



## MAF ICIMS™

Skype for Business User Adoption Reporting &  
Monitoring



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User adoption is key to the successful delivery and on-going use of Skype for Business. MAF ICIMS™ delivers comprehensive reports, dashboards and monitors which will assist you in following the SOF (Skype Operations Framework) resulting in assured ROI in Skype for Business.

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## Overview

This document focuses on the features of MAF ICIMS™ that can assist organisations specifically around the areas of employee productivity. However, the general reporting and monitoring capabilities of MAF ICIMS™ covers all aspects of Skype for Business usage. It delivers business critical information around user adoption, call quality and SIP trunk usage and call costs including call billing.

The Dashboard shows a snapshot of system performance, it is configurable to individual user requirements ensuring the relevance of the information displayed. Although not real time the dashboard is updated approximately every 60 seconds.

At the heart of MAF ICIMS™ is the powerful and user defined reporting. Reports are generated either using the canned reports or built by users defining the report format with the Report Designer and filtering using the Report Builder. All reports can be scheduled to run automatically, saved as templates or ran on an ad-hoc basis. Due to this flexibility in reporting your options are literally endless which ensures the relevance of the reports.

Comprehensive reporting and monitoring is a critical success factor to the Skype Operations Framework (SOF) which is a comprehensive guide and toolset for implementing and managing a reliable, cost-effective communications service based on Skype for Business.



Skype Operations Framework

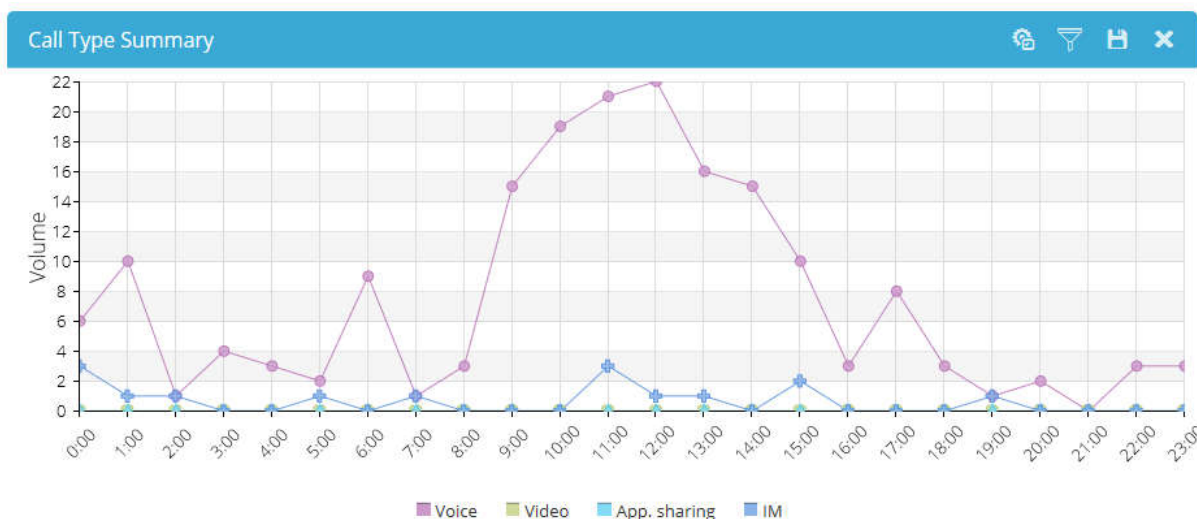
MAF ICIMS™ typically sits in the Deliver and Operate segments of SOF allowing visibility of adoption, consumption and quality which ultimately leads to increased % success of a Skype for Business (Including Skype for Business On-line / Cloud PBX) deployment.

**Deliver:** The implementation & delivery of Skype for Business while driving adoption. Identify areas for improvement with MAF ICIMS™ and implement new features and capabilities as these are released to deliver rapid success and additional value.

