



CASE STUDY

APPLICATION: Telephony Office-LinX Unified Communications Platform

After reviewing and comparing numerous UC platforms and telephone systems. Liguori Publication chose the Iwatsu system with Telephony Office-LinX Unified Communications Platform. The company chose the Telephony Office-LinX solution because it was the best fit for the company, having all the functionality the company wanted plus more.

Liguori Publication integrated their voice mail system to Microsoft Outlook. The integration allows users to view voicemail messages, fax and emails from their MS Outlook inbox. With the Telephony Office-LinX users can also access their voice mails, fax, and emails using their Smartphone, web client and PDA's from the same inbox.

Aside from the MS integration the company is also using the Telephony Office-LinX UC desktop client to improve collaboration and productivity within the company. The desktop client allows employees to view co-worker's live status using Presence Management. Co-workers can view the status of their co-workers and choose the most appropriate method to communicate with them (e.x when an employee sees a co-workers status as "on the phone" they can use LanTalk to send them an instant message that will pop up on their screening without disturbing their phone conversation). With LanTalk employees can send each other instant messages, view presence status and simplify communications among co-workers.

INDUSTRY: Publications

CUSTOMER PROFILE:

Liguori Publication was founded by the Redemptorists Fathers in 1947, led by Father Donald F. Miller, C.Ss.R. The company is best

known for the Liguorian magazine, one of the most popular Catholic magazines in America. All of their publications are educational and pastoral in nature, with the goal of spreading the gospel of Jesus Christ through print and electronic media. For more information please visits <http://www.liguori.org>

BUSINESS SITUATION: The existing telephone system was approaching the end of life and it was only providing basic functionality. As the system aged it was also experiencing a lot of problems and down time. The company knew they needed to upgrade their telecommunications technology and infrastructure to stay competitive and continue their mission of spreading the gospel of Jesus Christ to the next generation of Americans. Liguori Publications decided to purchase a new user friendly telephone system with unified communications functionality to improve communication and collaboration among co-workers and customers.



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RESULT: The Iwatsu system with the Telephony Office-LinX Unified Communications solution has helped employees improve productivity and collaboration among co-workers as the system simplified and unified all their communication needs. Employees have slowly adapted to the unified communication solutions from the old legacy system making it a smooth transition. All the employees are enjoying the new technology at Liguori Publication as it reduces the amount of time spent on handling voice mails, faxes and email. Telephony Office-LinX unifies all their communication needs into one mailbox. The employees are also enjoying the UC Client Manager as it allows them to communicate with co-workers through instant messaging.

“The Iwatsu system with Telephony Office-LinX Unified Communication platform is user friendly and easy to maintain. With the old system I would need to call a technician in to fix most of the problems or to change the configuration, but now I can do it myself. It has been a very positive experience with the Telephony Office-LinX Unified Communication solution.” – **Rich Stevens, Network/Systems Administrator**

DEALER:

“The customer was amazed at the capabilities and features that the Telephony Office-LinX has to offer, and its ability to help them solve their communication needs. One of the features that Liguori Publications loves about Telephony Office-LinX is the Drop Call Feature which allows the sales representative to press one button to call the customer, when listening to voice mail messages.”

– **Bill Weiss, Phone Connection LLC**

For more information about Phone Connection LLC please visits <http://phoneconnectionstl.com>





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ABOUT TELEPHONY OFFICE-LINX

Telephony Office-LinX is a Unified Communications platform that integrates Messaging, Presence, Mobility, and Mass event notification into a single integrated solution. It is already tightly integrated with RIM Blackberry, Apple Iphone, & Symbian devices as well as, Microsoft Windows, Apple Mac, Pocket PC, Mobile PC, Exchange, Office, Terminal Services and Outlook. It can be administered directly from an organization's Microsoft Management Console or through Terminal Services over the web. Users can be managed through Active Directory and Group Policy.

ABOUT ESNATECH

Founded in 1989, Esnatech has been committed to developing advanced Unified Communication solutions that deliver core value growing organizations. Our mission remains to develop and provide industry leading communication solutions that integrate seamlessly with existing infrastructure and optimize the way businesses communicate. Esnatech communication solutions are designed for "real-time users" providing advanced features, investment protection, and platform upgrade capability without the planned obsolescence prominent in the communications industry. Esna Technologies powers over 40% of the telephony providers in the SMB market with it's messaging, mobility, and presence platforms. Esnatech markets and distributes their products through global OEMS and VAR partners in over 28 countries worldwide. For more information please visit www.esnatech.com.