



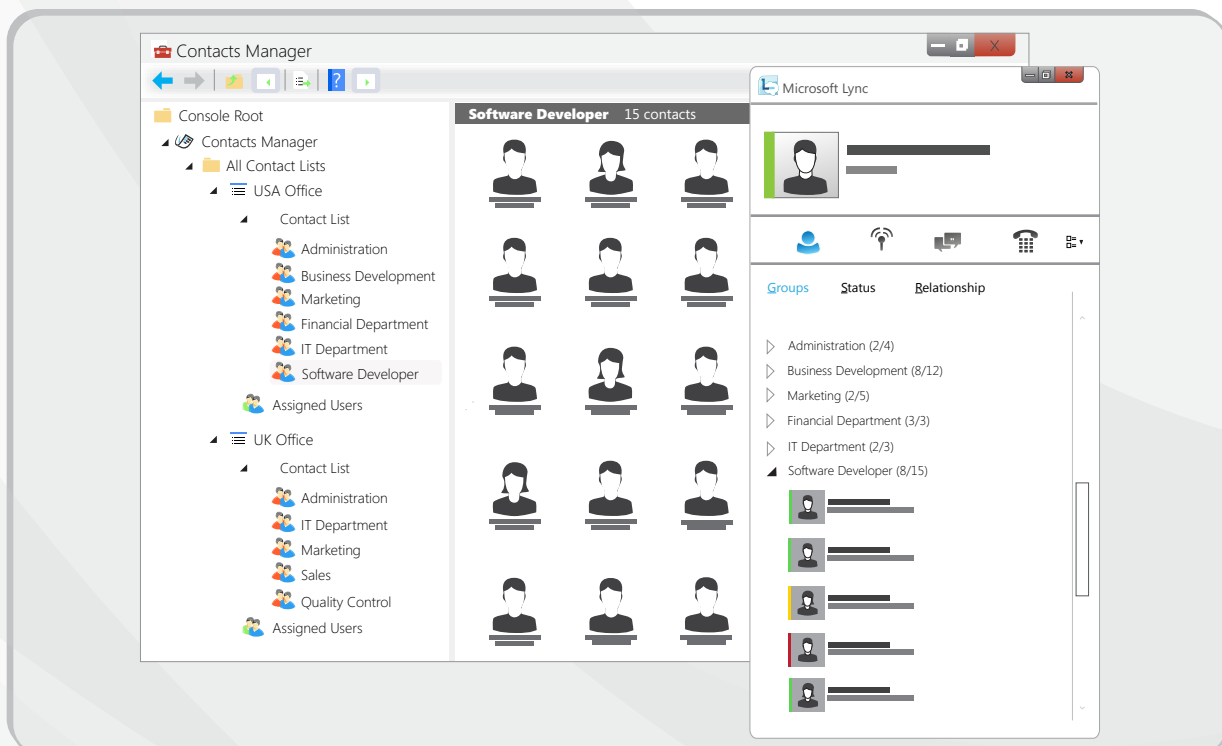
Organizations choose to deploy Lync Server to make their employees productive and connected, Thanks to features like presence, IM, audio and video calls, and online meetings. Still, the Lync contact list is a major concern about how each user may organize his own contacts list to reflect the most important relevant contacts in an easy manner according to their organization prospective, especially when managing the contact list feature might not be available or not easy from Lync devices like desk phones or iPad, iPhone Lync clients.

With the Lync user's contacts list being the frontline which should include the contacts that matters the most, organized in groups representing relevant teams, colleagues, federated partners, emergency contacts, etc. non-consistent, poorly built and unmaintained contacts lists across all the users allow irrelevant communications to grow severely impacting productivity and ROI.

Organizations with multiple business units, branches, projects will face another challenge to roll out contextual contact list for each group of users belongs to different entities to guarantee high intercommunication.

## Solution

**Contacts Manager** is a reliable 3rd party solution designed to ease the process of contact management for Lync. It is aimed at provisioning the process of creating, populating, and updating pre-set contact lists to all the users at once. That means saving considerable amount of time and efforts, while increasing productivity for IT Administrators at notable rates.



1

**Improved Lync client experience**

Searching for a user in the address book, creating groups for every set of users, or missing certain contacts in your list can be daunting for the Lync client users. With administrators doing that on behalf of the users, each user will stay up-to-date with their colleagues, contacts from other departments, or other office locations. This means, users' contact lists are always fresh and organized.

2

**Fast, Automatic, and Centralized Contact Management**

Creating a contact list takes a mouse-click, creating a group takes another, and seeding the contact list with users makes use of the seamless sync between the application and your Active Directory. Add on that multiple-selecting of the assigned users, and you will publish a contact list to all enabled, assigned users with a blink of an eye. Yes! It is as simple as that.

3

**Create Multiple Contact lists**

While managing one contact list may seem sufficient. You are back with the ability to create and manage more than one. For large organizations, multiple lists can be assigned and dedicated to every office location. Even if there is one location, contact lists can be assigned to certain departments, which mean you either have an organization contact list or a departmental one.

4

**Update Contact Lists Seamlessly**

In today's challenging business world, with many employees leaving organizations every year and many others joining in. This requires more tasks from the Lync administrator. Contacts Manager is not just about populating the contact list to users once, but it is more about the ongoing process of contact management. You can easily wipe users from a contact list, add new ones, or you can populate the pre-set contact lists to new Lync users once they are on board.

5

**Up-to-date Lync Contact lists on Lync IP phones and Mobile Devices**

With Lync 2010 going mobile on mobile phones, smartphones, and tablets, centrally managed and maintained contact list will reflect an ultimate user experience on such devices. Users will have the contact list as neat as it is on their Lync PC clients, with no more intervention with the address book needed whether on the PC or other mobile devices.

# ✓ User Benefits

IT/Network administrators will benefit the most from Contacts Manager. While applying the technique and concept of the software (Managing Contacts Centrally) will manifest across the organizations, saving valuable time and keeping the Lync users clients' consistent and organized will be among the key benefits for the administrator.

# ✓ Top Features

- Automatic and central contact management for the Lync server.
- Smooth Sync with the Active Directory "AD".
- Ability to populate, wipe, and update multiple user's contact list at once.
- Timely updates upon executing any action on the Lync client.
- Creating multiple contact lists.
- Backup/Restore contact lists.
- Creating up to 73 groups in any contact list.