**Operate:** Maintain a high quality and reliable Skype for Business deployment with the monitoring and reporting capabilities delivered by MAF ICIMS™.

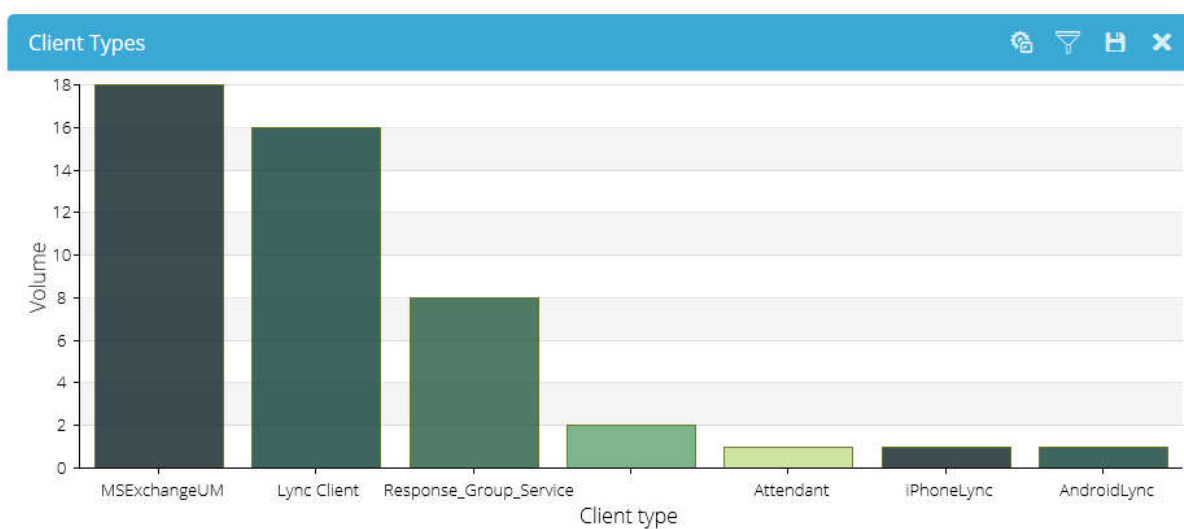
## Dashboards

### Call Type Summary



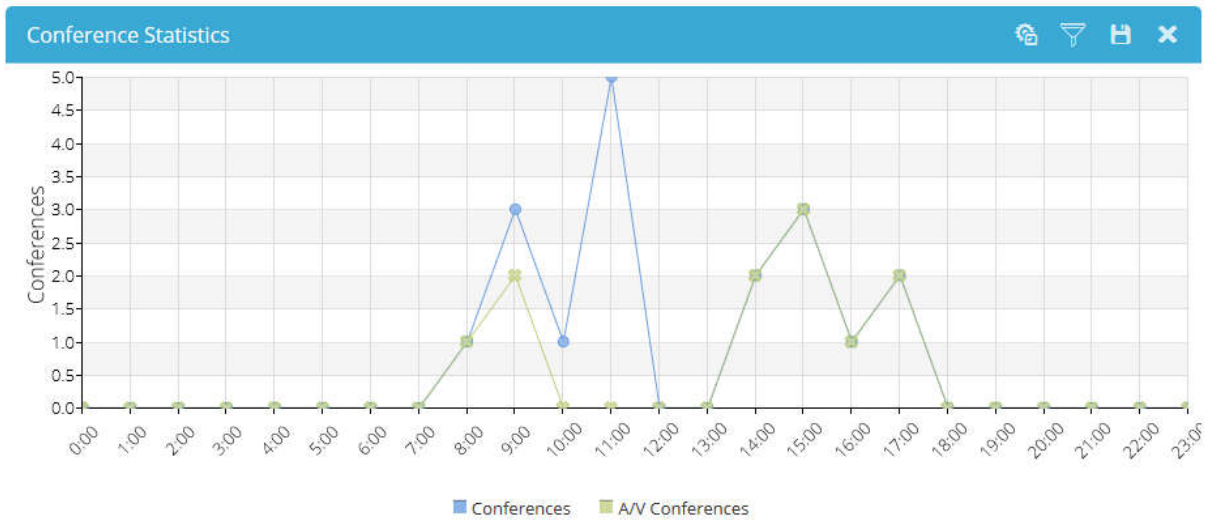
This gives a view of volumes of the different available modes of communication: Audio, Video, App. Sharing and IM. Clicking on the key at the bottom of the chart will deselect that mode from the chart. Filters can be applied directly on Extensions, Employees, Organization, Level (This selects the Organizational Unit criteria), Gateways and call Direction. A full report can be generated directly from the dashboard showing the individual call information for a selected call type for an hour.

