

# DESIGN & IMPLEMENTATION OF UNIFIED COMMUNICATION FOR INDIA'S LEADING ONLINE CLASSIFIED PORTAL COMPANY



## SUCCESS STORY

### ENGAGEMENT:

Short Term

### INDUSTRY:

Internet/eCommerce

### OFFERING:

Messaging &  
Communication

### BUSINESS CHALLENGE

India's largest online classified portal company operating in recruitment, matrimony, real estate, education and related services had plans to implement a solution for its employees, business partners and distributors to stay connected and communicate with each other.

## **SOLUTION**

Progressive recommended unified communication to the client consisting two components - Lync 2010 and Lync 2010 Communicator. Lync 2010 is a unified communication server that delivers enterprise instant messaging; audio, video and web-conferencing features.

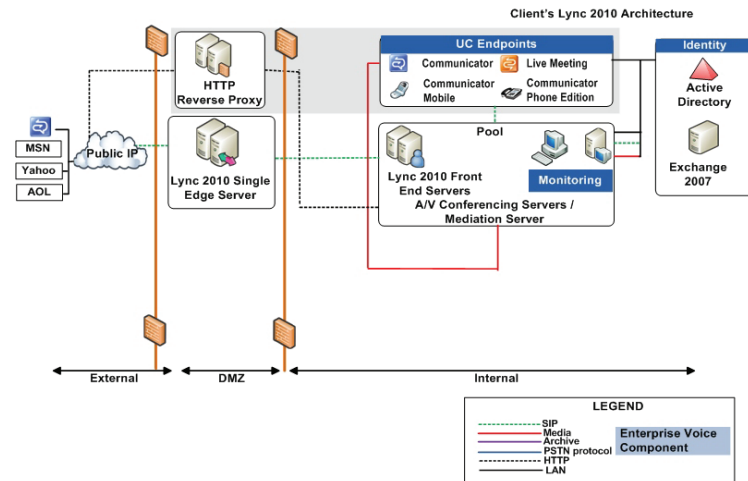
Progressive took the following steps to implement this solution

- As the first step towards implementation, Progressive recommended a centralized Lync deployment model in which a one Lync 2010 Front end Server on Windows 2008 R2 VM will be created in the data centre
- Lync 2010 server will act as a Front end server for IM, Audio/Video, Multi- party conferencing, live meeting etc. with 6 SIP address
- All the supported meeting room devices were integrated with the Lync conferencing server
- Deploying and consolidating these services centrally provided a robust & healthy Lync 2010 platform
- Deployment of SQL 2008 on Single Server for Backend database for Lync 2010
- The existing Reverse Proxy Server was utilized for the Lync 2010 Web app Deployment
- The Lync 2010 consolidate single edge server was deployed in DMZ for publishing web conferencing, AV conferencing, edge access for 6 SIP address
- Three servers were used for Lync 2010 system implementation including one server for Lync 2010 R2 Front-end, Lync 2010 Edge roles and 1 SQL 2008 R2 Back-end server respectively
- All Client Systems were upgraded from Windows XP Professional to Windows 7 Enterprise with Outlook 2010 and Lync 2010 Communicator Client
- Integrated Lync 2010 unified communication infrastructure with Microsoft System Center Operations Manager 2007 to monitor all the servers and services
- Microsoft TMG 2010 Enterprise was installed and configured as Reverse Proxy and Web Proxy for users as Lync 2010 for Lync Web solution and content sharing
- After the implementation the internal technical staff were trained on basic Lync 2010 server operations and were shown the features and benefits of Lync unified communication

“With the implementation of Microsoft Lync 2010 as an unified communication and integrating it with our existing video conferencing solution in all the locations of our organization, has not only reduced the telecommunication cost tremendously but has also helped our employees to communicate in a more effective & efficient manner. I am glad that Progressive Infotech understood our challenge and with their expertise planned, configured and implemented such a solution smoothly. ”

VP - IT infrastructure

## Design Description



## Benefits

- The Solution enables communication among geographically dispersed company locations without long distance charges.
- Integrated audio, video and Web conferencing helps reduce travel costs as well as the cost of third-party conferencing solutions
- Rich presence information helps employees find each other and choose the most effective way to communicate at a given time
- Real-time collaboration through enhanced conferencing with desktop, application and virtual whiteboard sharing helps increase efficiency
- Mobile workers get access to rich Unified Communications tools from practically anywhere with an Internet connection, no VPN needed
- Built-in security, encryption, archiving and call detail records help meet regulatory requirements. By using your own servers and network, you maintain control over sensitive data that would otherwise be transmitted over public telephone networks and third-party conferencing platforms



## ABOUT PROGRESSIVE INFOTECH

Trusted IT partner since 1998, Progressive Infotech provides comprehensive suite of transformation and support services. The offerings span across cloud, digital and support operations, delivered through a matured and scalable service delivery model. In every client engagement, Progressive ensures clients realize higher ROI, stretch the intrinsic value of existing IT investments and are better prepared for emergent market changes.

Progressive Infotech is consistently featured as a “mature vendor for IT Outsourcing” in the Gartner hype cycle report for ICT in India for last few years.

Experience the outcomes at [www.progressive.in](http://www.progressive.in)  
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