



NFON UK presents NFON for Lync – the fusion of two worlds for unified communication

NFON for Lync seamlessly integrates Enterprise Lync with the NFON cloud-based business phone system providing familiar Lync and PBX features.

- > **NFON for Lync unites Lync features with the benefits of the NFON cloud-based business phone system**
- > **NFON for Lync is the managed UC solution for enterprises**
- > **NFON for Lync spares companies the need to operate an enterprise UCC solution**
- > **NFON for Lync has a very wide range of features and is always up to date**
- > **NFON for Lync offers maximum cost flexibility**

The NFON AG, a leading provider of cloud business phone systems and exhibiting at UC Expo 2015 (Stand F609), presents **NFON for Lync**, a comprehensive unified communication solution that also offers the advantages of NFON, the business phone system in the cloud. Jürgen Städing, Chief Product Officer at NFON AG: *"Working on projects today has become decentralised. The convergence of the different communications services and joint collaboration on documents means that our work, and all the processes involved with it, is becoming even more efficient and cost effective."*

NFON for Lync now combines proven Lync features, such as instant messaging for faster communication and face-to-face video chat, with the many advantages of NFON. The cloud-based business phone system is characterised by its intelligent capabilities (more than 150 features), ease of use (during set-up as well as in live operation), the high potential cost savings (no binding contracts, billing by the number of extensions), and the NFON 'Made in Germany' hallmarks of reliability, data protection and TÜV-certified voice quality.

Jürgen Städing: *"This multi-faceted combination of advantages makes NFON for Lync attractive like no other package."* And this is true for companies of all industries and sizes. Most particularly because there is no need for all of the participants to have Lync to join in with the corporate communications. *"This provides massive cost savings, but it also offers all parts of the company the full functionality of both worlds."*

With NFON for Lync, the familiar Lync interface is natively integrated into the NFON cloud business phone system. This enables the Lync client as a fully functional terminal of the business phone system and is thus able to join a group or ACD provided by the NFON business phone system. This makes Lync ideal for applications such as call centres without extensive adaptation of the Lync solution, as the Groups and ACD feature is a standard component of the NFON solution.

**NFON for Lync –
unprecedented
fusion of two
application
worlds**

**Native
integration
of NFON**

Press Release

NFON at the pinnacle of digitalisation in Europe

London, 20th April 2015



NFON
Cloud Telephone System

The customisable system configuration represents yet another advantage of this system. The only users to be equipped with Lync are those who work extensively with UCC. The business customer only assigns the service to those users who really need the application. And yet both parties are fully equipped with all of the other functions and they can be called from the public telephone network. What's more, the proven auto-provisioning function of the NFON cloud business phone system for the commissioning and management of desk telephones can be used to the full, offering massive advantages for rollouts and daily maintenance. Costs are optimised and the business phone system remains scalable and flexible.

For further information and interview requests, please see the contact list below. Information about NFON, NFON UK and NFON AG can be found at nfon.com/gb. Current press releases and other informations: newsroom.nfon.com.

Press Release

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About NFON AG

Business communication worldwide is undergoing the biggest transformation in its history. A cloud-based telephone system is a future-proof investment for businesses. NFON provides unlimited performance for every requirement for businesses employing between 2 and 249,000 people. NFON is a 'Made in Germany' cloud solution, and stands for data protection, reliability and TÜV-certified sound quality. It is thanks to this, as well as its more than 150 intelligent features, its simplicity, cost-effectiveness and fundamental security features, that NFON AG has become a global provider. NFON AG operates in 12 European countries and is run by CEO Martin Czermin and four other executive directors. Its headquarters are in Munich.

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