



Lead with Strategy. Leverage Technology. Deliver Results.

Project Leadership Associates and Polycom partner to change how people interact with co-workers, customers and partners

CHICAGO, IL — August, 17, 2011 — [Project Leadership Associates, Inc. \(PLA\)](#) announced that it is now a Polycom Gold Certified Partner. PLA's breadth of Unified Communications services, including Microsoft Lync and Avaya, are now complimented by providing customers and end users integrated room based solutions with desktop video, further extending the collaboration between co-workers, customers and partners.

As a leading provider of Microsoft Lync 2010 voice deployments, PLA has worked closely with Polycom to provide users with a full line of USB and Power Over Ethernet (POE) end point devices for voice. PLA's room based video credentials have been established by implementing three room-based systems, two in Chicago and one in Houston, fully integrated with Microsoft Lync. The Polycom video solution allows co-workers from the two offices to collaborate effortlessly through video while leveraging Lync to integrate a remote employee using their built-in web camera from their laptop.

PLA provides services for cloud based computing, specifically helping customers evaluate and deploy Microsoft Office 365. PLA will be able to design and deploy a new solution from Microsoft and Polycom, code-named "Rally." Rally will be the first and only room telepresence solution with an embedded Lync client. It will natively integrate with Microsoft's Office 365 cloud offering, running on Lync Server as well as premise-based Lync solutions.

"PLA believes that the future of productivity allows co-workers, customers and partners to collaborate effectively from anywhere in the world through voice and video tearing down traditional walls of communication. Our partnerships with Microsoft and Polycom enable us to design and deploy these productivity solutions for our clients so they can realize the

true business benefits of communication and collaboration,” said Don Penland, Partner and National Solution Group Leader for Project Leadership Associates.

More information about PLA’s Microsoft Lync and Polycom solution offerings can be found at www.projectleadership.net or contact Don Penland at (312) 441-1953 or email dpenland@projectleadership.net.

Microsoft Lync 2010 Solutions

PLA designs and deploys a full portfolio of Unified Communications (UC) solutions including infrastructure, messaging, telephony integration and replacement, contact center recommendation and deployment, desktop and video conferencing solutions with [Polycom](#) and communication enabled business process development and customer solutions. PLA has several [Lync Jumpstarts](#) that can be used to allow a customer to pilot these solutions in their production environment at a low cost. PLA also offers an exclusive [Microsoft Lync On-Demand](#) hosted solution that allows a customer to absorb these solutions on a per-user, per-month cost basis.

About Project Leadership Associates, Inc.

Project Leadership Associates 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 Houston, 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.

For more information, contact:

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