



# MaxMobile Server 2011

The MaxMobile Server enables a smartphone to register to the Lync Server as a native endpoint; and the MaxMobile application runs on the smart device (**iOS, Android, Blackberry** and **WP7**).



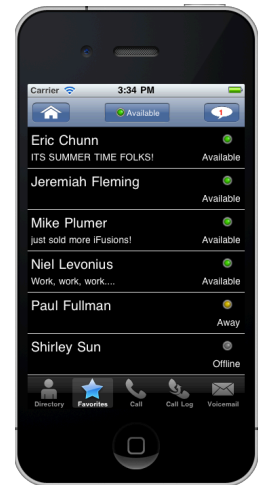
MaxMobile makes it easy to use common Lync features, keeping the user connected to the corporate environment and making communication more collaborative, engaging, and accessible.

## Enterprise Voice

MaxMobile provides all of the Lync Enterprise Voice call controls; extension & external dialing (via GSM, VoIP/3G and VoIP/WiFi), conference, transfer, and hold. From here users may also access the Lync Directory and Favorites screens to initiate communications with saved contacts.

## Favorites/Presence

Users are able to select both Lync Extension users and personal contacts to create their Favorites list. Lync contacts will display real-time presence information. Click an entry to call via Lync, call via the smartphone, or IM.



## Instant Messaging

Instant messaging on the go- even to federated Lync users outside of the organization. Users may initiate an IM session from the Directory or Favorites screens. Push Notifications alert users of new incoming messages.



In addition to enabling Lync **Enterprise Voice** on the smart device, the MaxMobile Server further extends the Lync **Directory, Instant Messaging, Contacts, Presence, Call Log** and **Visual Voicemail** capabilities to the mobile device.

The MaxMobile Server can be installed All-In-One (1000 users), or the server roles may be separated out to facilitate **High Availability** and **maximum scalability (150,000 users)**. When a redundant server is activated in the MaxMobile Server architecture, the Front End Server automatically load balances the traffic between the servers, without the need for a hardware load balancer.

- MaxMobile Server 2010 Roles**
- **Front End Server** - Web Admin GUI, provisioning, redundancy, license control
  - **Mobile Application Server** - Registrar, contact management, presence indication
  - **Media Server** - G.711 and G.729 codec resource management, transcoding
  - **MaxMobile Proxy Server** - UCMA connection to Lync for real-time synchronization
  - **Visual Voicemail Server** - Exchange 2010 UM sync



In the web-based administration GUI, users may be provisioned and licensed individually or may be provisioned automatically via **Active Directory group membership**.

The Active Directory group(s) are synchronized automatically once every 24 hours and the synchronization may be manually initiated when necessary, via the GUI.

Since the MaxMobile smartphone client has the ability to call via the PSTN or the **embedded SIP Stack** over WiFi, the Administrator has the option to restrict usage to GSM/CDMA Only (more secure but leverages the minutes in the cell plan), VoIP Only (only as secure as the WiFi connection but does not accumulate use on the cell plan), or the unrestricted selection of Auto-Select (user-selected at the time of the call).

- MaxMobile Server Benefits**
- Extend Lync voice, instant messaging & presence to the user's existing device
  - End user & administrator ease-of-use
  - Active Directory "No Touch" Group Provisioning
  - Native integration to Lync
  - Increase productivity while lowering cost

## The Revolutionary iFusion SmartStation

Combining the comfort and convenience of a desktop telephone with the advanced capabilities of MaxMobile for Lync, the iFusion eliminates the need for expensive desktop phones while delivering a true unified mobile convergence solution.

