



# PRESS RELEASE

## Evox & TDE del Norte deliver Esnatech Unified Communication solution for Novartis Pharmaceutical in Mexico

*EVOLUCIONA COMUNICACIONES (EVOX) IN CONJUNCTION WITH TDE DEL NORTE STREAMLINES NOVARTIS MEXICO'S TELECOM NETWORK WITH ESNATECH'S TELEPHONY OFFICE-LINX PLATFORM*

**Richmond Hill, Ont., Canada, May 8, 2006** -- Esnatech, a leader in Unified Communications platforms, and Evox with the technical and commercial support from our wholesale distributor TDE del Norte, a provider of IP telephony solutions and applications, have partnered to streamline Novartis's voice network.

Novartis Pharmaceutical offers its products and services through its Pharmaceuticals outlets throughout Mexico. Novartis Pharmaceuticals focuses on the following therapeutic areas: Cardiovascular & Metabolism, Neuroscience, Respiratory & Dermatology, AGBU (Arthritis, Gastrointestinal, Bone, Hormone replacement therapies, Infectious diseases)

The biggest issue Novartis was looking to solve was communications between customers and Novartis employees. As well, as providing staff with the tools to better access and respond to voice mail messages they received on a daily basis from customers across the country. Their goal in looking into a solution was to invest in a platform that satisfied their critical needs like better communication between customers and employees and the ability to have external and internal access to all their messages.

They needed a solution that could offer immediate modularity, ease of use and complete integration with their current legacy PBX, a Siemens Hicom300. Their main criterion for the solution was PBX integration, Ease of use, stability and cost value relationship to the investment.

Evox provided Novartis with a 28 port Esnatech Telephony Office-LinX Unified Communication platform including Unified Messaging, Presence management, CTI and Instant messaging desktop capabilities. The main immediate benefit Novartis realized from investing in this platform was the ROI of the solution. The fact that this solution can evolve with their existing voice mail needs. And grow with their future feature requirements. It delivered Future proof technology that satisfied their immediate requirements.

Telephony Office-LinX delivered a better solution to provide their customers access to any user within their organization and in effect reduce the amount of lost calls and messages they would deal with on a daily basis. As well it provides them tools to access messages on a timely basis from their e-mail and provide better customer service.

"We did a thorough research and analysis of different alternatives before making a final decision. The Telephony Office LinX from Esnatech totally met our expectations. First of all it integrated seamlessly with our existing infrastructure. Additionally, it was very easy to configure and maintain not only for the administrator but also for the end users via the web client interface." Arturo Ordoñez Director of IT and Telecommunications Novartis Pharmaceuticals Mexico.

### **ABOUT TELEPHONY OFFICE-LINX™ ENTERPRISE EDITION**

It is a real-time communications solution for enterprise customers. Whether it's a large campus, distributed offices or a mobile workforce, this all-in-one unified communications platform features *unified messaging, wireless connectivity, CTI call control, one-number Find Me functionality, Web access, instant messaging, speech recognition, text-to-speech for e-mail reading* – and even enables callers to connect to you live when you're out of the office!



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## **About Evox**

Evoluciona Comunicaciones is a Mexican company that resulted from the union between Tridex and Disitem. Focused on excellent customer service and worldwide class service. The number one company in Mexico on converging data networks, providing valued added services for the most important public and private companies in the country.

Being one of the companies with the higher number of ports installed in Mexico, today they support more than 500,000 voice ports. Additionally, they are the main videoconferencing provider in Latin America.

They are a group of professionals highly experienced; their continuous investment in training and education has made them one of the predominant companies in Converged Data Network integration

## **About TDE Del Norte**

Founded in 1988, is a Mexican corporation that recognizes the importance of telecommunications for the development and competitiveness of companies. TDE del Norte offers integrated solutions, from the initial design and implementation to the maintenance of your telecommunications system. Their Mission is to be the leader in offering integrated telecommunications solutions to domestic and international organizations, supported by qualified personnel and world wide quality products and services. <http://www.tdedelnorte.com>

## **About Novartis Pharmaceutical**

Novartis is a world leader in offering medicines to protect health, cure disease and improve well-being. Our goal is to discover, develop and successfully market innovative products to treat patients, ease suffering and to enhance the quality of life. We also seek to provide a return to shareholders that reflects our performance and to adequately reward those who invest ideas and resources in our company. [www.novartis.com](http://www.novartis.com).

## **About Esnatech**

For more information on Esnatech's Telephony Office-LinX platform visit us on the web at <http://www.esnatech.com/products/enterprise/>. 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 more than 28 countries worldwide.

*Note to editors: If you are interested in viewing additional information on Esnatech, please visit the Esnatech Web page at [http://www.esnatech.com/company/corp\\_prof.htm](http://www.esnatech.com/company/corp_prof.htm) on Esnatech's product pages. Web links, telephone numbers and titles were correct at time of publication, but may have since changed. For additional assistance, journalists and analysts may contact Esnatech's Marketing department at [Marketing@esnatech.com](mailto:Marketing@esnatech.com).*

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