



UC APPLICATIONS... IT'S ABOUT CONNECTING THE DOTS

Speech-to-Text technology is a great example of “connecting the dots.” At face value, it delivers Speech-to-Text services to handle voice mail. The UC server automatically converts your voice mail into text and delivers it directly to your office, voice mail, mobile phone, Blackberry, Goodlink enabled phone and/or your e-mail account, so you can read your voice mail.

Saving time and money by instantly seeing who has called you, reading what they have to say; whether you are sitting in a business meeting or traveling on the road. This is good, but does it really have dramatic impact on a core business process? The key is how to link the functionality to add core value to specific businesses.

A business executive spends an average of 45 minutes per week checking voicemail; that's three hours per month, per person spent on a non-revenue producing activity. Unified Communications is a business productivity tool; linking Visual Voice mail service with applications solves business problems. This service enhances CRM because names, numbers and calls are all stored and searchable via any client interfaced and synchronized to popular email platforms such as MS Exchange and Google Applications.

Let's now merge this feature with call recording and integration with e-mail. Now I can log conversations and have them automatically transcribed, stored and indexed for future access. Wow! Now a Lawyer can store all of their depositions automatically and can search for them based on keywords like, DUI, Manslaughter, and Cisco etc. We add support for secure integration with Google Apps, and we have in the cloud secure storage with advanced Google search access to all conversations, e-mail, voice mail, fax and recorded calls.

The key is looking at how a business operates and scoping out a project based on building a solution that can be configured using unified communications.



Davide Petramala
Vice President Sales & Marketing
Esna Technologies Inc. (Esnatech)