

NFON UK demonstrates Cloud level integration with Skype for Business at IP Expo 2015

NFON UK confirms that it will be demonstrating its Cloud integration with Skype for Business at IP Expo Europe on 7th and 8th October 2015.

- > NFON UK demonstrates its Cloud integration with Skype for Business
- > Seamless integration allows user to work with MS address book, calendar, office applications and more
- > Seminar on 7th of October at UC Expo with Managing Director Rami Houbby, NFON UK

NFON for Lync (Skype for Business) is a [genuinely integrated solution with full enterprise voice features](#), giving customers all the functionality of a business grade telephony system within the Skype for Business environment. The main advantage being that the Skype for Business client becomes a true functioning end device, and can therefore be treated as any other extension of the system. Allowing users to be included in all of the traditional telephony programming - such as hunt and pick up groups or ACD functionality, without requiring complex changes to the Skype for Business solution.

This seamless integration allows users to work with Microsoft address book contacts, calendar presence and other office applications, as well as more fundamental infrastructure services like Active Directory. With this level of integration at the core, total resilience is also ensured, as the telecoms solution will continue to function normally in the event of a failure with Microsoft, or with a hosting provider.

**Seamless
integration**

A further advantage of NFON for Lync (Skype for Business) is the individual configurability of the system. Only UCC-connected users need to be equipped with Skype for Business, so administrators can assign the service only to those users who require it, whilst the rest of the organisation can simply use standard telephony licences. This provides a truly hybrid model, allowing both sets of users to benefit from a full range of telephone functions.

Explaining why NFON's Skype for Business integration is different to other solutions currently available in the marketplace, UK Managing Director Rami Houbby said: *"Many providers will say they can integrate with Skype for Business – but not all integrations are the same. So our differentiator is more about how we do it, not simply that we can do it. As a standalone product, Skype for Business is a fantastic collaboration tool, but it misses the enterprise grade PBX telephony functionality that people need. And this is where we come in."*

**NFON's Skype
for Business
integration is
different to all
other solutions
on market**

Press Release

NFON AG spearheads digitalisation in Europe

London, 6th October 2015



The fusion of telephony and Skype for Business has to start at the Cloud level – not just dial-tone, but a genuinely integrated solution with full enterprise voice features. Things like night service, call recording or prioritised ring groups, and a myriad of other vital telephony functions. So when someone tells you they integrate with Skype for Business, it's time to ask the tough questions."

Rami Houbby will be expanding on this theme during his seminar session at 2.20pm on Wednesday 7th October, when he explores the four common myths which currently exist around Cloud telephony integration with Skype for Business. NFON will also be demonstrating a number of its other Cloud telephony solutions including Nrecording Premium, Nmeeting+ and QueueMetrics. Meanwhile visitors will be able to see how easy the NFON solution is to manage, via the Ncontrol admin portal – for users, administrators and partners.

About NFON AG

Business communication around the world is undergoing the greatest change in its history. A modern business phone system in the cloud is an investment in the future viability for businesses of any size or industry. NFON offers unlimited capacities for the challenges faced by companies with 2 to 249,000 employees. NFON is a cloud solution "Made in Germany" and stands for data protection, reliability, and TÜV-certified voice quality. These facts together with the more than 150 intelligent features, simplicity of operation, cost effectiveness and essential security features all contribute to NFON being one of the leading provider worldwide. Operating in 12 European countries, NFON AG is run by CEO Martin Czermin and four other Chief Executives from its headquarters in Munich.

> NFON UK is NFON AG's UK entity based in London

> Managing Director of NFON UK is Rami Houbby

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