



WEEKLY MESSAGELINK

UTILITY BASED UNIFIED COMMUNICATIONS MODEL

Organizations have evolved into mobile workforces. With key business professionals on the road with customers more often than not, doing business today means keeping up with multiple phone numbers and voice mail systems. The challenge of "keeping up" has become cumbersome, affecting employee productivity and the cost of doing business.

Trying to manage day-to-day communications while mobile, with disparate mobile and enterprise systems, becomes unmanageable from a personal and enterprise standpoint, plus the escalating costs. The daunting thought of a major investment in correcting this issue, becomes more an issue when it requires a major investment that may effect all of the resources, even those that do not need the technology. Most UC solutions become not only a major infrastructure change, but a requirement to change your business silo whether needed or not — meaning a blanket investment on items that are really needed for a specific few.

Would it not be nice to allow companies to choose what they want, and for whom, and enable the ability to throttle up/down usage as required? This *managed service* or *utility perspective* allows an organization to zero in on those that need the technology, and enable rapid adoption without the costs of deployment on resources that will not be used.

Unified Communication Services provide a single point of contact for managing the complexities of implementing and managing a next-generation network infrastructure. Esnatech's NEW utility-based pricing model for managed on-premise UC services can help organizations successfully combine voice, email, video/data/audio conferencing, collaboration and mobile technologies into a single Unified Communications platform that can be selectively deployed, and integrated within an existing environment. This ensures there is not just another separated silo in the organization that simply complicates communications instead of improving.

Working at a pace that is right for your enterprise, Esnatech's utility-based software model transforms your current environment into one converged multi-service network to give you control over your communications — improving collaboration across the enterprise, enhancing productivity and improving customer service. In the end, you'll be ready for utility-based computing, the future business model for communication services, so you can benefit from pricing based on the value delivered.

Esnatech's utility-based Unified Communications model makes it easier for people to manage enterprise communications and collaborate with one another through unified telephony, voice, video, instant messaging, web conferencing, email, voice mail and business processes and applications. The goal is to provide a scalable, business-grade, unified communications service, which will allow businesses to dramatically reduce upfront investment costs, while accelerating the adoption of UC on a global scale. Businesses can bring converged voice, mobile and data services to every desktop in their organization at their own pace, and manage the costs of deployment.

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