































To use these customizable features effectively, the phone must be versatile and simple to use, with the ability to add or remove features easily. That said, programmable keys are a necessity.

Very often the default configuration may not meet the needs of everyone within the company. Some organizations may want to enable a standard set of presence speed dials, intercom and paging between phones, and set up Boss/Admin configurations as custom configuration. Some or all of these settings can be used as a custom setting file for a company, department or user. This can be achieved using complementary third party tools provided by snom to back-up and manage each of these phones. It is best to understand what you need in advance so you can select the optimal phone for the task, and compile a settings template, which you can then provision in your own way.

For more information on customizing your Lync phone, [download this Webinar](#).

## Why Customize?

### *Schools Customize Phones to Restrict Access and Enable Intercom and Paging Features*



**Paging, intercom and presence features cannot be made available to students and visitors.**

School principals and administrators want presence information, boss/admin features, intercom, and paging features. These phones should not be available to students or visitors and should be able to support a wide range of features. One capability allowed can be the dual Ethernet port operation, one port connected to the LAN switch and the other port to PC. If this port is not disabled, anyone can connect a device to this second port and invade the school's network.

#### **Classroom phones are essentially extension phones.**

If a phone is to be made available to office visitors, that phone should have the dual port operation disabled and the feature set limited. The visitor phone should not be capable of accessing the intercom and paging features and only the principal and administrators should have multi-line access.

#### **Advanced Lync features made available to school administrators.**

The classroom phones should essentially be an extension phone. It should have only those features necessary to communicate internally with limited intercom and paging features. The classroom phone should have the phone's second Ethernet port disabled so that malicious student behavior can be prevented.



## Why Customize?

### *Hospitals Customize Phones to Share Connections and Tasks*



**Nurse's station phones and physician's phones must have multi-line capability so calls can be picked up anywhere in the hospital.**

Phones for nurse's stations need features allowing the sharing of connections and tasks. The nurse's station phone must have multi-line capability so that calls can be picked up anywhere in the hospital. There needs to be a "nurses group" button on every nurse station phone throughout the hospital.

**Call transfer from nurse to doctor must be one-button operation.**

Doctor's phones, which may also be located in different parts of a hospital, will have the same requirements. The transfer of a call from a nurse's phone to a doctor's phone must be a simple and as fast by pressing a single button. Paging and intercom operation should be available to all the nurse and doctor phones.

**Paging/intercom capability must be available to doctors and nurse, but disabled in common-area phones.**

The phones in a hospital lobby, waiting area, and the patient rooms should be limited in their feature set and be unable to communicate with the nurse or doctor group multi-line phones.

# Chapter Four

## PC/Phone Integration & Lync with Voice

The benefits of IP phones have by now been well established. We now know that working with a mouse and computer screen for voice communication can deliver unique capabilities that enhance flexibility and collaboration. Connecting both over Ethernet offers the best of both worlds. This deep integration of Microsoft Lync with snom desktop phones is the essence of snom's forthcoming Better Together over Ethernet (BToE) UC edition firmware.

BToE pairs snom's Lync qualified phones with a desktop PC and its Lync soft client through an Ethernet connection. This capability is offered through a new version of its snom UC edition firmware for its standards-based Lync qualified phones. The firmware, which is in beta stage and will be available in 2014, gives users the ability to utilize more Lync features from both the phone and PC, providing new levels of convenience and flexibility.

Lync qualified IP phones use endpoint firmware developed by the manufacturer and do not require gateways for interoperability. They are fully tested and qualified by Microsoft's Lync device team to provide direct connectivity, core call functionality, presence awareness, and server management and provisioning. Lync qualified phones support core Lync

features and also allow for customized telephony features and third party voice applications.



### *snom UC edition firmware*

BToE operates over TCP/IP without any USB connection required between the snom phone and the PC running the Lync client. The user experience remains unchanged and the Lync 2010 or 2013 clients need no special update. This is achieved via a plug-in transparent for the operating system and the Lync client. Like the well-known Boss-Admin feature, the native plug-in is a result of Microsoft and snom's joint efforts in expanding the Lync device ecosystem and functionality.

Another example is placing a call on hold. This can be done from either the snom phone or through the Lync client on the PC.

There are a number of features that can be accessed using snom's BToE including click-to-dial and ad hoc conference calls.

With business deployments of Microsoft Lync with voice on the rise, the desktop phone continues to serve as the main interface for Lync-based voice communications. BToE integrates more and more unified

communications functions onto the phone and represents the next step in the desktop phone's evolution.

Microsoft Lync, together with IP networks and the SIP standard, is a breakthrough in Unified Communications, offering flexibility and collaboration on an unprecedented scale.

We hope this e-book served well as a guide to everything you need to know about using Microsoft Lync with snom phones.

For more information about snom's Lync qualified products, visit <http://www.snom-uc-edition.com> or go to <http://www.snom.com>.

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