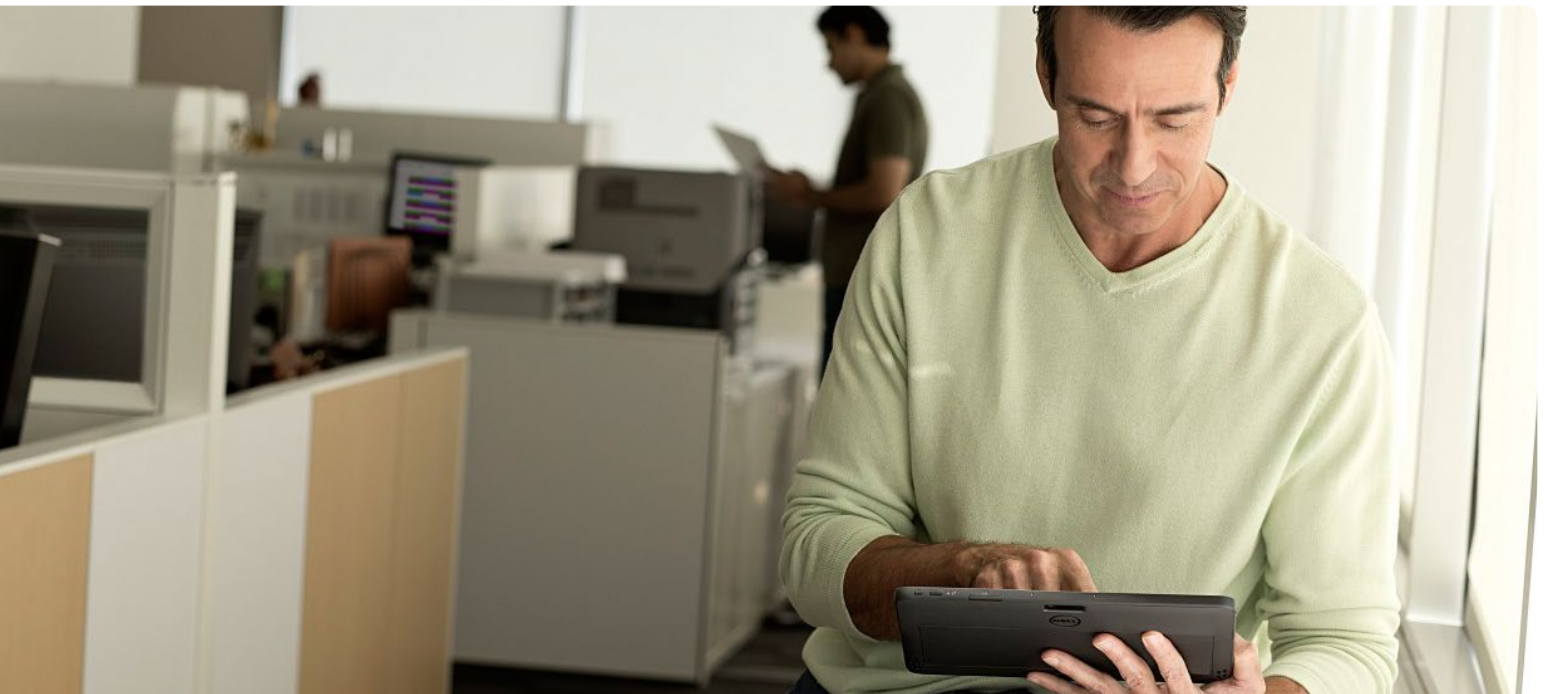


# Anyone in There? Measuring Usage and ROI of Microsoft Lync Server for Upper Management



## Abstract

Microsoft® Lync Server® can drastically improve the efficiency of business communications and collaboration. However, deployment can be demanding and expensive, requiring not only careful planning and piloting but also the purchase of new hardware and devices. The business will want reports that demonstrate Lync Server adoption and return on investment (ROI).

This paper details the costs and benefits of Microsoft Lync Server and explains how to produce reports on resource usage and chargeback to demonstrate ROI to management.

## Introduction

Today, business communications involve multiple devices, applications and back-end platforms serving users in multiple geographic regions and time zones. The complexity of business

interactions in a 24x7x365-connected world becomes difficult to manage and can actually impact productivity. For example, when users have multiple email addresses and phone numbers, it can be difficult to know the best way to contact them at any given time of day.

