

# House of Lync and Sonus Make Room for Future Growth



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– Carol Spowart,



CEO, House of Lync

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At the aptly named House of Lync, Microsoft Lync is the foundation of everything they do. House of Lync is a leading provider of Unified Communications (UC) solutions for small, medium and large enterprises, with its expertise focused on helping enterprises deploy, customize and optimize Lync technology.

House of Lync is a division of Eastman Technologies which was founded in 1994, specializing in Avaya and, later, Polycom and operating as an MSP (Managed Services Practice) for data networks. Then came Lync, and House of Lync CEO Carol Spowart stated, “When Lync was first released in 2010, I felt immediately that this was the future of communications and by spring of 2011 we went all in and adopted Lync as the new foundation for our business.”

Today, the vast majority of Fortune 500 companies and many smaller enterprises use Lync in their business. But shifting their focus to Lync enabled Spowart and her team to do more than speak to a broader audience; it effectively leveraged their trilingual capabilities (voice, video, data) to become leaders in the new UC revolution.



### House of Lync: The Voice of Experience

When it comes to enterprise voice networks, House of Lync’s word must be as good as Microsoft-certified gold. With much time and effort invested in the Microsoft certification process, Spowart and her team hold themselves to high standards—and so do their customers. So when House of Lync began to experience delays in shipments with one of its session border controller (SBC) partners, they knew things had to change quickly.

For House of Lync, time is something they can’t afford to waste. “Oftentimes, our customers have tried to implement Lync voice on their own and not succeeded,” Spowart explains. “By the time we’re brought into the game, the customer has usually moved as far as the forty-yard line and gotten stuck on the voice part, which can be the most difficult—and often the most critical—part of Lync.” With deadlines looming and customer frustration mounting, House of Lync and its partners need to perform quickly under pressure. When Sonus Networks acquired California-based Network Equipment Technologies (NET) in 2012, House of Lync decided to take a closer look at Sonus SBCs as an alternative.

House of Lync was already a satisfied NET partner when the acquisition occurred. That satisfaction turned to pleasure when House of Lync saw how responsive Sonus was to their needs. “Sonus jumps through hoops to make sure their products get to our customers on time,” Spowart says. “The fact that they produce their equipment in the U.S. is a big plus, and the quality of the product is outstanding—they provide a product quickly that works every time.”

For House of Lync, keeping their word is more than a matter of pride; it’s a part of their written contract with customers through their service level agreements (SLAs). For this reason, it was absolutely essential that the Sonus equipment perform as advertised. To date, House of Lync and Sonus have worked flawlessly together, delivering Lync solutions with carrier-class reliability and performance to House of Lync’s customers.

## A Peek Inside House of Lync

- End-to-end UC solutions partner including consulting, engineering, design, deployment and ongoing support
- A division of Eastman Technologies, founded in 1994
- Microsoft-Certified GOLD Premier Support Lync Partner since 2012
- Sonus Channel Partner since 2012

## Sonus SBCs Open Doors for House of Lync

The features of the Sonus SBC portfolio—including high performance, scalability, rich media transcoding and centralized policy/routing management—have enabled House of Lync to provide better solutions to its customers. In 2013, House of Lync was selected to help an international manufacturing company with over 1,000 employees spread across 13 locations implement a Lync-based Unified Communications solution to improve collaboration while reducing travel costs. As with many of House of Lync's customers, the manufacturer had tried unsuccessfully to migrate their legacy PBX-based system with Lync on their own, getting hung up at the critical voice stage of the deployment. Quickly, House of Lync had the new Lync solution—featuring Sonus SBCs—fully operational as part of a phased migration to reduce risks and keep costs down. Today, the manufacturer is using Lync-based communications with Sonus SBCs in all of its worldwide offices, and reporting both higher productivity and a substantial savings in travel costs due to the new solution.

The breadth of the Sonus SBC portfolio allows House of Lync to deploy SBCs quickly and consistently across multiple locations. Sonus SBCs start with as few as 10 SIP sessions and scale across the portfolio to high-end devices that support tens of thousands of SIP sessions in a single box. Sonus' proven track record as a carrier solutions provider also gives House of Lync and its customers peace of mind that their voice communications will exceed an enterprise's most stringent requirements for quality, reliability and security. At the end of the day, Sonus not only helps House of Lync look good, but sound good too.

Contact House of Lync  
888-881-LYNC  
[www.houseoflync.com](http://www.houseoflync.com)



## About Sonus Networks

Sonus is a leader in IP networking with proven expertise in delivering secure, reliable and scalable next-generation infrastructure and subscriber solutions. With customers in over 50 countries across the globe and over a decade of experience in transforming networks to IP, Sonus has enabled service providers and enterprises to capture and retain users and generate significant ROI. Sonus products include session border controllers, policy/routing servers and media and signaling gateways. Sonus products are supported by a global services team with experience in design, deployment and maintenance of some of the world's largest IP networks. For more information, call 1-855-GO-SONUS

To learn more, call Sonus at 855-GO-SONUS  
or visit us online at [www.sonus.net](http://www.sonus.net)

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