Nominee: Outsourcery

Nomination title: Outsourcery for SaaS solution of the year

OUTSOURCERY OVERVIEW

Outsourcery is an independent pure-play Cloud Service Provider (CSP), establishing market leadership in the UK. Outsourcery is well-positioned to take advantage of the systemic market shift in the provisioning of ICT from an 'on-premise' or 'managed service' deployment model to a cloud-based model.

Outsourcery has over 15 years' experience providing the latest cloud-based IT and communications solutions to its network of partners. Having secured commercial relationships with large enterprises such as Vodafone, Virgin Media Business and HP and over three hundred SMB partners, Outsourcery enables them to deliver the latest cloud services to their end-customers.

UNIFIED LYNC SOLUTION

Having been part of the Microsoft early Technology Adoption Programme for Microsoft OCS and Lync 2013, Outsourcery fed into the early development of the product. Following on from this, Outsourcery further innovated Microsoft's Enterprise Lync to bring the essential components into a cloud-based offering. Outsourcery has enhanced the solution by transforming a simple collaboration tool into a fully functional PBX, conferencing and collaboration solution that can completely replace equivalent on-premises solutions. By combining the power of Microsoft technology platforms with Outsourcery's own purpose built carrier-grade telecoms network, Outsourcery is able to deliver a communications service fit for global-scale organisations.

Outsourcery's Unified Lync comes with full Lync functionality including IM, presence, internal and external conferencing and telephony with voice breakout, all accessed via a single user client. However, Outsourcery's differs to that of other providers as SIP trunking for PSTN break in and out it provide a complete communications solution from the cloud. Additional advanced services, such as an advanced Interactive Voice Response and Automatic Call Distribution, add to the growing portfolio of Lync value-added services that Outsourcery offers. The solution is provided on a monthly subscription Opex basis, meaning customers do not have to make significant initial investments in the infrastructure, software and skills to deploy an on-premise solution.

BENEFITS OF UNIFIED LYNC

• Flexible working – Unified Lync allows for flexible and remote working. Access Lync on almost any mobile or tablet device from anywhere with an internet connection, ensuring that employees can keep up to date wherever they are.

• Lower communication costs – Unified Lync removes the need for multiple communications systems such as video conferencing and screen sharing solutions, making it simpler and more affordable to work together.

• Reduced business expenditure – Reduce travel costs and downtime by holding meetings online. Use Unified Lync for presentations, conferences and updates rather than travelling to the office.

• Improved productivity – Unified Lync allows you to communicate in real-time so teams can collaborate quickly in the most effective way.

OUTSOURCERY'S UNIFIED LYNC – THE DIFFERENCE

While many competitors offer a Lync solution, few are directly comparable to Outsourcery's Unified Lync in terms of ability to offer a complete PBX replacement. Outsourcery offers the full Lync feature set, as detailed above, which includes instant messaging and conferencing, enhanced with additional features combined with PBX replacement and SIP trunking. However, as Outsourcery is an Ofcom regulated telecommunications provider is able to offer Lync which is carried using Outsourcery's own telco network. Outsourcery can also integrate Unified Lync with other solutions in the Microsoft stack, including Exchange and SharePoint, to create a unified communications solution. Each of these products is available as a cloud solution from Outsourcery, however, Outsourcery is also able to integrate Unified Lync with existing on-premises or Office 365 solutions. This gives greater flexibility when selling Lync to end-users and allows customers to access the benefits of the cloud without losing any investment in other solutions that they may have already made.

As Outsourcery is a Partner-centric organisation, it is important that Outsourcery enables partners to convert channel demand into cloud revenue. This relies on being able to offer a technically superior service. Partners often don't have the resource or expertise to build their own cloud software platform so Outsourcery helps with the technology and also supports partners with creating their proposition and taking it to market.

To meet customer demand, partners need to get to market ahead of their competition so their channel proposition is more than just the Lync product. Outsourcery supports partners from the initial on-boarding process right through to activating customers on a live Lync service. Partners commonly from different backgrounds and range in size from single person operations to global SI companies; each is at a different stage their journey to Lync and the cloud. To support this diverse partner ecosystem, Outsourcery has built an innovative and flexible partner activation model that complements and supplements their own resources and commercial model.

Unified Lync offers a flexible range of communications tool to users. Outsourcery's Parallels Control Panel allows different features be allocated to users within an organisation and users can be added, changed or removed. Partners can easily deploy a customised Unified Lync solution for customers. Outsourcery is the first organisation globally to take the Parallels solution for Lync to market after co-developing the software. In 2011 Outsourcery became one of the first CSP's to migrate from Microsoft Office Communications Server 2007 R2 to Microsoft Lync Server. This migration saw Outsourcery deploy Lync Server as both a private dedicated and multi-tenant cloud service with full voice capability able to address the needs of all sizes of business.

Outsourcery can also help partners speed up their sales cycle. As Unified Lync is a pre-built service, Proof of Concepts (PoC) can be quickly deployed for end-users, helping partners prove the value of Lync to their customers prior to a larger deployment.

UNIFIED LYNC ENDORSEMENTS

Canopies UK have been an Outsourcery customer for a number of years and saw a 'direct impact on productivity' when they implemented Outsourcery Unified Lync and Cloud Mail. CASE STUDY ATTACHED

IP Solutions have been an Outsourcery partner since 2009 and have seen success selling Outsourcery's Unified Lync solution. Andy Lindsell, CTO of IP Solutions says, 'Lync gives us a great conversation starter with both new and existing customers, and we expect to see phenomenal growth and significant revenue opportunities'. CASE STUDY ATTACHED.

Why nominee should win

• Outsourcery has taken Microsoft's basic Lync offering and by adding value and expertise has transformed it from a simple collaboration tool to a fully functional PBX, conferencing and collaboration solution, suitable for entirely replacing or integrating with on-premise solutions.

• Outsourcery combines the power of Microsoft technology with its own purpose-built platforms and expertise as an Ofcom regulated telecommunications provider to offer a flexible, scalable and fully robust communications solution.

• Outsourcery has won multiple awards and attained numerous accreditations including; CIF certified, HP partner, Microsoft partner, Microsoft worldwide partner award finalist and UK Cloud Award winner.