An integrated communication and collaboration platform like Microsoft Lync Server can simplify day-to-day communications for both end users and system administrators. Plus, replacing disparate communication technologies from multiple vendors, such as aging PBX systems, handsets and conferencing platforms, with an integrated single-vendor solution can offer significant cost savings. With the right tools, you can track Lync Server adoption and savings, and even charge back the cost of the use of IT resources to specific departments or business units, to ensure the business sees maximum return on its investment.

## The costs and benefits of deploying Microsoft Lync Server

The costs can be significant.

Organizations new to Microsoft Lync Server often find there is a large learning curve in planning and deploying the technology. A typical deployment plan for Lync involves the following steps:

1. Defining the modalities and session types (such as voice, instant messaging and audio/video conferencing) to be used within the organization
2. Scoping out the hardware (including servers, gateways, IP phones, endpoints and devices) that need to be rolled out
3. Deploying a pilot with a handful of internal stakeholders
4. Planning an enterprise-wide rollout, taking into account the feedback from the pilot
5. Carrying out the enterprise deployment

Each of these steps will take time, money and effort that, along with the usual hardware and licensing costs (Lync, Windows® and SQL Server®) that are required, will contribute to the total cost of ownership (TCO) of Lync. In addition, a degree of both user and administrator training will be necessary; some

organizations, especially SMBs, will not have dedicated Lync knowledge onsite and may need to retrain already existing messaging or voice engineers.

The benefits can be even more significant.

Adopting Lync Server can deliver savings that more than offset its costs. A 2010 Forrester Total Economic Impact Study reports the following results:

- Replacing private branch exchange (PBX) telephone systems delivered savings of nearly \$500,000 over three years.
- Direct cost savings from web and teleconferencing amounted to \$1 million over three years.
- Reduced IT and telephony labor costs were estimated at nearly \$1 million.
- Fewer calls to the help desk delivered labor savings of more than \$190,000.
- Increased user productivity was conservatively assessed at more than \$12 million over three years.
- Modest travel cost savings and carbon footprint improvement (over and above the travel cost savings already gained from earlier UC investments) totaled \$3.8 million.

Adopting Lync Server can deliver savings that more than offset its costs.

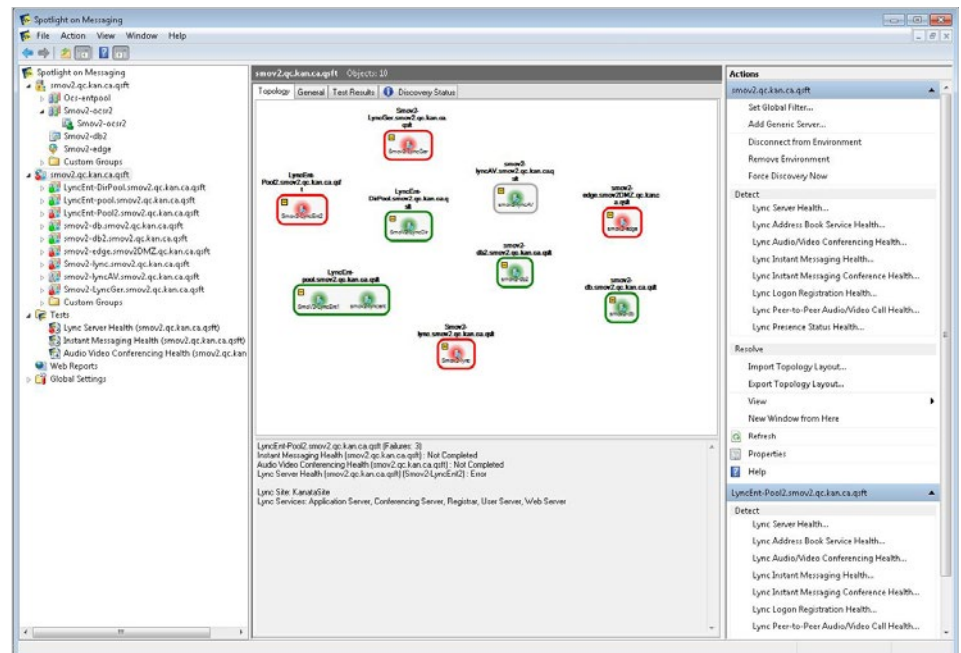


Figure 1: A sample Lync Server topology view taken from Dell™ Spotlight on Messaging



