Nominated Company: Outsourcery

Nomination Title: Outsourcery

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 solutions for Partners.

Outsourcery provides a wide range of cloud-based IT and communications services via its network of partners to both larger enterprises and SMEs. Outsourcery has secured commercial relationships with companies such as Vodafone, Virgin Media Business, BT, HP and Atos, to enable these and over three hundred smaller partners to deliver cloud services to their end-customers. Having been part of the Microsoft early Technology Adoption Programme (TAP) for Microsoft OCS and Lync 2013, feeding into the early development of the product, Outsourcery has innovated around Microsoft's Enterprise Lync to bring businesses the essential components of the application into a cloud-based offering. Outsourcery has elevated their offering above a simple collaboration tool into a fully functional PBX, conferencing and collaboration solution that can completely replace equivalent on-premise solutions. Moreover, by combining the power of Microsoft technology platforms with Outsourcery's own purpose built carrier-grade telecoms network, Outsourcery is able to demonstrate the capability to deliver a communications service fit for global scale organisations.

Outsourcery offers full Lync functionality including IM, presence, internal and external conferencing and telephony with voice breakout, all accessed via a single user client. With SIP trunking for PSTN break in and out, it provides a complete communications solution from the cloud. Additional advanced services such as an advanced Interactive Voice Response (IVR) and Automatic Call Distribution (ACD), add to the growing portfolio of Lync value-added services that Outsourcery offers. The solution is provided on a monthly subscription Opex basis, which means customers do not have to make significant Capex investments in the infrastructure, software and skills needed to deploy an on-premise solution.

There are clear, tangible benefits to end-users of Outsourcery's Unified Communications Lync Solution, including:

- Lower communication costs – Unified Lync removes the need for different communications systems, 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.
- Enable Remote working – Access rich communications tools from practically anywhere with an internet connection. Users can work from home, on the road or from remote offices for maximum flexibility and productivity.

The clear value proposition that Lync delivers is the backbone of Outsourcery's service, having strengthened the solution with additional features, not generally available from a hosted provider,

particularly on a shared platform. Cross-platform federation, customer directory integration, unified messaging integration and Lync Mobile client, combined with the simplicity of being a single provider for Lync and SIP trunking means Outsourcery can provide a solution that all businesses will be seeking, in order to embrace flexible working and consolidate office space, with fewer technology restrictions.

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 don't have the resources to build their own cloud software platform and so Outsourcery helps not only with the technology but how to build their proposition and take it to market. The introduction of Unified Lync specifically, has driven Outsourcery's Partner recruitment by well over 100 additional partners over the last 12 months.

To meet end-user demand, Partners need to get to market quickly and ahead of their competition, so their channel proposition is more than just the Lync product. Outsourcery supports Partners from the initial 'is Lync right for my business?' right through to activating their customers on a live Lync service. Partners are from different backgrounds and range in size from single person operations to global SI companies; they are at different stages of their Lync journey and resource availability. To support this diverse partner ecosystem, Outsourcery has built an innovative and flexible partner activation model that complements and supplements their own resources, as well as a commercial model that lets them invest as much or as little as they are able into their business and reap the rewards accordingly.

Unified Lync offers a flexible range of communications tool to users. Through Outsourcery's Control Panel (Parallels), Partners can allocate different features to users within an organisation and add, change or remove users as required. Partners can also 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 cloud services providers to migrate from Microsoft Office Communications Server 2007 R2 to Microsoft Lync Server. A critical component of this migration plan was to deploy Lync Server as both a private dedicated and multi-tenant cloud service, with full voice capability, therefore able to address the needs of all sizes of business for Partners.

Outsourcery can also help partners speed up their sales cycle, bringing in revenue sooner. 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.

Why nominee should win

- Outsourcery has taken Microsoft's basic Lync offering and elevated it from a simple collaboration tool to a fully functional PBX, conferencing and collaboration solution, suitable for replacing on-premise solutions.
- Outsourcery's Unified Lync solution is built on its own highly robust, scalable, secure, available O-Cloud platform and provides enterprise class telephony

- Outsourcery combines the power of Microsoft technology with its own purpose-built platforms and expertise
- APM Group, the Cloud Industry Forum's independent certification partner, has announced that Outsourcery has certified against the CIF Code of Practice, a credible tool that demonstrate that Outsourcery meets specified requirements of transparency, accountability and capability.