### Client Types



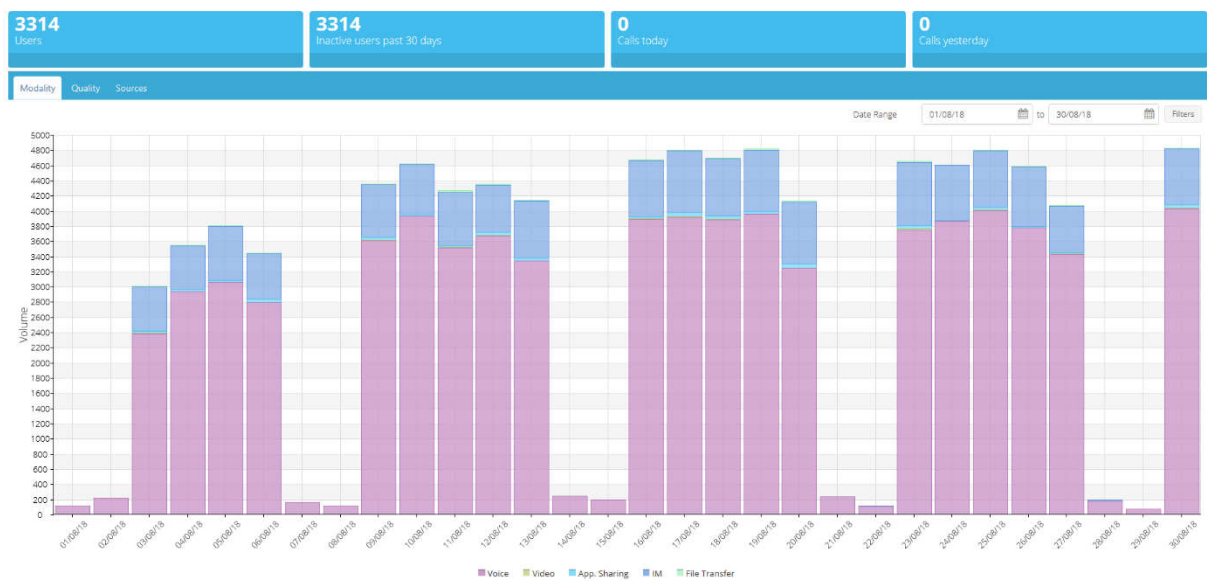
This gives a view of the volumes of the different client types that are being used to access Skype for Business. Examples of client type are the Lync Client, iPhone, iPad, Windows phone and many others.

### Conference Statistics



This gives a view of volumes of Voice and Video Conferences in hourly intervals on the selected day. Clicking on the key at the bottom of the chart will deselect that conference type from the chart.