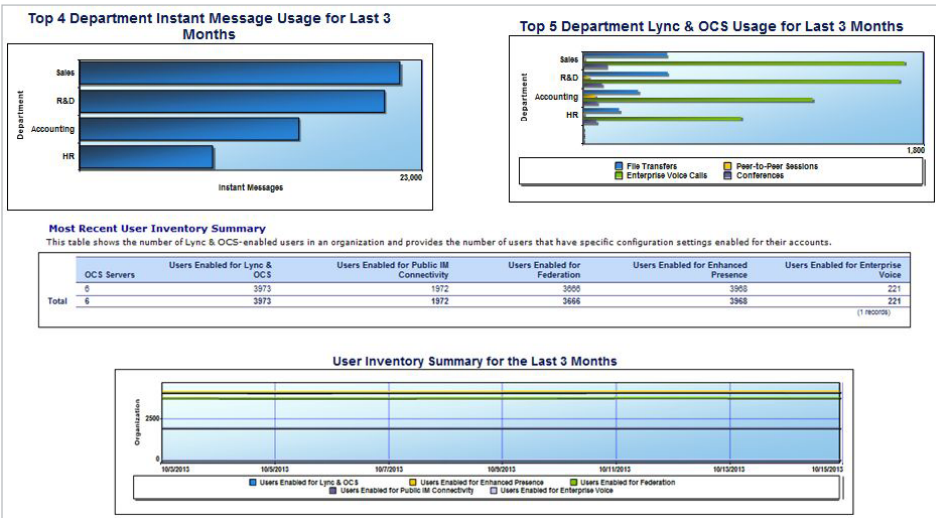


Figure 2: Dell™ MessageStats™ for Lync makes it easy to track Lync adoption rates and user inventory.

Let's look at how you can document the ROI that Lync Server is delivering for your organization.

### Reporting on Lync adoption and usage

#### Tracking Lync adoption

The first step in demonstrating ROI for a technology is often to document its adoption rate. In the case of Lync Server, you will want to help the business understand the adoption rate of the various Lync session types among users as the deployment moves from pilot to

enterprise rollout. You will also want to compare and contrast Lync usage with use of the legacy phone, conferencing and collaboration platforms still in use by the organization.

#### Reporting on which users have been enabled

As users are added to Lync, it will be important to know who has been enabled and what they have been enabled for. For example, department heads will want to keep track of who is able to use Lync at any given time.

The first step in demonstrating ROI for a technology is often to document its adoption rate.

Display Name	Department	Office	Pool	PKC Enabled	Federation Status Enabled	PBX Integration Enabled	Remote Call Control Enabled	Enhanced Presence Enabled	Enabled for Enterprise Voice	Internal IM Conversation Archiving Enabled	Federated Conversation Archiving Enabled	Organize Meeting With Anonymous Participants Enabled
Adebert Lawson	Sales	New York	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Alain Juneau	Sales	New York	ocs.acme.com	No	Yes	No	No	Yes	No	Yes	Yes	Yes
Celo Anconetani	Sales	Los Angeles	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Dahia Tomas	Sales	New York	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Dallas Slatly	R&D	Boston	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Dendre Tibon	HR	Boston	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Dyane Zuck	R&D	Houston	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Emmalynn Runyon	R&D	Los Angeles	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Erie Colquette	Sales	Los Angeles	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Esne Uffler	R&D	Los Angeles	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Georgela Campanella	Accounting	Houston	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Ginger Stamford	Accounting	Los Angeles	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Ozela Etemad	R&D	Houston	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Haly Kankang	Sales	Houston	ocs.acme.com	No	No	No	No	Yes	No	Yes	Yes	Yes
Hanna Hickerson	Accounting	Los Angeles	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Helyn Jennette	R&D	Houston	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Irwin Toastmasters	Accounting	Los Angeles	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Jobina Dagerl	R&D	Houston	ocs.acme.it.lab	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes
Julie Guinette	HR	Houston	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Karly Kavis	Accounting	New York	ocs.acme.com	No	Yes	No	No	Yes	No	Yes	Yes	Yes
Kendra Samac	Sales	New York	ocs.acme.com	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
La verne Lasher	R&D	New York	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Lueth Eping	R&D	Los Angeles	ocs.acme.it.lab	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes

Figure 3: MessageStats report showing which user accounts are enabled for which Lync features



The ability to trend and forecast user and server usage in Lync will allow the business to anticipate the growth of the Lync ecosystem and to plan for additional resources and infrastructure as its traditional communications platforms are decommissioned.

