



## **Project Leadership Associates Announces Lync On-Demand Managed Cloud Services**

*Jumpstart Communication and Collaboration in your Organization with Microsoft Lync*

**Chicago – January 11, 2011** - [Project Leadership Associates](#) (PLA) announces a new offering for Microsoft Lync named [Lync On-Demand](#). Microsoft® Lync™, formerly Microsoft Office Communications Server (OCS) and Microsoft Communicator, delivers on the vision of a truly integrated communications experience. Lync is about connecting people in new ways, anytime, anywhere.

Lync On-Demand provides customers with powerful next generation communication solutions delivered through a fully managed offering at a predictable per user fixed monthly cost. Lync On-Demand allows customers to avoid any upfront capital expenditures costs and instantly provide these communication solutions to their users paying only for what they use. Moreover, Lync On-Demand will allow customers to enhance their current TDM or VoIP PBX with a rich integrated user experience and setting a path to replace the legacy PBX solutions On-Demand for their organization.

“PLA is proud to announce Lync On-Demand for customers and partners supporting Microsoft’s global launch of Microsoft Lync solutions. We believe in providing our customers with choice, flexibility and smart communication solutions that allow them to focus on growing their business. Lync On-Demand allows our customers to absorb these solutions into their organization without high upfront capital expenditure costs, paying only for what they use and need on a monthly basis. Lync On-Demand compliments Microsoft’s online solutions combining

a full managed voice solution with the current Microsoft Online and soon to be released Office 365 cloud solutions,” said Don Penland, Partner and National Solution Group Leader for Project Leadership Associates.

### **Microsoft Lync 2010 Jumpstart**

Project Leadership Associates also offers three fixed fee, cost effective solutions to integrate Microsoft Lync into a customer’s production environment. PLA will design and deploy a new Microsoft Lync solution that can include Instant Messaging and Presence, Conferencing and Voice. Visit our website to learn more about our [Microsoft Lync 2010 Jumpstart offerings](#).

### **Microsoft Lync Events**

Project Leadership Associates will be delivering a series of Microsoft Lync Deep Dive webinars on [Lync Architecture](#), [Lync Setup and Deployment](#) and [Lync – What’s New with Devices](#) on Thursday afternoons at 1pm CST starting February 3rd, 2011. Event information can be found on the [PLA Website](#).

### **About Project Leadership Associates, Inc.**

PLA is a business and technology consulting firm that empowers small, middle market and enterprise organizations with services across four core solution groups: 1) Strategy & Execution; 2) Business Operations; 3) Applications; and 4) Infrastructure. PLA has been consistently ranked among Inc. Magazine’s Inc. 5000 list of the fastest growing companies in America, Crain’s Chicago Business’s Fast 50 and Everything Channel’s CRN Fast Growth 100 List as an annual recognition of growth, performance, and maintaining profitability since its founding in 1998. In 2010, PLA earned Microsoft Corporation’s Central Region FY10 Business Excellence Partner Award. With headquarters in Chicago and branch offices in Dallas, Houston, Indianapolis, New Orleans, New York and San Francisco, PLA is uniquely poised to offer a broad array of solutions that work collaboratively with clients to help them realize substantial results.

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