



## WEEKLY MESSAGELINK

**Monday, August 10, 2009**

### When to Invest in Unified Communications

With the global economy at cross roads and so much uncertainty in today's business, the question is "can I afford to invest in UC technology?" Maybe it is better to hold off for the future when the market is better and there is excess budget. But the key issue and question here really is – can you afford not to?

To compete and survive in frugal markets, your organization *has to be more efficient* in its operations, user job roles and key business processes which is everything Unified Communications addresses when deployed properly in an organization. Some companies would go into survival mode at this state in the economy as well, where their goal is to simply stay in business. It is not likely for them to invest in potentials such as Unified Communications. Then there is also the strategic mode, these companies want to save money by increasing revenue through implementing collaboration technology, a UC technology that can help them save money. Alternatively, the aggressive expansion and growth mode allows organizations with money to take advantage of cheap market conditions. They can use it as a way to leapfrog competitors, be more productive and effective, they can use UC to improve customer service and gain market share. What mode would you want your organization to be in? Which has a longer term effect on the survival and growth of your organization? How high up on the list will UC be for your organization's budget? It should be very high up! Organizations can use UC to improve customer service, build brand value and perception with key customers. Product development and production teams work more effectively and efficiently. It can shorten the sales and development cycles, enable faster time to market and improve customer relationships. These are elements that will go to the bottom and top line of your business operations.

Unified Communications enables an organization to create adaptive work environments that build productivity, business agility, security, and competitive advantage. The Esnatech Unified Communications platform focuses on three key customer priorities:

1. **Mobility** – the ability for an organization to operate and conduct business anywhere from all possible environments. Collaboration and live communication.

2. **Enhancing the user experience** – by extending new productivity-building features and widgets that provide comprehensive unified communications and collaboration capabilities in every workspace. Both in and outside of the organization.
3. **Improving Total Cost of Ownership (TCO)** – by increasing security and scalability for messaging, presence, and conferencing all consolidated in a single solution for economic scale and minimization of overhead and management.

Davide Petramala

VP, Sales & Marketing | Esna Technologies Inc.

Tel: 905-707-9700, say "David"

Email: [davidep@esna.com](mailto:davidep@esna.com)