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WBM Launches Integrated Microsoft Lync Practice



Attendees of The New Age of Mobility had a chance to experience first-hand the impact that Microsoft Lync can have in empowering technology to better meet emerging business requirements.

WBM is a Microsoft Gold Partner and it's a commitment that is taken very seriously. Many of WBM's large enterprise clients are looking to this technology, but it has implications no matter what size of organization.

Our environment has become a huge concern and that's why organizations are taking efforts towards sustainability like recycling, reducing unnecessary travel, and saving electricity in office spaces. Microsoft Lync can help reduce unnecessary travel and work remotely if needed, sharing your desktop, web browser or Microsoft Office applications. With features like 'white boarding', you can collaborate from various locations as if you are all in the same room.

"WBM got into communications just about 20 years ago," said Garry Laxdal, Vice-President of Communications for WBM. "We started selling telephony solutions throughout Saskatchewan and then in the mid-90's we opened our office in Calgary and we have been very successful in working and supplying all our communications solutions to you, our valued customers. What we've seen, and one of our great colleagues/customers Colin from Cameco said earlier, 'It's a revolution. Our industry is turning on a dime.' We used to deal in TDM technology, or time division multiplexing, 20 years ago. Then, about 10-12 yrs ago it was voice over IP and that was the big buzz word. Well now, it's unified communications..."

There are many definitions of ‘unified communications’ in the marketplace. Simply put, it is optimizing communications for business process improvements.

Laxdal introduced Microsoft’s Evan Zaleschuk, Virtual Partner Technology Advisor, and Michael Richards, Technology Solutions Professional, who conducted a live virtual demonstration showcasing the latest in Microsoft communication tools including presence, federation and collaboration.

Microsoft Lync is the updated version of the Office Communications Server, which is one product that does unified communications and covers your meeting capabilities. There are two different ways to employ Lync: right on your premises at your office, or Lync Online which was demonstrated during the presentation.

Features include ‘co-authoring’ in documents; communicating via IM; interacting via audio and video, sharing desktop, applications and multiple monitors; online meetings; and telephony (without toll charges). You can also have this rich experience on your Mac, BlackBerry and Windows Mobile 6.5. By the end of the year (2011), there will be clouds for other mobile devices such as the iPhone and Android.

Adoption of this technology in the workplace and at home happens very quickly. There’s not a tremendous learning curve for your clients or for yourselves because:

- it’s a familiar interface, and
- it’s a very simple interface because you can do things like ‘drag and drop’.

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