

# Microsoft Lync Server 2013 Multitenant Hosting Pack Customer Solution Case Study



Hosted Contact Center Solution Provides Seamless  
Contact Center Experience for Lync Users



“It is a differentiator for us to be able to deliver a total contact center solution all contained within the familiar Lync client GUI supporting a complete Lync experience.”

David Spears, CEO, GeniSys Global

## Overview

**Country or Region:** United States  
**Industry:** Unified Communications  
Hosting Provider

## Customer Profile

Founded in 2002 as a traditional IT company, GeniSys Global has evolved into a world class hosting provider. They specialize in cloud services as well as hosted unified communications offerings.

## Business Situation

As a growing company, GeniSys Global wanted access to larger deals requiring the availability of a call center solution.

## Solution

GeniSys Global deployed Clarity Connect as a hosted contact center offering.

## Benefits

- Extremely Competitive versus Traditional Offerings
- Easy Service Delivery
- Simplified Administration

GeniSys Global immediately accepted the opportunity to partner with Clarity Connect in order to offer a hosted version of Clarity’s Microsoft Lync Server 2013 on-premises call center solution. Although GeniSys Global was able to offer the traditional legacy call center solutions to their customers, those solutions required gateways that interfered with voice quality and complicated management and support. Clarity Connect provided a clear differentiator by offering a total contact center solution as a Lync application offering superior quality with simplified delivery, management, and support. Extended with the Clarity Connect call center functionality, call center operators are able to handle their entire service call within the familiar Lync 2013 interface while retaining complete Lync functionality and experience. This differentiation not only provides GeniSys Global with a competitive advantage, it also gives them access to deals that were previously out of reach.



## Situation

Founded in 2002 as a traditional IT company, GeniSys Global has evolved into a world class hosting provider. They specialize in cloud services as well as hosted unified communications offerings.

As a pioneering unified communications hosting provider, GeniSys Global is continually looking for ways to increase their competitiveness in larger enterprise engagements as well as to provide wholesale unified communications solutions to other carriers and hosting providers. However, when competing for these larger deals, there are a broader range of capabilities that are required in order to bid. At the pinnacle of the unified communications capabilities pyramid are enterprise strength call center capabilities. Whether supporting a sales desk, technical support, or any service center scenario, the phone system capabilities must be up to the task and specialty software must be in place to support call management.

“Clarity Connect’s integration with Lync allows for an unparalleled ease of delivery of our hosted service to our customers.”

David Spears, CEO, GeniSys Global

Previously, GeniSys Global was able to provide legacy call center solutions to their customers. Unfortunately, those solutions required gateways that interfered with voice quality and complicated management and support. As traditional solutions, they also failed to provide any competitive advantage.

## Solution

When Clarity Connect approached GeniSys Global to offer a hosted version of their native Microsoft Lync Server 2013 on-premises call center solution, GeniSys Global saw a golden opportunity. Clarity Connect provided a clear differentiator by offering a total contact center solution as a native Lync application.

Clarity’s native approach simplified how contact center functionality was delivered and managed. In addition, GeniSys customers would not be required to install any software client on their desktop. The application leverages the Lync extension pane to provide contextual call information as screen pops. Given the extended Lync functionality provided by Clarity Connect, call center operators are able to handle their entire service calls without having to leave the familiar Lync interface.

With the addition of Clarity Connect, customers can now turn to GeniSys to provide them with a complete hosted unified communications offering, including full-featured contact center functionality such as interactive voice response (IVR), automatic call distributor (ACD), call recording, reporting, and dashboards.

## Lync Integration

Clarity Connect designed their contact center product from the ground up for Microsoft’s Unified Communications platform in order to benefit from the power and cost savings. As a native Lync application, Clarity Connect builds on Lync capabilities by adding integrated call center functionality. This allows the call to take place within the familiar Lync client interface from beginning to end while offering all of Lync functionality to assist with the call.

Clarity Connect adds its functionality by using the Microsoft Unified Communications Managed API. This approach extends GeniSys Global’s Lync Server 2013 Multitenant Pack for Partner Hosting platform’s call control as a Lync application rather than requiring an external integration.

Another key differentiator gained by being a native Lync solution is that there is no additional infrastructure required to make the solution work. Traditional call center solutions require a gateway in order to take over call control. This type of architecture requires a translation from legacy User Datagram Protocol (UDP) to the current Session Initiation Protocol (SIP) standard that Lync uses. Not only does this additional equipment increase overall cost, it complicates management and support as well as increases the potential to degrade the call quality.

## Call Center Functionality

When a call is made to a hosted Clarity Connect call center, it is routed directly into Lync. Lync uses the Clarity Connect interactive voice response capabilities to capture the customer's information and to route the call to the appropriate agent using skills based routing. The agent receives the call directly in the Lync client with contextual customer information or a 3rd party application populated into the Lync extension pane.

