



PRESS RELEASE

Esna Technologies, Inc. launches Business Value Certification Program to Dealers

EsnaTech adding more value and productivity to Partner Program with new BVC

Richmond Hill, Ontario, Canada, June 12, 2006— EsnaTech, a leader in real-time communications platforms, recently launched its new Business Value Certification Program (BVC) to both new and existing dealers, and is being incorporated with the already successful Partner alliance Program. The objective of the certification program is to show partners the value of unified communications through Mobility, Presence, and Messaging and how to properly position the technology with their new and existing customers.

“Esna Technologies is committed to the Unified Communication products and services, and to the partners and end users who buy them. The goal of the BVC certification is to show the benefits to both our partners and end-users and provide them a clear understanding of Unified Communications technology and its’ business value. We are keen to encourage a better understanding of the emerging real-time communications industry and how everyone can use it to their advantage.” Davide Petramala, VP, Sales and Marketing.

Additional value for Esna Technologies partners includes:

- Providing partners with product expertise and excellence;
- Successful completion of BVC certification by Partner staff members will receive discounts on products;
- BVC Sales Professionals will be eligible for special product programs and sales spiffs and contests.

The program consists of the following elements:

- Weekly 45 minute webinars followed with Group Q&A
- Weekly certification exam for successful completion of each module
- **Only** 3 sessions over 3 weeks
- **Only** one Exam

About EsnaTech

Founded in 1989, EsnaTech’s mission is to provide **communication solutions that are simply the best way to communicate!** EsnaTech solutions empower organizations by giving them the flexibility to conduct business at any time, from anywhere, so they can manage the information they need, when they need it. EsnaTech markets and distributes their products through OEM and VAR partners in 28 countries worldwide.



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