



HOSTED UC SERVICES

Hosted Unified Communications or UC as a service represents a big step into the service provider market, and evolution of a single online environment that can deliver full enterprise communications with no physical footprint on your organization.

Esnatech now offers products that compete with vendors like Cisco and Microsoft for VoIP and other UC features. With their key strength being the software centric approach, rather than having a mixture estate of telecom equipment like PBX and switches, as well as data center infrastructure and application, often run by two different teams with two different sets of ad-hoc suppliers, a business can now consolidate them and generate considerable savings as a result.

With partners such as Broadworks, Esnatech can supply the integrated software, telecom piece, and now via Google™ Apps and Cloud computing Esnatech will be offering the utility computing services to implement it anywhere.

It's a powerful story, with these cost savings a business can implement a communications strategy to then add further productivity gains, such as increased sales and customer service performance without physical make-over or heavy hardware investments.

With regards to Hosted UC, one of the application tools organizations' can access and build on is Google Document sharing and web services. The Google content tool can be used as a Hosted UC strategy such as integrating document sharing with existing conferencing services, thus providing easy access through web services like Google Talk or Google Gadgets (Esna offers a variety of dialing, call control and presence gadgets). The web services in Google Apps integrate seamlessly with the Esnatech UC software, so that VoIP communication is built directly into the web, closing the loop on an end-to-collaboration environment. Users can be co-editing a Wiki page and then fire up a shared whiteboard conference call to discuss an item in detail. This means that customers will be able to have a next generation collaboration platform, on a utility basis. It will yield huge savings while simultaneously boosting productivity in key areas like sales, impacting on the classic ROI equation of how can this deal save and make money.



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