



## WEEKLY MESSAGELINK

### ENABLING VOICE AND VIDEO ON LEGACY PBX ENVIRONMENT

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Today the addressable market for video within an organization is limited to boardroom infrastructure and new high end IP deployments. Bringing video to the desktop is a major challenge as users now have to have two separate networks infrastructure and even devices at their desktop to manage this adoption. This requirement limits deployment to the executive few and limits the actualization of enhanced business processes through the use of live high quality video integration. UC applications focused on interoperability and legacy integration can solve these issues. By enabling UC on existing infrastructure and leveraging enhanced SIP services, organizations can take advantage of SIP based video to seamlessly integrate it into their existing voice network and truly deliver video as a viable alternative to their traditional voice communications.

The Esnatech UC LINK suite enables UC middleware for Polycom SIP devices (phone and video). By leveraging SIP interoperability and existing legacy PBX integrations such as T1, QSIG and Analog, Esnatech UC services can integrate SIP based Polycom devices to deliver access to real-time UC solutions to improve productivity and lower costs with any phone system or PBX.

The idea is with a TDM phone system or legacy centrex service you can now enable both VoIP/Video communications right to the desktop. Organizations can not only seamlessly integrate video devices into their uniform dialing plan but they can offer seamless transition between voice and video calls leveraging Esnatech's FMC services. The Esnatech UC services would provide SIP integration to any legacy PBX or SIP enabled PBX that registers Polycom SIP devices and connects them into any legacy PBX environment. This enables voice/video integration to any Avaya, Nortel, Cisco PBX with no PBX programming or special configurations.

For more on this check out our latest video production on seamless Polycom Integration: [http://www.youtube.com/watch?v=c\\_tTxbYoxzY](http://www.youtube.com/watch?v=c_tTxbYoxzY)

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