

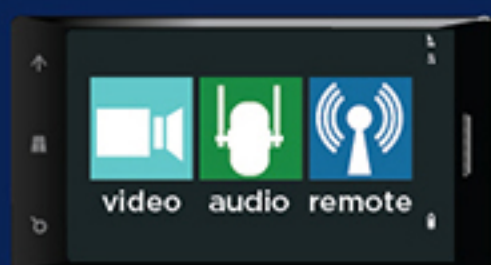
# 5 Reasons to Choose Skype for Business/Lync and Polycom for Enterprise Voice

## ENABLE UNIFIED COMMUNICATIONS

Skype for Business/Lync extends collaboration to any device, anywhere, enabling unified communications.



Mobile devices can be used for real-time video and high-quality audio—ideal for remote collaboration.



## IMPROVE USER PRODUCTIVITY

Skype for Business/Lync allows you to deploy one streamlined communications platform with a consistent user interface across all your devices, including voice... making it easy for employees to learn and use each device



## LOWER TOTAL COST OF OWNERSHIP

Skype for Business/Lync enables organizations to eliminate other telephony technology, lowering costs and increasing business and IT efficiency.



### LOWER LONG-DISTANCE CHARGES

- Low-cost calls
- Free Internet calls
- Least-cost call routing



### LOWER COMMUNICATION COSTS

- Conference bridges
- WiFi calling
- Unified messaging

## SCALE COST-EFFECTIVELY

Skype for Business/Lync Voice provides a flexible, low-cost communications platform that scales with the needs of your organization.



## SAVE TIME AND IT COSTS



**MOVES/ADD/CHANGES COST**  
MACs evolved to self-service; this slashes cost



Skype for Business/Lync Voice enables IT to manage systems efficiently and effectively – no more cost when people move offices or you add new workers.



## WHY IS POLYCOM THE RIGHT CHOICE FOR LYNC ENTERPRISE VOICE?

Polycom's voice solutions seamlessly integrate into Skype for Business/Lync and other Microsoft business applications for one touch click-to-call.



Skype for Business/Lync from Polycom solutions maintain the Lync user interface and experience so users can easily adopt and utilize new solutions.

Polycom's extensive portfolio of over 40 solutions for Skype for Business/Lync, including 20+ phones, gives you the most device choices to meet the unique needs and references of your users.



### QUALITY

- HD Voice
- Hardware reliability (e.g., 99.3%)



### MARKET LEADERSHIP

- 20+ VoIP phones + accessories
- 76% of Skype for Business/Lync voice handsets are Polycom
- 40+ solutions for Lync in market today
- 97% of Fortune 500 use Polycom

Polycom is the market leader of Skype for Business/Lync voice handsets sold with

**76%** market share<sup>1</sup>



### SOURCES

1. Canalys Report, March 2013