applications designed to run on Lync Server 2010.
- **Roaming User Support:** PowerRoute supports compliance for users who are roaming at different enterprise locations both nationally and internationally.
- **Track and Report on Production Call Routing:** Take advantage of the Unify<sup>2</sup>'s PowerView 3.0 Reporting Solution (sold separately) to report on how calls are routed. Use PowerRoute-specific reports to verify call-routing patterns and history to support the certification of Lync Server 2010 and PowerRoute configurations with national telecom regulatory authorities.