Display Name	Total Instant Messages	File Transfers	Incoming Voice Calls	Incoming Voice Calls (Minutes)	Outgoing Voice Calls	Outgoing Voice Calls (Minutes)	Total Conferences Organized	Total Conferences Organized (minutes)	Total Peer-to-Peer Sessions	Total Peer-to-Peer Session Minutes
Dallas Stacy	242	3	1	0	0	7	150	0	0	0
Dyane Zach	185	2	0	0	0	0	0	0	0	0
Emerson Baylen	247	3	1	0	4	4	24	0	1	12
Katyn Lavette	352	1	1	12	1	10	150	0	4	104
Josiah Ogiel	0	0	0	0	0	0	111	0	0	0
LaVerne Lashier	0	0	4	20	11	11	207	0	4	0
Mike Verma	241	2	0	0	0	0	0	0	0	0
Wesley Vaiden	0	0	4	02	0	0	34	0	0	0
Raymond Staley	204	0	3	15	0	0	70	1	44	0
Sallyey Tom	0	0	4	06	13	0	130	0	0	0
Wesley Carter	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>1,626</b>	<b>17</b>	<b>10</b>	<b>206</b>	<b>47</b>	<b>1,940</b>	<b>1</b>	<b>44</b>	<b>7</b>	<b>127</b>
<b>Avg</b>	<b>136</b>	<b>1</b>	<b>1</b>	<b>16</b>	<b>0</b>	<b>154</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>10</b>

Department	Total Instant Messages	File Transfers	Total Enterprise Voice Calls (Minutes)	Total Peer-to-Peer Audio Calls (Minutes)	Total Peer-to-Peer Audio Calls (Minutes)	Total Voice Calls (Minutes)	Total Desktop Sharing Calls (Minutes)	Total Conferences Organized	Total Conferences Organized (minutes)	Total Peer-to-Peer Sessions	Total Peer-to-Peer Session Minutes
Accounting	1,700	14	0	0	1	10	4	0	0	2	14
HR	1,205	12	44	447	0	0	1	47	0	1	47
IT	2,314	30	111	1,730	1	12	0	40	2	64	242
<b>Total</b>	<b>5,219</b>	<b>56</b>	<b>166</b>	<b>2,187</b>	<b>2</b>	<b>22</b>	<b>5</b>	<b>111</b>	<b>2</b>	<b>68</b>	<b>433</b>
<b>Avg</b>	<b>4,889</b>	<b>21</b>	<b>68</b>	<b>883</b>	<b>0</b>	<b>1</b>	<b>20</b>	<b>3</b>	<b>103</b>	<b>21</b>	<b>141</b>

Figure 4: MessageStats report on user and departmental activity in Lync

### Trending and forecasting usage

The ability to trend and forecast user and server usage in Lync will allow the business to anticipate the growth of the Lync ecosystem and to plan for additional resources and infrastructure as its traditional communications platforms are decommissioned. For example, if there are 100,000 voice calls being made to the UK from North America, a traditional PBX could be replaced by a VoIP gateway in the UK.

Reporting on business travel savings As colleagues in different geographic areas learn to collaborate using the conferencing features in Lync, the business will see reductions in both the cost of business travel and the organization's carbon footprint, which will have a positive impact on any "green" initiatives.

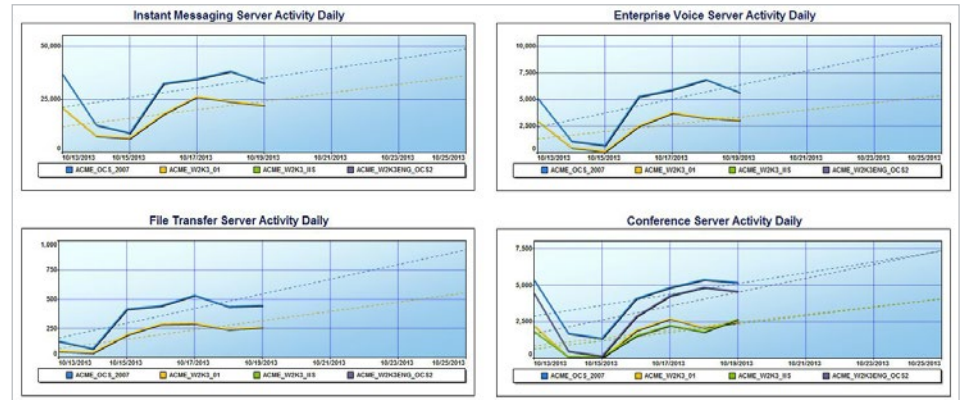


Figure 5: MessageStats graph showing server activity trends and forecasting future usage



