

A Powerful Collaboration



Nectar Unified Communications Management Platform for Microsoft Skype for Business / Lync Environments

Within today's highly dynamic Unified Communications (UC) landscape, organizations are confronted constantly by increasingly complex operational challenges. It is within this type of evolving, multifaceted network ecosystem that Nectar Services Corp. delivers unparalleled business value to Microsoft Skype for Business / Lync deployments – providing users with the ability to adapt quickly to change, manage complexity, and deliver unique, quantifiable ROI reporting and monitoring for global, multi-vendor unified communications systems.

The company's flagship Unified Communications Management Platform (UCMP) is revolutionizing the way in which voice, video, and web collaboration applications, systems and networks are managed by dramatically improving visibility into and enhancing service delivery throughout an enterprise customer's converged network environment. Nectar has leveraged the power of its UCMP architecture across a multitude of industry leading vendors and technology – including Microsoft Skype for Business / Lync. This innovative solution brings clarity to complex UC interdependencies and business processes by delivering critical, actionable performance information that executives and technical resources need for faster resolution of service interruptions.

Nectar Offers a Complete, Holistic Approach to UC Management

Regardless of vendor platform or technology, Nectar UCMP offers the most complete suite of innovative features on the market today, providing superior ease of deployment and unprecedented end-to-end service management across integrated voice, data, security, applications, and video networks. By taking

UCMP Benefits for Microsoft Skype for Business / Lync

Ability to provide more effective, usable data for trending and diagnostics
Identification of incorrect network settings/utilization within the network
Immediate notification on network events impacting Microsoft Skype for Business / Lync
Real-time media analysis of Microsoft Skype for Business / Lync voice and video sessions
Site-based performance trending and reporting for multi-tenant interfaces
Unique insight into Microsoft Skype for Business / Lync conferencing sessions and issues
Ability to quickly bracket the source of performance problems
Monitoring and reporting on client premise Wi-Fi networks
Analysis of SIP signaling, ladder diagram utilization, etc.
Root-cause analysis and alarm management capabilities
Synthetic calling to test both wired and wireless networks
Advanced analytics across multi-vendor UC platforms
Dynamic drill-down and ad hoc reports for Microsoft Skype for Business / Lync databases
Ability to save customers time, resources, and money, thereby speeding the adoption of Microsoft Skype for Business / Lync deployments

this architecture-based, agnostic approach to UC environments, Nectar UCMP can deliver exceptional system health and availability for Microsoft Skype for Business / Lync deployments with a single 360-degree view of all voice and data assets, providing root cause analysis, contextual monitoring, and at-a-glance troubleshooting.

Advanced, Purpose-Built Software That Manages Microsoft Skype for Business / Lync Complexity

With Nectar UCMP, enterprise customers who are using Microsoft Skype for Business / Lync have access to the most innovative UC software solution on the market today. It enables IT organizations to effectively manage intricate, overlapping multi-vendor environments while reducing operational costs and maximizing their organization's total cost of ownership.

Unified Communications Diagnostics for Microsoft

Nectar Makes List of Top 100 Most Promising Microsoft Solution Providers



"CIO Review has selected the final 100 companies that are at the forefront of tackling today's challenge in the Microsoft ecosystem."

Skype for Business / Lync

Integral to the UCMP platform is Nectar's Unified Communications Diagnostics (UCD) module. It provides real-time visibility into the overall quality and performance of the user experience by uniquely monitoring session content and corresponding network topology. The UCD monitors and collects comprehensive data related to

"What differentiates Nectar UCD from other solutions is the ability to monitor the routing and paths between the end users and the associated Microsoft Lync (and other vendor) UC components"

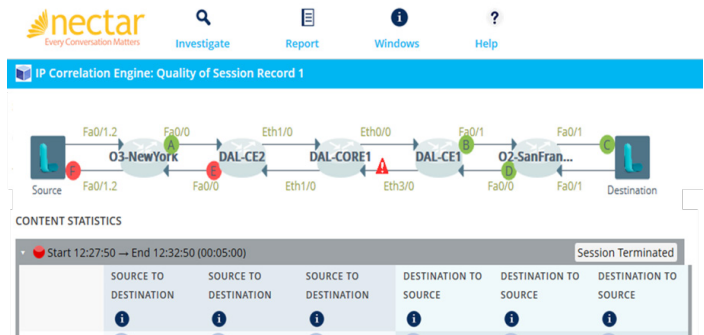
Gartner Research 2014



Gartner

Gartner Chooses Nectar as a 2014 Cool Vendor in Unified Communications

packet loss, jitter, delay, echo, signal-to-noise ratios, MOS, and R-factor, for example, and provides complete IP network information correlation and comprehensive insight for fast resolution, a lower total cost of ownership, and a superior end-user experience.



This correlation allows a help desk agent to instantly associate specific user-reported complaints to events in any part of the network. Alerts and notification targets are configurable through interactive dashboards. Visualization of historical trends allows tracking, management, and decision making to improve the user's experience and anticipate operational requirements such as capacity planning.

As the only UC Monitoring Depth Partner within the Microsoft SDN API program, Nectar ensures the highest

quality Microsoft Skype for Business / Lync deployment and experience.

Network Analytics

Designed for Microsoft Skype for Business / Lync environments, Nectar's Network Analytics module is a comprehensive reporting tool that works within the UCMP solution to provide advanced business intelligence and analytics – so IT professionals can explore beyond standard operational dashboards to gain deep awareness into areas of concern, such as SLA performance analysis, network traffic optimization, root cause analysis, license utilization, and IT asset management.

**Nectar Awarded a 2014
INTERNET TELEPHONY
Microsoft Lync Pioneer Award**



"Nectar recognized for driving adoption of Microsoft Lync in the Microsoft Community."

UCMP Helps Speed the Adoption of Microsoft Skype for Business / Lync Deployments

With Nectar UCMP, enterprise customers and their service providers can proactively monitor, manage, and measure the health and performance of their entire Microsoft Skype for Business / Lync ecosystem. Regardless of other vendor or technology platforms that may be operating within the same network environment, the UCMP solution can provide seamless insight, metrics, and root-cause analysis of issues that may affect user quality and the overall Microsoft Skype for Business / Lync experience.

The Best Choice for Managing Multi-Vendor UC Environments

As a technology leader, Nectar's UCMP solution provides unprecedented ease of deployment and end-to-end service management across highly complex, multi-layered unified communications systems. It is the industry's first intelligent, complete UC management architecture that provides the critical, actionable performance information that executives and technical resources need in order to align vital IT initiatives with key business objectives and free up critical resources.

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