### Modality System Monitor



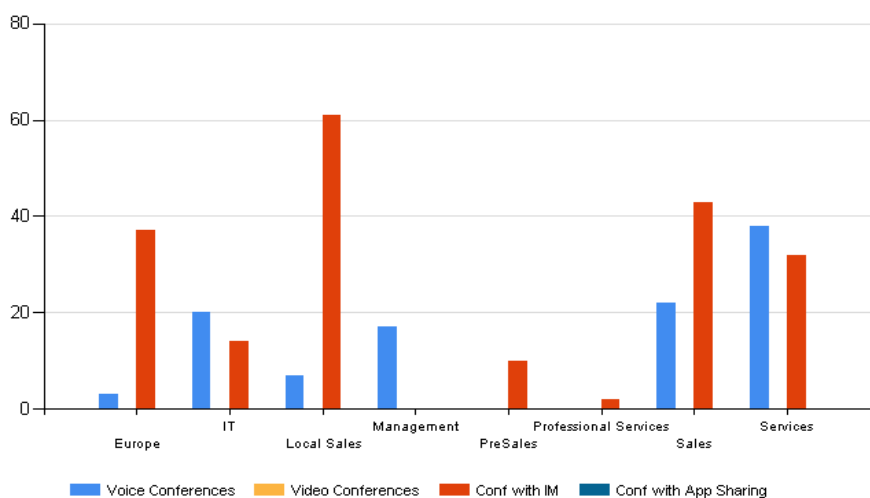
The Modality System Monitor shows the total daily activity (Voice, Video, IM and App Sharing) across the entire system for a user defined date range.

## Reports

The flexibility of the reporting in MAF ICIMS™ means that you can define exactly the fields to be displayed in reports and apply numerous filters such as date and time range, call direction, call type, ring time, abandoned calls, organisation unit, response group, employee and more. In addition the summary reports have click through capabilities so clicking on a department / response group you will be taken to the next level – individual employee summaries and clicking on an employee will display individual call details for them.

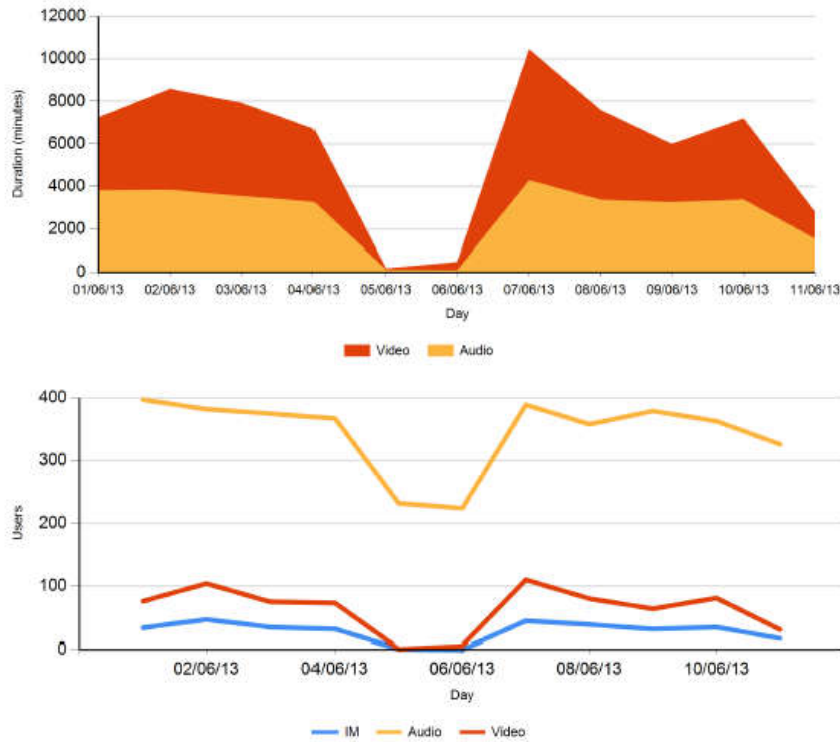
Your reporting options are literally endless with MAF ICIMS™ and the below are examples of some summary and detailed reports you can produce with a focus on User Adoption.

