



## UC WHY IN HARD TIMES IT DELIVERS HARD RESULTS

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Unified communications is an enabling technology that delivers value to companies trying to increase productivity while controlling costs. This is why in a global market meltdown; companies need to invest in enabling technologies that unleash cost savings and productivity gains around their existing business processes.

We need to do more with less, bottom line! We need to grow revenue and fight harder to retain customers with less human resources. UC collaborative technologies enable us to do more with less. It enables staff resources to wear more hats, and be exponentially more collaborative and productive with co-workers and use the eco-system of customers and suppliers to work as if they're one big organization. UC connects users in real-time with customers at a lower cost with less offline back and forth.

Organizations need to evaluate what pieces of UC will fuel *effectiveness* vs. *simple efficiency*, as we need not simply do more, but do more of what has to be done. UC will unleash real-time collaboration with your business eco-system while freeing up time for staff to focus on *effective business decisions* vs. *simply getting more stuff done, but not necessarily increasing business growth*.

The key to Esnatech UC is in its design not to be a disruptive technology that will interrupt your business. It's technology that adds value to your existing applications and business process that will enable employees to add real-time communication tools like voice, presence and instant messaging to their existing applications and business tools. Without disrupting your business, it will change the way your organization communicates, and change your business to support these economic times.



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