



## No more system downtime at Syneton thanks to Microsoft technologies

Syneton opted for professionalization, and for Microsoft, when it moved into new offices. Employees can now work faster and more efficiently thanks to the innovative systems. Microsoft Office Communications Server 2007, which organises all telephony traffic like a fully-fledged telephone exchange, is very prominent in the new computer room. Employees can chat, make telephone calls and check each other's availability using this system. In the future, Syneton also wants to connect to its partners with this software, to be able to use the same communication possibilities.

Thanks to the installation of two Microsoft HyperV-servers, the company systems are now faster and more stable. Microsoft-partner Simac consolidated no less than fourteen Syneton servers on the two virtualized servers. In combination with a new network and a new storage system, Syneton has also gained a central back-up system, lower energy consumption and improved redundancy. Syneton will recover the costs of the whole computer room in just 60 months.



## Profile

Syneton is a Belgian ICT company, specialising in the development of business software and hardware distribution. The company also provides ICT advice to private individuals and SMEs. Syneton has fifty employees.

## Challenge

In the framework of the move to new offices, Syneton also went in search of an innovative communication system in line with the modern character of the new building. The new telephone exchange also had to be more stable than the classic systems that sometimes crashed at Syneton.

## Solution

Microsoft Voice Ready Partner Simac installed the telephone software Microsoft Office Communications Server at Syneton. This now organises all of Syneton's telephony traffic like a fully-fledged telephone exchange. Simac also installed two Microsoft 2008 Hyper V-servers for extra capacity and stability.

## Advantages

- work faster and more efficiently
- avoid unnecessary telephone calls and e-mails thanks to Presence
- voicemail in Outlook
- more stable systems
- more efficient back-up
- build VLANs easily
- fast recovery of costs
- progressive image



“Our telephony, and by expansion our whole computer room, forms the backbone of our enterprise. This is the core business for Microsoft and Simac, and they are proving this in the field.”

Rudi Cleymans, director Syneton

2009 was a year of innovation for ICT specialist Syneton. It moved into new, bigger offices without saving on innovation; indeed it was quite the opposite. An oasis of calm, an easy connection and above all, pleasant workspaces: Syneton initially thought of its employees' comfort at work. The installation of the communication software Microsoft Office Communications Server, which suddenly brings telephony of the future very close to hand, also fitted in nicely with this. No more separate telephone exchange for Syneton. Microsoft OCS organises all the communication channels like an experienced guide.

"This is indeed innovative", explains Syneton director Rudi Cleymans. "But as a Microsoft partner, Syneton wants to start working with the latest Microsoft applications as quickly as possible. Microsoft made short work of running the telephony server as a stand-alone exchange. This has made quite a difference. We benefit from having all the advantages of a telephone exchange and integrated communication or unified communications in one. We can also link the software to other user applications, to gain even more efficiency."

### Quickly find out who is available

For Cleymans, Microsoft Office Communications Server 2007 R2 fits in perfectly with his idea of the so-called clean desk policy. Employees no longer have an actual telephone and instead have a Plantronics headset. The 50 Syneton employees can go about their daily tasks in an innovative way.

"We believe very strongly in the Microsoft 'office of the future' concept for simple communication", says Cleymans. "Thanks to the communication software on their computers, they can chat, make telephone calls, start video conversations and check to see if colleagues and partners are available. "A DMZ server secures the external communication via Microsoft Office Communications Server, both for telephone conversations and for chat sessions.

As well as Syneton, its two sister organisations – the accounting office, Accountancy N.O.E.T.H., and the Microsoft training centre, New Horizons Flanders – have also moved into new offices. They are also using Microsoft Office Communicator to communicate quickly with their partners, via instant messaging. Simac also integrated the telephone software with Microsoft Exchange Server 2007. When someone leaves a voicemail message for an employee, the employee receives an e-mail with an audio clip. They can

play this audio clip directly in Outlook, without Media Player.

### Stability for an untroubled future

Microsoft Voice Ready Partner Simac did not only install communication software at Syneton. The ICT service provider also tackled the storage and server infrastructure. In the previous office in Mechelen, Syneton had a very old rack with various unstable systems. Initially Syneton wanted to move these old servers and add new IP telephony. According to advisor Simac, this approach had little positive effect on stability, redundancy and back-up.

Bart Vermeir from Simac: "We proposed getting rid of everything and consolidating the fourteen old servers on two Microsoft Hyper V-servers, the latest generation of virtualized servers. We wanted to combine this with an HP storage system and a Cisco network for the data traffic. This ensures systems that are more stable, with a central back-up system and lower energy consumption."

### Fast systems and fast return on investment

The proposal from Simac was significantly cheaper in the medium term, according to Rudy Cleymans. "In just 60 months we will recover our costs for the investment. But more importantly there is now less chance of our applications crashing, because the virtual servers are de-duplicated. We can add new systems or integrate new applications more easily. Our systems are more powerful, to the satisfaction of our employees, who can now work with faster applications in a new environment."

Work is also easier for the IT staff now. There used to be quite a lot of power-cuts in the old building, which re-booted all the systems. The IT staff weren't always able to resolve the problem in the office. After all, clients also have Syneton accounting software installed. And because it also affected the remote management technology, this sometimes made work difficult. Now the IT staff can focus more on supporting clients, and spend less time maintaining the old systems. Simac also provides technical support services.

Easily create virtual networks and telephone lines In the new building, Syneton will also be able to offer office space to starting and young professionals who want to introduce new ICT services and products onto the market. Thanks to the technologies for server virtualization, it is particularly easy to build separate,

virtual networks or set up separate telephone lines on the exchange. Cleymans is therefore also thinking about application virtualization, so he can eventually also offer their own software to clients in a SaaS-model.

After six months' active use, Cleymans is therefore very happy with the new systems. "They are user-friendly, but above all also extremely reliable. Our telephony, and by expansion our whole computer room, forms the backbone of our enterprise. This is the core business for Microsoft and Simac, and they are proving this in the field."



"As a Microsoft partner, Syneton wants to start working with the latest Microsoft applications as quickly as possible."

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