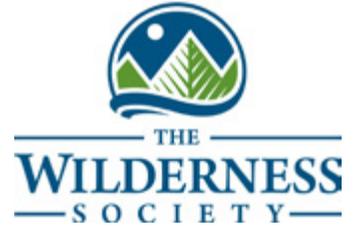


# The Wilderness Society



## The Company

The Wilderness Society leads American conservation efforts to protect and preserve the nation's shared wildlands. The Society champions better protection, stewardship and restoration of public lands, in order to preserve the country's rich natural legacy for current and future generations.

## The Need

Communication to volunteers, employees and partners is a critical necessity for The Wilderness Society so when their PBX phone system came to the end of life, The Wilderness Society decided it was time to look for a collaboration solution that was more efficient, cost-effective and would leverage the capabilities of their existing technology. They sought a Unified Communications (UC) platform that could unite all employees in their 12 offices across the country as well as remote workers.

## The Solution

After an extensive research process, The Wilderness Society was confident that Microsoft Lync was the right UC technology for their organization. Lync's intuitive user interface made adoption easy while enabling better company-wide collaboration through presence, voice, meetings, instant messaging, video, and screen share. The entire system could be supported from one centralized location, which was ideal for their limited IT resources.

Selecting Aspect Professional Services to deploy Lync was an easy decision for the Wilderness Society. Aspect is a Gold Competency Microsoft partner and provided the training and knowledge to support Lync planning and deployment stages as well as critical post launch support. In addition, The Wilderness Society plans to incorporate other Microsoft enterprise technology in the future and with Aspect's broad Microsoft knowledge they will have an existing, tested, and trusted partner.

"Working with Aspect Professional Services gave us peace of mind that we could focus on our organizational objectives and rely on their solution expertise during our Lync deployment," said Patricia Holmes, Director of Information Technology for The Wilderness Society. "Aspect was available to us anytime we had questions and provided the knowledge we needed to confidently deploy and run Lync going forward."

The Lync deployment has accelerated other changes in The Wilderness Society including a robust mobility plan. Lync seamlessly integrates with smartphones providing increased flexibilities to the workforce. The organization has also been able to lower overheads, redirecting resources towards expanded conservation, which in turn may spur additional philanthropic support of their campaigns and landscapes.

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## About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit [www.aspect.com](http://www.aspect.com).