## Agent Experience

Agents can access the Clarity Connect contact center dashboard and agent console whenever they are connected to the Internet and Lync. Clarity Connect delivers calls directly into the agent's Lync client, allowing a seamless user experience. Agents can work from any location, without having to connect to the corporate network, or needing to download special software on their computers every time an update or new version becomes available. The lack of client side software also removes the need to update agent or supervisor desktops. Becoming a user of Connect is quick and easy, and training is minimal since Connect lives completely within the familiar Lync client.

“Clarity Connect is a Lync application that extends the functionality of Lync such as adding skills based call routing while keeping the call within Lync.”

Craig Reishus, Director of Business Development,  
Clarity Consulting, Inc.

## Supervisor Experience

Clarity Connect saves time and enhances supervisor visibility into each call interaction and the activities of the agent team. The Clarity Connect superior user experience and real time data allows supervisors to get the most business intelligence from the application. When contact centers experience a changing agent workforce or high turnover, setting up and removing agents on traditional contact center solutions is a tedious, time consuming chore. In contrast, due to the

native way it leverages Lync, activating or deactivating users on Clarity Connect takes only a couple minutes.

## Administrator Experience

The Clarity Connect administrative console is Web browser based, enabling supervisors to access the administrative controls anywhere, anytime. As a part of the administrative console, contact center administrators can easily build complex visual call flows for IVR within minutes. The administrator can easily create and update skill levels for agents individually or with templates for a more complex skills matrix. Even adding new contact centers and queues is simple, quick and easy with Quick IVR.

## Hosted Service Offering

As a native Lync application, deploying Clarity Connect as a hosted solution is extremely simple. It involves adding an additional server to the existing GeniSys Global Lync Hosting Pack environment to support the software solution. There is no additional infrastructure required. This simplifies both deployment and support.

## Benefits

By moving to the Clarity Connect solution, GeniSys Global gained a competitive advantage while simplifying their call center solution delivery and solution support.

## Extremely Competitive Offering

As a hosted call center solution, GeniSys Global is able to offer an affordable enterprise level call center solution to companies who could not afford an on-premises solution. As a hosted solution, there are no upfront investments or expensive deployments required. There is a per user monthly charge allowing customers to pay only for what they need each month. As a hosted service, scaling for customers is as simple as licensing more users.

Not only did the solution expand the market to those that previously could not afford the on-premises solution, more importantly, it allowed access to large enterprise or carrier class deals that were previously out of GeniSys Global's reach. Partnership with Clarity Connect benefited GeniSys Global through:

- **Cost Savings:** Significant cost savings and easier deployment associated with a hosted versus an on-premises solution or even when compared to traditional hosted call center solutions.
- **Familiar Interface:** Ease of use and requires minimal training with a familiar interface.
- **Mobility:** An agent setup can be as simple as a tablet or a laptop, a Lync enabled headset, and an Internet connection.

“As a Lync hosting provider, using a native Lync application for our contact center solution eliminated the additional infrastructure and management costs of the traditional hosted contact center solutions. This allows us to price below the competition while maintaining superior margins.

David Spears, CEO, GeniSys Global

### Easy Service Delivery

Rolling out the Clarity Connect solution to a GeniSys Global customer on their multi-tenanted Lync Hosting platform is as easy as adding an additional server to the deployment. There are no further infrastructure investments or gateways required for the service to work. The installation process is familiar and easy for any Lync administrator who has already deployed Lync Server.

### Simplified Administration

Since Clarity Connect runs within the Lync environment as a trusted server application, installation and maintenance is familiar to Lync administrators. Lync Administrators do not have to learn new configuration rules or separate sets of hardware and networking equipment to support the contact center.

## Microsoft Lync Server 2013

### Multitenant Pack for Partner Hosting

Microsoft® Lync® Server 2013 Multitenant Pack for Partner Hosting is a unified communications solution for telecommunication and hosting providers. The solution allows hosting providers to host their own fully integrated, multi-tenant unified communications service targeted to small and medium sized businesses. This is possible due to the unique multitenant aspect of the Microsoft unified communications solution making the hosting services solution cost-effective.

For more information about Microsoft Lync Server 2013 Multitenant Pack for Partner Hosting, go to:

<http://go.microsoft.com/fwlink/?LinkId=245434>

## GeniSys Global

GeniSys provides its clients full integration of their voice and telephone network through unified communications, boosting productivity and enhancing connectivity. This means: fully integrated enterprise telephony with e-mail, video conferencing, and instant messaging; seamless escalation from instant messaging to voice, to desktop/video conference, and recording; Outlook mailbox unifies e-mail, voice mail, instant message, and faxes; collaboration with shared version-controlled documents, resources, and calendars.

For more information about GeniSys Global, go to:

<http://www.genisysglobal.com>

## Clarity Consulting, Inc.

Headquartered in Chicago with a team of over 80 employees, Clarity Consulting created the first ever contact center built natively to Lync. They imagined a contact center solution that was a pure extension of Lync, and Clarity Connect became that vision realized.

For more information about Clarity Connect, go to:

<http://connect.claritycon.com>