

# Unify<sup>2</sup> PowerCall 1.0 for Microsoft<sup>®</sup> Lync<sup>™</sup> Server 2010



## About Unify<sup>2</sup>

Unify<sup>2</sup> ([www.unifysquare.com](http://www.unifysquare.com)) is a global Microsoft Unified Communications system integrator and independent solution vendor. It was founded by former Microsoft Lync Product Team members, who have deep insight into deploying the Microsoft Unified Communications platform. With the help of Unify<sup>2</sup>, more than 70 enterprise customers worldwide, in many diverse industries, have successfully deployed unified communications rollouts. Unify<sup>2</sup> specializes in delivering breakthrough operational cost efficiencies and transforming business process outcomes with custom designed communication enabled business process solutions.

## Contact

### Americas:

Unify<sup>2</sup> Inc. (HQ)  
2018 156th Ave NE  
Bellevue, WA 98007, USA  
**Email:** [sales@unifysquare.com](mailto:sales@unifysquare.com)  
**Phone:** +1 (425) 865-0700

### EMEA:

Unify<sup>2</sup> Europe GmbH  
Microsoft Regional Office NRW  
Holzmarkt 2a  
50676 Cologne, Germany  
**Email:** [emeasales@unifysquare.com](mailto:emeasales@unifysquare.com)  
**Phone:** +49 (221) 37050280

### APAC:

Unify<sup>2</sup> Asia Pacific Pte. Ltd.  
3 Church Street  
Level 8 Samsung Hub  
Singapore 049483  
**Email:** [asiapacsales@unifysquare.com](mailto:asiapacsales@unifysquare.com)  
**Phone:** +65 6408 0178

**PowerCall 1.0 is a dynamic call routing engine for Microsoft Lync Server 2010 that gives Enterprises the ability to configure and block or redirect Voice Spam.**

Enterprises often have a need to configure a blacklist of callers to intercept calls from telemarketers or other unwanted callers, and redirect the calls from such numbers to a target location such as voicemail. For instance, a certain external user may attempt to call the CEO of an organization repeatedly. If these calls were allowed to be routed to the CEO, it would not only become frustrating but could also lead to a loss in productivity.

### Business Needs

For security reasons administrators often need to configure a spam filter to intercept or block calls from certain numbers. The nature of such calls could be disruptive to employees' productivity, and as such may need to be redirected to a known target location such as voicemail.

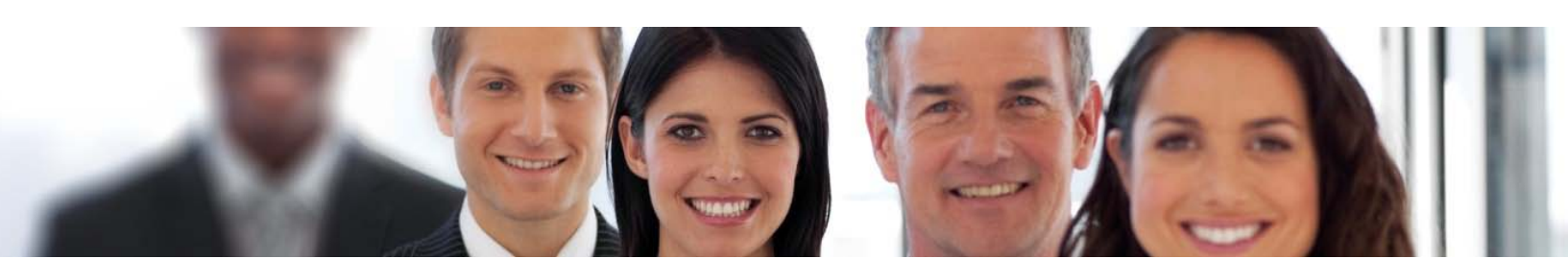
### Solution

PowerCall 1.0 is a dynamic call routing engine that allows administrators to configure a spam list of numbers that can be used to either block, or redirect those calls to a predefined location for more graceful handling.

- For incoming PSTN calls, PowerCall will search a

"persons of interest" database of up to 30,000 numbers and block/redirect calls for any match.

- Redirection will be to a pre-configured voicemail destination (one destination for all the numbers).
- User Interface to add, edit, remove, search, and view "persons of interest" entries.
- Capability to read/add/modify/delete any entries on the "persons of interest" list can be based on membership against an Active Directory Security Group.



## Benefits

- **Enables Lync Deployment**  
By augmenting out of box Lync capabilities.
- **Reduces Administration Costs**  
Administrator can selectively block or redirect calls from external users.
- **Increases Adoption**  
Because concerns regarding unwarranted calls can be eliminated.
- **Simplifies Administrator Experience**  
By leveraging a Lync integrated call management solution instead of disparate tools.
- **Increases Productivity**  
Users can focus on their tasks whilst gracefully handling any spam calls they receive.
- **No Extra Hardware**  
By leveraging existing Lync FE and BE components.
- **Enhances Lync Usage Scenarios**  
By enabling additional configuration options on Lync platform.

## PowerCall 1.0 Scenarios

- Automated dialers with computer voice messages make it that much easier to call anyone and everyone with little or no effort.
  - If certain callers place a call, irrespective of who they are targeting the call to, these calls can be intercepted and redirected to a central location (voicemail). Such calls can be handled in an appropriate manner based on the nature of the calls.
  - The Administrator needs to configure and manage just a single global "persons of interest" list.
  - The "persons of interest" entry will capture First Name, Last Name, Contact Number, Entry Date, Notes, Last Modified Date, and Last Modified Person.
- English is the only supported language for the Administrator User Interface experience.
  - The Configuration User Interface is supported on Windows Vista or higher, 32-bit or 64-bit editions.

## PowerCall Extensibility

By leveraging the proven infrastructure in Unify<sup>2</sup>'s PowerCall dynamic routing engine, location infrastructure and solution architecture/framework, a multitude of call handling scenarios could potentially be accomplished.

## Custom Needs

Contact us if you have specific or custom needs that can be implemented using PowerCall's dynamic routing engine, or for other Communications Enabled Business Processes for Lync.

## System Requirements

Lync Server 2010 Standard Edition or Enterprise Edition.

## Platform Support

- Server applications components are supported on Lync 2010 only, including any patches, cumulative updates, and service packs.

