

messageLINK



LINKING  
all your daily communications

## WHY I NEED UNIFIED COMMUNICATIONS?

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THE AVERAGE SMALL TO MEDIUM BUSINESS (SMB) USES 6.4 TYPES OF COMMUNICATION DEVICES AND 4.8 COMMUNICATION APPLICATIONS, ACCORDING TO A 2006 STUDY BY SAGE RESEARCH, AND THE STUDY REPORTED THAT MORE THAN 50% OF EMPLOYEES USE MULTIPLE METHODS TO CONTACT SOMEONE.

Employees are often mobile and need to be able to access information wherever they go, be it the office, at home, at the airport, or anywhere else. With many office positions, there has been a reduction in the number of qualified on-site employees, forcing businesses to seek alternative off site workers, such as retirees, homemakers, or staff hired by outsources in another country.

“Waiting for information” from colleagues who were not available when needed is the most common and costly pain point. The average length of this delay, based on an Insignia research survey, which is directly attributable to the use of disjointed systems, is 5.3 hours per week, resulting in an average annual cost of over \$9,000 per user.

Today’s business communications consists of a phone system, e-mail, and mobile phone, none of them talk to each other creating a very weak CORE for most business communications. Unified Communications is “Pilates for Business,” It Strengthens you’re CORE!

Unified communications is not about replacing existing applications; it is about improving and strengthening the functionality of existing applications through the use of Simplified Communications which enables businesses to connect quickly to the intended party for actionable results.