### CONFERENCE TYPE AND VOLUME BY DEPARTMENT



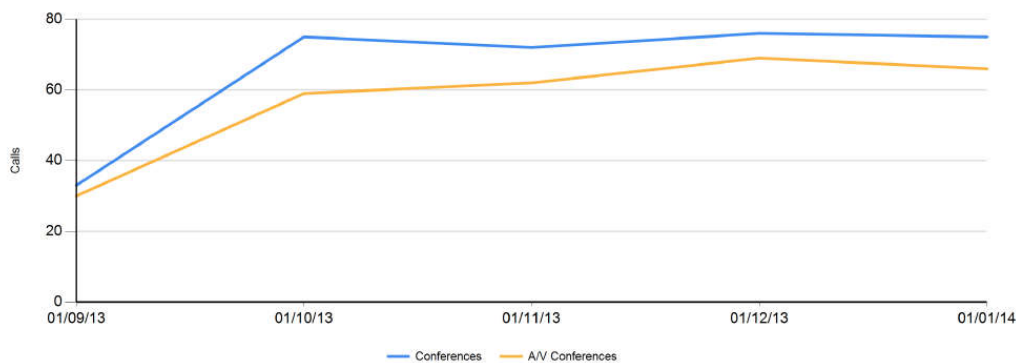
Organisation	Total Conferences	Voice Conferences	Video Conferences	Conf with IM	Conf with App Sharing
Europe	40	3	0	37	0
IT	34	20	0	14	0
Local Sales	68	7	0	61	0
Management	17	17	0	0	0
PreSales	10	0	0	10	0
Professional Services	2	0	0	2	0
Sales	65	22	0	43	0
Services	70	38	0	32	0
<b>Total for 306 calls</b>	<b>306</b>	<b>107</b>	<b>0</b>	<b>199</b>	<b>0</b>

### USER ADOPTION DAILY SUMMARY



Day	Audio users	Video users	IM users	Total
01/06/13	397	76	34	404
02/06/13	382	104	47	396
03/06/13	375	75	35	385
04/06/13	367	73	32	373
05/06/13	232	1	1	232
06/06/13	224	6	0	225
07/06/13	389	110	45	404

### CONFERENCE MONTHLY SUMMARY

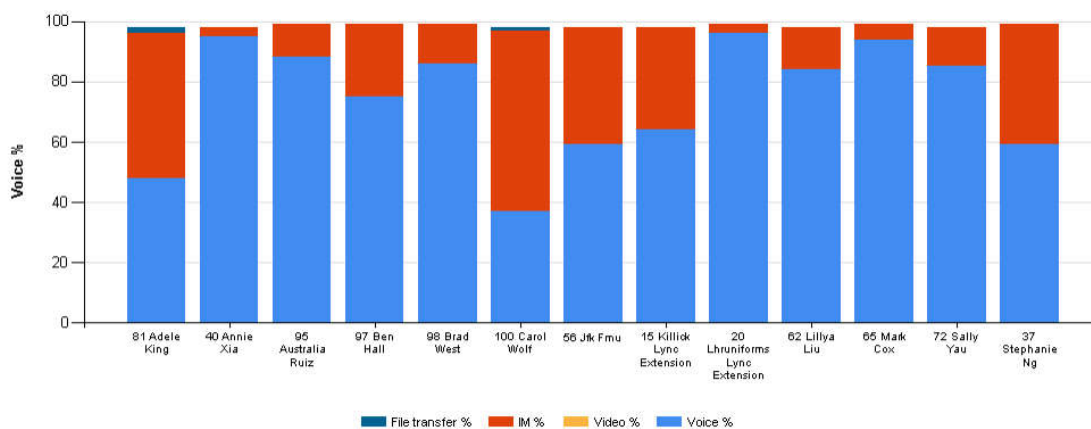


Monthly	Total conferences	Total participants	Avg. participants per conference	Total A/V conferences	Total A/V conference duration	Total A/V conference participant duration	Avg. A/V conference duration	Unique organizers	Total messages
01/09/13	33	113	3	30	39:36:08	0:50:17	1:19:12	12	105
01/10/13	75	355	4	59	113:56:42	2:14:42	1:55:52	17	92
01/11/13	72	308	4	62	86:16:28	2:02:26	1:23:29	17	86
01/12/13	76	301	3	69	98:59:44	2:17:24	1:26:04	14	100
01/01/14	75	257	3	66	84:25:46	1:44:58	1:16:45	15	71
<b>Totals</b>	<b>331</b>	<b>1334</b>	<b>4</b>	<b>286</b>	<b>423:14:48</b>	<b>9:09:47</b>			<b>454</b>