Organizer: Alice Bell Lawson

Conference Type: Application Sharing, Audio/Video, Live Meeting

Start Time: 10/20/11 9:15:20 AM

End Time: 10/20/11 10:40:48 AM

Meeting Length (Minutes): 127

Number of Participants: 7

Pool Occurrence ID:

Participant	MCS Type	Initial Role	Join Time	Leave Time	Participation Length (Minutes)	Participant Department	Participant Office
Alice Bell Lawson	Audio/Video	Attendee	10/20/11 9:23:37 AM	10/20/11 11:10:00 AM	112	Sales	New York
Geoffrey	Application Sharing, Audio/Video, Live Meeting	Attendee	10/20/11 9:15:20 AM	10/20/11 11:10:30 AM	115		
Geoffrey	Live Meeting	Attendee	10/20/11 9:25:20 AM	10/20/11 11:13:00 AM	98		
Travis Trammeter	Chat	Attendee	10/20/11 9:25:42 AM	10/20/11 11:13:12 AM	108	Accounting	Los Angeles
Jodie Curlette	Chat	Attendee	10/20/11 9:23:00 AM	10/20/11 11:10:30 AM	112	HR	Houston
Ronica Nelson	Application Sharing	Attendee	10/20/11 9:25:30 AM	10/20/11 11:09:02 AM	105	Sales	Boston
Parvati Larsen	Audio/Video	Attendee	10/20/11 9:10:10 AM	10/20/11 11:01:50 AM	82	HR	Boston

Figure 6: MessageStats report on conference details, including organizer and participants

## Chargeback

In order to calculate ROI and TCO for Lync, and to compare the costs with those of your traditional communications platforms, you will want to understand the total cost of the different session types within Lync. This is particularly useful if your organization wants to charge back the cost of the use

of IT resources to specific departments or business units. For example, with the right reports, you can assign the cost per session (IM, audio call, video call, voice call and so on) and type (such as internal, external, federated, long distance or toll-free) and calculate the totals per department or region.

You will want to understand the total cost of the different session types within Lync.

Voice Call Chargeback Rates						
Currency	Internal Voice Call Rate/Minute	Local Voice Call Rate/Minute	Long Distance Voice Call Rate/Minute	Toll-Free Voice Call Rate/Minute	International Voice Call Rate/Minute	
\$	0.0020	0.0400	0.0800	0.0000	0.1500	11 hours

Conferencing and Peer-to-Peer Session Chargeback Rates										
Pool	Currency	Internal Audio Rate/Minute	Federated Audio Rate/Minute	Internal Video Rate/Minute	Federated Video Rate/Minute	Internal Desktop Sharing Rate/Minute	Federated Desktop Sharing Rate/Minute	Instant Message Rate/MB	File Transfer Rate/MB	Audio/Video Live Streaming Rate/Minute
usa.wave.com	\$	0.0020	0.0050	0.1000	0.1000	0.2000	0.2000	0.2000	0.1000	0.2000
usa.wave.com	\$	0.0020	0.0050	0.1000	0.1000	0.2000	0.2000	0.2000	0.1000	0.2000

