



WEEKLY MESSAGELINK

UC LEVERAGED IN YOUR ENTERPRISE

Unified Communications improves employee collaboration while reducing the cost of delivering communications that drive operations of small and mid-size businesses.

Many of these small and mid-size organizations say they need a UC solution to help their business attain maximum productivity and efficiency so they can better compete with larger organizations. The term "UC" can bring to mind notions of IT investment, overhaul, headaches and complexity. Having to invest and manage relationships with multiple technologies for various communication systems is not only overwhelming, but also time-consuming and challenging from an IT management perspective.

SMBs want to decrease the time needed to make smart business decisions across departments. In today's competitive environment, employees don't have the time to check voice-mails or hunt for people and resources to get critical tasks completed. Moreover, the installation and upkeep of traditional communication systems such as phone PBXs, and e-mail systems are very expensive and tedious. SMBs have to invest in their business and not a side IT/Communications department.

Unified Communications have traditionally been enjoyed by larger enterprises due to the complexity of the various vendors involved. Hosted solutions such as Customer Relationship Management (CRM) and e-mail linked with your mobile devices and phone system can deliver a complete solution that carries the benefits of UC to SMBs. This lets small businesses boost their productivity by lowering costs and simplifying management. A good example of this are companies who see e-mail as a commodity. These businesses will host with Google and invest in Salesforce.com to leverage best-of-breed technology with no infrastructure investment or dedicated management resources. Using a solution such as Esnatech's Telephony Office-LinX™ a company can now integrate phone presence, mobility and messaging with these applications. Effectually, Telephony Office-LinX provides unified access to the company and integrates live communications with e-mail and Salesforce automation, leveraging communications and the ability to outsource technology such as hosted e-mail and CRM solutions with no new IT investment.

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