DEVICE TYPE DETAILS

Employee	Number / SIP	Direction	Date	Time	Duration	Service type	Callee client type	Caller client type
80 Adeel Shah	+35316185500	In	01/08/14	8:18:04 AM	0:00:29	Audio	MSEExchangeUM	MediationServer
63 Lily Pan	quentin.barry@strencom.net	Out	01/08/14	8:36:08 AM	0:20:17	IM	Lync Client	
102 Cindy Kyle	+353862310190	In	01/08/14	8:38:28 AM	0:02:02	Audio	MediationServer	MediationServer
102 Cindy Kyle	+353872532728	Out	01/08/14	8:38:28 AM	0:02:02	Audio	MediationServer	MediationServer
19 Lhrclubhousemain Lync Extension	0866040481	In	01/08/14	8:40:55 AM	0:01:18	Audio	Lync Client	MediationServer
19 Lhrclubhousemain Lync Extension	0866040481	In	01/08/14	8:42:28 AM	0:02:11	Audio	Lync Client	MediationServer
Undefined	00442890446900	In	01/08/14	8:46:44 AM	0:00:00	Audio		MediationServer
58 Joanne1 Lau	+442890446900	In	01/08/14	8:47:13 AM	0:00:19	Audio	MSEExchangeUM	MediationServer

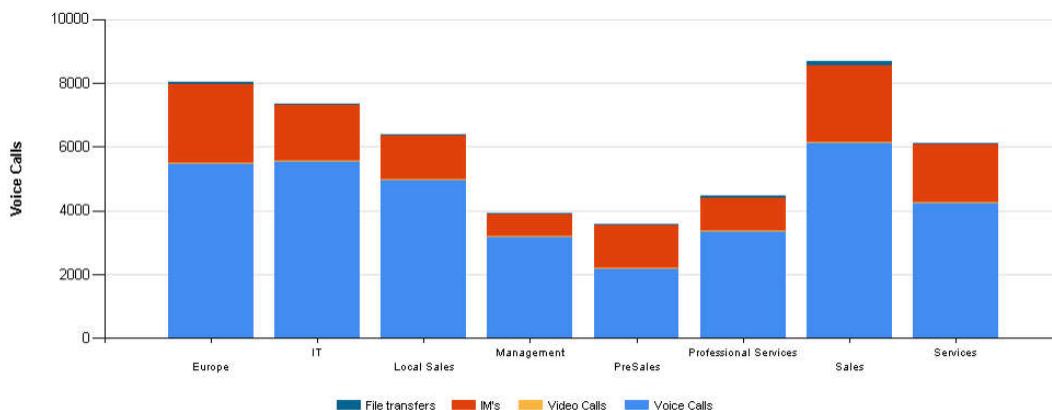
USER ADOPTION % PER EMPLOYEE



Employee	Calls	Voice %	Video %	IM %	File transfer %
Adele King	338	48.82	0.00	48.82	2.37
Annie Xia	406	95.81	0.25	3.94	0.00
Australia Ruiz	1240	88.23	0.00	11.37	0.40
Ben Hall	1397	75.66	0.00	24.27	0.07
Brad West	175	86.86	0.00	13.14	0.00
Carol Wolf	453	37.97	0.22	60.26	1.55
Jfk Fmu	274	59.49	0.00	39.78	0.73
Killick Lync Extension	259	64.48	0.77	34.75	0.00
Lhruniforms Lync Extension	502	96.41	0.00	3.59	0.00
Lillya Liu	274	84.67	0.36	14.96	0.00
Mark Cox	401	94.76	0.00	5.24	0.00
Sally Yau	436	85.78	0.46	13.30	0.46
Stephanie Ng	227	59.91	0.00	40.09	0.00
<b>Total for 6382 calls</b>	<b>6382</b>	<b>77.80</b>	<b>0.11</b>	<b>21.70</b>	<b>0.39</b>



