Microsoft Office
Live Communications Server
Technical Training

Microsoft Office
Live Communications
Server 2003

Creating
Packaged Service Offerings
for
Microsoft Office Live
Communications Server

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Goal of This Talk

- **How Parallelspace created our GTM strategy around Live Communications Server**
  - **Subject Matter Experts (SMEs)**
  - **Specific Branded Collateral**
  - **Specific framework, processes, tools and best practices**
    - **Customer proven**

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Parallelspace Corporation

- **Business Collaboration Solutions**
  - **Active collaboration solutions for improving the connections companies have with their employees, suppliers, partners and customers**
- **Microsoft Solutions and Consulting Partner**
  - **Microsoft SharePoint Products and Technologies**
  - **Microsoft Live Communication Server**
- **Founding Groove Networks Business Partner**
  - **Leading developer of collaborative business solutions for Groove Workspace**

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Accelerated Deployment Services

- **Accelerated Deployment Service for Live Communications Server**
- **Parallelspace ACMS**
  - **Accelerated Content Migration Service for SharePoint Portal Server**
  - **Accelerated Portal Migration Service for SharePoint Portal Server**
- **Secure Connected Collaboration Solutions for Microsoft SharePoint and Groove Workspace**

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Why are Clients Going to Hire You?

- **Simply need extra "arms & legs"**
  - **Going hourly rate**
- **Looking for "knowledge transfer" to their people**
  - **Going hourly rates**
  - **Take what you know so that they don't need you next time**
- **Subject Matter Expertise!**

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Subject Matter Expert Strategy

- **Knowledge Leadership**
  - *Making software easy to understand; easy to explain to others*
  - **Early, deep engagement**
  - **Case studies and whitepapers that others will publish**
- **Solution Leadership**
  - *Advanced collaboration solutions for information sharing*
  - **Real experience delivering LCS software solutions**
- **Partner Leadership**
  - *Collaboration n. The act of working together, united labor.*
  - **Working for Microsoft & Microsoft Partners**

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Communication vs. Collaboration

- **Person-to-Person Communications**
  - **1:1, point-to-point, real-time communications**
  - **Presence**
  - **Instant messaging**
  - **A/V, file transfer, shared whiteboard, application sharing**
- **Collaboration**
  - **1:many and many:many interaction between members of a project**
  - **Document collaboration**
  - **Action request and tracking**
  - **Project management**
  - **Saved from one session to the next**

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Microsoft Office
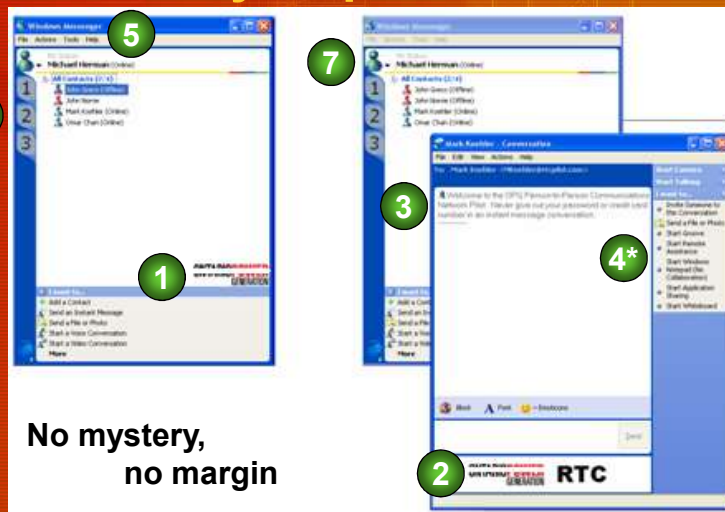**Live Communications**
Server 2003

Packaged Services Strategy

- **Specific, Existing, Branded Collateral**
- **Framework**
  - **Microsoft Solutions Framework based**
    - **Initiate, Plan, Build, Release, Deploy Operate**
- **Processes**
  - **Vision and Scope document**
  - **Project plan template**
  - **Network, server, desktop deployment guides**
- **Tools**
  - **Graphics, registry files, help templates, "Gloria"**
  - **Sponsor, operations and end-user training**
- **Best Practi**

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Know Every Aspect of the Platform

No mystery,
no margin

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Know Every Integration Point

Web and Desktop Collaboration	Person-to-Person Communications	Secure, Cross-Firewall Collaboration
• Microsoft SharePoint • Services • Portal Server	• MS Office Live Communications Server	• Microsoft Office Live Meeting • Secure Hosted SharePoint Sites
• Microsoft Office	• Windows Messenger	• Groove Workspace

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Specific Branded Collateral

- **Service Offering Brochure**
  - **Highly customized operational corporate instant messaging solution for 25 people in 5 days for $7500**
  - **State what is expected from the customer**
    - Hardware, software, people resources
- **Vision and Scope document**
- **Project Plan**
- **User Training Quick Reference**
- **Sponsor "Lunch & Learn" Presentation**
- **Server Operations and Desktop Deployment Guide**

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On-Site Delivery

- **Highly customized corporate messaging solution**
    - **25 Users in 5 Days for $7500**
- **Integration with existing IT teams**
    - **Project management office**
    - **Server management**
    - **Directory and Security management**
    - **Desktop management**
    - **Knowledge management office**
- **Know thy sponsor; use your sponsor**

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Domain Experience

- **Person-to-Person Networks**
    - **Corporate Instant Messaging**
    - **Supply Chain / Parts Sourcing**
    - **Transportation Logistics**
    - **Desktop Controlled Telephony (DCT)**
- **Little or no corporate support except for traditional telephone, email and fax**

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Package it. Brand it. Sell it. Deliver it. *Flawlessly.*

Michael Herman
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Microsoft ®
Your potential. Our passion.™

PowerPoint Guidelines

- **Font, size, and color for text have been formatted for you in the Slide Master**
- **Use the color palette shown below**
- **See next slide for additional guidelines**

| Sample fill color | Sample fill color | Sample fill color |

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PowerPoint Template
Subtitle Color

- **Example of a slide with a subhead**
  - Set the slide title in "title case"
  - Set subheads in "sentence case"
  - Generally set subhead to 36pt or smaller so if will fit on a single line
  - The subhead color is defined for this template but must be selected; On the font color palette, select the color to the right of title color

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