



## Solution Overview

Small and medium-sized businesses (SMBs) know all about doing more with less. It's a big part of their job description. SMBs are under constant pressure to remain profitable while competing with much larger companies to meet customer demands for high quality, low prices, and outstanding service. To succeed, they must be able to communicate and share information efficiently across a wide variety of communications vehicles, with employees, customers, partners, and suppliers.

Yet while most businesses have neither the budget nor the knowledge for such sophisticated communication solutions, there is a way for them to have unified company communications and productivity services that they need to stay competitive. Because it is provided as a service, Microsoft® Exchange, Microsoft SharePoint and Microsoft Lync, offered by Softsource enables SMBs to increase employee productivity and improve how they communicate and share business information, with no upfront capital investment and no need for expensive in-house expertise.

The Cloud is transforming nearly every small and medium-sized business into a potentially fierce competitor. Yet, to realize their full potential, SMBs need affordable, business-class Cloud services to help them improve the way that they communicate, collaborate, and conduct their business. Without unified company communications, many businesses may be unable to:

- Communicate and share files easily and efficiently with employees, customers, partners, and suppliers.
- Empower employees to stay productive while away from the office. Oftentimes, they need to access company and customer information and respond promptly to customer inquiries from their mobile device.
- Deploy technology quickly and cost-effectively.
- Keep data secure and backed up safely.
- Meet the growing array of customer and business demands that require unified company

communications and productivity, including email, voice and video calls, instant messaging and collaboration services.

### Business Benefits

Microsoft Exchange, SharePoint and Lync—now available from Softsource—benefits your business by helping you:

**Prepare for growth.** With Microsoft Exchange, SharePoint and Lync, hosted by Softsource, you can have unified company communications and productivity at small-business prices. Softsource brings together e-mail, document collaboration, project organization, voice and video calls, Lync meetings and instant messaging in a familiar, easy-to-use interface. As your business grows, you continue to benefit from the latest technology without incurring additional costs. With hosted services from Softsource, you can easily add new users without additional software or hardware investments.

**Empower mobile workers.** Together, Microsoft Exchange, SharePoint and Lync enables you and your employees to work from anywhere on any device. With a familiar and consistent user experience, you can send and receive e-mail, voice and video calls, access shared documents and stay connected using instant messaging.

**Improve customer service and satisfaction.** Faster, more efficient customer response, and timelier decision-making due to ready access to critical information from any location, leads to happier customers and repeat business.

**Keep costs low.** Microsoft Exchange, SharePoint and Lync from Softsource provides unified company communications and productivity services for an affordable and predictable monthly fee, without the cost and complexity of deploying and managing on-site IT infrastructure. And with someone else taking care of IT maintenance and management,

your employees can focus on growing your business.

## How it Works

Microsoft Exchange, SharePoint and Lync from Softsource is integrated with familiar Microsoft Office technology, such as Microsoft Office Outlook®, so it's easy to access all the features you need. With these services, you can transform your Office Outlook program into an even more powerful business tool by enabling advanced messaging, collaboration, and communications right from the application that you use most.

Unified company communications from Microsoft delivered by Softsource features include:

**Messaging** services delivered using Exchange with Office Outlook 2013 provides business-class e-mail that helps you and your employees to manage the increasing volumes of communications across devices and work together more effectively as teams.

**Collaboration** services delivered using SharePoint will help everyone in your business share content and ideas, organize teams and projects, and discover connections to get work done. Share documents easily from SharePoint or any Office application.

**Unified communications** delivered using Lync provides a unified client for real-time communications, including voice and video calls, Lync meetings, presence, instant messaging and persistent chat.

Exchange, SharePoint and Lync together offer a suite of features that will make unified company communications possible from any device, keeping you and your employees productive, and your company data safe and secure.

## Customer Scenarios

Small and medium-sized companies

Microsoft Partner-Hosted Productivity Suite

### Unified Company Communications

Access on the go from virtually any device  
Professionally delivered

Smart Phone PC  
Tablet Web

SharePoint Exchange Lync

Microsoft Office Outlook 2013 Email  
Enterprise Voice  
Conferencing  
Instant Messaging & Presence  
Shared Contacts  
Shared Calendar  
Secure & Reliable  
Document Sharing & Enterprise Search

share many of the same challenges, regardless of their size and the type of business that they're in. Microsoft Exchange, SharePoint and Lync from Softsource can help you overcome those challenges and streamline your business.

### Scenario 1

Consider a successful family-owned catering business with 10 part-time chefs, dozens of on-call waiters, and as many as 15 different jobs on a busy day. The owners need tools that will make it easy to quickly check employee availability, schedule jobs, communicate with workers and customers, and monitor workflow with minimum fuss and maximum accuracy.

### Scenario 2

The owners of a construction company with several active job sites must be able to store bids, orders, design plans, and invoices so that everyone who needs access has it—from supervisors

to subcontractors—and there's never

any confusion about the most recent version.

Microsoft Exchange, SharePoint and Lync from Softsource provides all of the business-class messaging, collaboration, and real-time communication services that you need, at a price that fits your business.

## How to Learn More

To learn more about Microsoft Exchange, SharePoint and Lync and how we can help your business improve your company communications and productivity, contact us to arrange a free consultation. We will discuss your exact business needs and tailor a solution to suit your business now and for the future.

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