### USER ADOPTION SUMMARY BY DEPARTMENT



Department	Calls	Voice Calls	Video Calls	IM's	File transfers
Europe	8028	5489	6	2476	57
IT	7341	5540	11	1768	22
Local Sales	6382	4965	7	1385	25
Management	3931	3201	4	711	15
PreSales	3575	2187	7	1350	31
Professional Services	4451	3363	18	1025	45
Sales	8685	6140	23	2395	127
Services	6110	4240	8	1822	40
<b>Total for 48503 calls</b>	<b>48503</b>	<b>35125</b>	<b>84</b>	<b>12932</b>	<b>362</b>

### DEVICE TYPES

Date	Time	Employee	Caller render device	Caller capture device	Caller endpoint	Caller avg. MOS	Callee render device	Callee capture device	Callee endpoint	Callee avg. MOS
27/08/14	8:32:45 AM	69 Rana Lee	UCPhone	UCPhone		0.00				4.10
27/08/14	8:32:50 AM	100 Carol Wolf								
27/08/14	8:32:50 AM	16 Legal& Lync Extension				3.65	Headset Earphone (3-Jabra PRO 930)	Headset Microphone (3-Jabra PRO 930)		3.69
27/08/14	8:33:45 AM	48 Ewr Fmu	UCPhone	UCPhone		4.18	UCPhone	UCPhone		4.19
27/08/14	8:34:32 AM	69 Rana Lee								
27/08/14	8:34:37 AM	69 Rana Lee	Headset Earphone (3-Jabra PRO 930)	Headset Microphone (3-Jabra PRO 930)		0.00				4.18
27/08/14	8:35:02 AM	70 Rita Law	Headset Earphone (3-Jabra PRO 930)	Headset Microphone (3-Jabra PRO 930)		4.18	Headset Earphone (3-Jabra PRO 930)	Headset Microphone (3-Jabra PRO 930)		4.25
27/08/14	8:35:29 AM	56 Jfk Fmu								
27/08/14	8:36:06 AM	91 Andrew Hall	Headset Earphone (Jabra PRO 930)	Headset Microphone (Jabra PRO 930)		4.21	Headset Earphone (Jabra PRO 930)	Headset Microphone (Jabra PRO 930)		4.24
27/08/14	8:39:30 AM	67 Nicole Mao	Headset Earphone (Jabra PRO 930)	Headset Microphone (Jabra PRO 930)		0.00				4.22

## About MAF InfoCom™

Formed in 2000, MAF InfoCom™ is a leading innovative technology provider with almost 20 years' experience in delivering solutions for Monitoring, Analytics, Reporting and Recording of telephony and Unified Communications, Call Management, Billing & Call Accounting.

We serve tens of thousands customers around the globe, in a large variety of branches. We have installations in over 50 countries ranging from SME's to multi-national global enterprises. In Europe MAF InfoCom™ is the largest provider of UC reporting solutions.

With the market trend towards Unified Communications we expand our sales across the globe rapidly. Our solutions work with every major (IP)PBX and UC manufacturer platform.

Our solutions are offered from the Cloud, On-Premises and Partner Hosted to enable our customers and partners to choose the best model for their needs.

## Monitoring, Analytics, Reporting and Recording for Unified Communications.



### European Headquarters

Comeniusstraat 2a

1817 MS ALKMAAR

The Netherlands

T: +3172-8200205

E: [info@mafinfo.com](mailto:info@mafinfo.com)