



MAF ICIMS™ Reporting VS Native Skype for Business Reporting

October 2016



Why MAF ICIMS™ for your Skype for Business (Lync) reporting and not the native Skype4B Reporting?

Well in brief this is why:

FEATURE	Native Skype4B Reporting	MAF ICIMS™
REPORTS		
Automated Report Generation	X	✓
Report delivery via email	X	✓
Standard Report Templates	✓	✓
Report designer / builder	X	✓
Report style branding	X	✓
Unlimited calls in reports	Limited to 1,000 calls	✓
Number / digit masking for regional legislation	X	✓
Display Organisational Structure	X	✓
<i>Report Types</i>		
Call costs	X	✓
User adoption (Call Modality)	✓	✓
Conference	✓	✓
Response Groups	✓	✓
Call Diagnostics	✓	✓
Mean Opinion Score	✓	✓
Employee Productivity	X	✓
Capacity Planning	X	✓
Presence / Availability	Limited	✓
DASHBOARD		
Configurable dashboard user interface	X	✓
Direct filtering on dashboards	X	✓
Real time Presence / Availability dashboard	X	✓
Single click report generation from dashboards	X	✓
IM TRANSCRIPTS		
View IM conversations text	X	✓
Search on key words within IM's	X	✓
SYSTEM ALARMS		
Alerts on call cost, MOS, duration and ring time	X	✓
Extension budgets for cost or duration	X	✓
USER ACCESS AND SECURITY POLICIES	X	✓
AUTOMATED AD INTEGRATION	X	✓



But if you want to know more this is the extended version of why you should choose MAF ICIMS™ Skype for Business reporting any day above the Skype for Business native reporting:

- MAF ICIMS™ provides extensive, quality reports for all Skype for Business functions based on the Skype for Business assets while Skype for Business native reporting is limited to quality related reports on call records.
- MAF ICIMS™ can communicate with multiple Skype for Business Servers and allows a single report on Skype for Business usage to be pulled from multiple Skype for Business servers while Skype for Business native reporting has limited collaboration capabilities.
- Every report in MAF ICIMS™ can be fully customized while Skype for Business native reporting has limited report customization capabilities.
- MAF ICIMS™ provides Automated Report Generation for Skype for Business. Skype for Business native reporting doesn't.
- MAF ICIMS™ provides report delivery via email for Skype for Business. Skype for Business native reporting doesn't.
- MAF ICIMS™ provides a Report designer / builder for Skype for Business. Skype for Business native reporting doesn't.
- MAF ICIMS™ offers Report style branding for Skype for Business. Skype for Business native reporting doesn't.
- With MAF ICIMS™ you can have an unlimited number of Skype for Business calls in your reports. Skype for Business native reporting is limited to 1000 calls.
- With MAF ICIMS™ you can mask phone numbers or digit in your Skype for Business reports for regional legislation. Skype for Business native reporting does not offer this functionality.
- MAF ICIMS™ can display the Skype for Business organizational structure in a report which you cannot do with Skype for Business native reporting.
- MAF ICIMS™ allows you to report on Skype for Business call costs. Skype for Business native reporting doesn't.



- With MAF ICIMS™ you can monitor & report employee productivity on Skype for Business. With Skype for Business native reporting you can't.
- MAF ICIMS™ allows you to do capacity Planning on Skype for Business. With Skype for Business native reporting you can't.
- MAF ICIMS™ offers real extended reports and real time information on Presence / Availability on Skype for Business. The Skype for Business native reporting is very limited on this.
- MAF ICIMS™ has a dashboard for Skype for Business. The dashboard is fully configurable so every user can choose their own layout. You can filter directly on the dashboards allowing you to see the information you want and how you want. The dashboard also provides you Real time Presence / Availability on Skype for Business and with a single click you can generate your reports from dashboards, how cool is that? Skype for Business native reporting has no dashboard and none of the above options.
- With MAF ICIMS™ you can view the IM conversations text of Skype for Business and can you search on key words within IM's. With Skype for Business native reporting you can't.
- With MAF ICIMS™ you can set system alarms on call cost, MOS, duration and ring time on Skype for Business and alerts on extension budgets for cost or duration. With Skype for Business native reporting you can't.
- MAF ICIMS™ offers secure user access to the system and you can define several security policies allowing who to see what on the Skype for Business. Skype for Business native reporting does not.