Pool	Group Name	Department	Office	Total Instant Message Cost	Total File Transfer Cost	Total Voice Call Cost	Total Conference Cost	Total Peer-to-Peer Session Cost	Total Cost
usa.wave.com	Sales Assistant	Sales	Los Angeles	0.01	0.00	2.79	0.00	0.00	14.47
	Executive Trainee	CS	Boston	0.00	0.00	0.00	0.00	0.00	0.00
	HR Coordinator	Sales	Los Angeles	0.01	0.00	2.80	0.00	0.00	4.82
	Geography Compensation	Accounting	Houston	0.00	0.00	0.00	0.00	0.00	0.00
	Manager Stanley Field	Accounting	Los Angeles	0.01	1.47	7.83	0.00	0.00	9.31
	Manager Hopperman	Accounting	Los Angeles	0.00	0.04	0.00	0.00	0.00	0.04
	Travis Trammeter	Accounting	Los Angeles	0.00	0.00	1.80	0.00	0.00	3.27
	Jodie Curlette	HR	Houston	0.00	0.76	0.00	0.00	0.00	0.80
	Ronnie Sauer	Sales	New York	0.00	0.00	1.48	0.00	0.00	2.89
	Lorraine Roberts	CS	Boston	0.00	0.43	0.79	0.00	0.00	1.23
	Ronica Nelson	CS	Los Angeles	0.00	0.00	2.00	0.00	0.00	2.00
	Windy Cloutier	Sales	Houston	0.01	1.32	4.75	0.00	0.00	6.11
	Ronnie Sauer	Sales	Boston	0.01	2.31	3.43	0.00	0.00	5.75
	Charles Krasinsky	Accounting	Houston	0.01	0.43	4.80	0.00	0.00	5.26
	Parvati Larsen	CS	Boston	0.01	0.22	0.00	0.00	0.00	0.23
	Public Information	Accounting	New York	0.00	0.00	0.70	0.00	0.00	1.00
	Travis Trammeter	Sales	Los Angeles	0.01	0.20	4.48	0.00	0.00	4.89
	Technical Support	Sales	Los Angeles	0.00	0.00	2.74	0.00	0.00	2.74
	Travis Trammeter	Sales	Boston	0.00	0.16	1.50	0.00	0.00	1.66
	Windy Cloutier	Accounting	Boston	0.00	0.00	2.79	0.00	0.00	2.79
Windy Cloutier	Sales	Houston	0.00	0.00	0.00	0.00	0.00	0.00	
<b>Total</b>				<b>0.29</b>	<b>6.30</b>	<b>26.33</b>	<b>4.00</b>	<b>0.00</b>	<b>37.33</b>
<b>Avg</b>				<b>0.01</b>	<b>0.66</b>	<b>2.68</b>	<b>0.38</b>	<b>0.00</b>	<b>3.73</b>

Pool	Department	Total Instant Message Cost	Total File Transfer Cost	Total Voice Call Cost	Total Conference Cost	Total Peer-to-Peer Session Cost	Total Cost
usa.wave.com	Accounting	0.10	3.31	10.29	0.00	0.00	13.70
	CS	0.00	1.90	0.26	0.00	0.00	2.16
	Sales	0.15	11.02	40.09	20.00	0.00	71.26
<b>Total</b>		<b>0.25</b>	<b>16.23</b>	<b>50.57</b>	<b>20.00</b>	<b>0.00</b>	<b>87.05</b>
<b>Avg</b>		<b>0.01</b>	<b>0.64</b>	<b>2.02</b>	<b>0.50</b>	<b>0.00</b>	<b>3.16</b>

Figure 7: MessageStats user and department chargeback report





MessageStats for Lync enhances the native capabilities of Microsoft Lync Server with comprehensive usage and analysis reports.

### Dell MessageStats for Lync

The reports in this paper were taken from Dell MessageStats for Lync. MessageStats for Lync enhances the native capabilities of Microsoft Lync Server with comprehensive usage and analysis reports. It can be used to create and subscribe to custom user, department and server reports to show user adoption, server activity trends, and chargeback and billing. Specifically, MessageStats:

- Provides detail-level reporting on Lync usage to help organizations maximize the adoption of Lync
- Enables appropriate billing and chargebacks by providing custom usage reports
- Tracks and forecasts server growth to help organizations plan appropriate infrastructure investments
- Tracks and trends usage of different communications methods, file transfer sizes, desktop sharing, number of live meetings and duration of enterprise voice calls
- Optimizes efficiencies by providing insights into when to enable or disable features for users, load balance servers and commission new hardware
- Helps management understand ROI and usage to ensure appropriate communications infrastructure investments are made

### Summary

Deploying Microsoft Lync Server can be an expensive proposition from design through pilot to enterprise rollout, so organizations want to track and maximize the return on their investment. With MessageStats for Lync, organizations can quickly and easily:

- Report on Lync adoption rates
- See which users have been enabled for which features
- Trend and forecast usage for accurate planning
- Calculate the costs of Lync usage for both chargeback and billing purposes
- Compare the cost of Lync with the cost of legacy communication platforms

## For More Information

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