

## Press Release

# NFON at the pinnacle of digital transformation in Europe

London, 20th April 2015



# NFON UK Promising Zero Tolerance on Guinea Pigs at This Year's UC EXPO

NFON provides a step-by-step migration strategy to Lync and cloud telephony through two seminars and live stand demonstrations at UC Expo.

- > **NFON for Lync is the ultimate Unified Communications & Collaboration (UCC) solution**
- > **NFON for Lync unites Lync features with the benefits of the NFON cloud-based business phone system**
- > **NFON for Lync is the managed unified communications & collaboration (UCC) solution for enterprises**
- > **Rami Houbby presents "Because You're Nobody's Guinea Pig" within the Microsoft Theatre**

A worldwide leading provider of cloud telephony solutions NFON is calling for [UC EXPO 2015](#) to be a guinea pig-free zone as it ramps up awareness of its complete Enterprise Lync integration capabilities with the NFON Cloud Telephone System. While other providers offering Lync with integrated telephony continue to experiment on their customers and serve up network disruptions, software glitches, costly upgrades and long-term contract tie-ins, NFON UK will be showcasing simple migration to the world's most powerful communications combination.

*"Walk around a big show like UC EXPO and you won't notice the sawdust, hay and hypodermic needles but I can assure you that's what our competition is offering potential enterprise customers when it comes to Lync integration," said Rami Houbby, managing director at NFON UK. "There's a serious issue at play here. Organisations stand to gain a great deal by leveraging the advantages of cloud telephony within the familiar Microsoft application environment of Lync. But this is only possible when you choose the right migration path because the contract you're given could easily turn out to be a cabbage."*

**NFON show-  
casing unpre-  
cedented fusion  
of NFON for  
Lync at UC  
EXPO 2015**

Catch NFON at UC EXPO stand F609 for a full demonstration of the enterprise-grade Cloud Telephone System complete with Lync integration, and meet Rami Houbby to understand the unique advantages of the NFON cloud telephony approach. [Visitors to the Microsoft Theatre can also learn the truth about Lync migration seeing NFON present "Because You're Nobody's Guinea Pig" at 3:20pm on Tuesday 21st and 12:40pm on Wednesday 22nd April.](#) Finally, visitors to UC Expo will be able to win a Microsoft Surface Pro by playing NFON's Phone Olympics game. For further information, click on [www.nfon.com/phoneolympics](http://www.nfon.com/phoneolympics).

NFON for Lync now combines 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

**Native  
integration  
of NFON**

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**NFON**  
Cloud Telephone System

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.

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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.

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

**> Managing Director of NFON UK is Rami Houbby**

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