



## SEIU Moves Unified Communications into the Cloud with Esna Technologies

With more than 2.1 million members, the Service Employees International Union (SEIU) is the fastest-growing union in North America. For more than 90 years, it has focused on uniting workers in three sectors: healthcare, property services and public services.

In early 2010, SEIU leadership made the decision to migrate the organization's email to the Google® Gmail platform. The headquarters group was currently on a Cisco platform for telephony and unified messaging, but was unsure how to connect the Cisco technology to the Google email platform while maintaining the unified messaging capability SEIU employees had come to expect. Randy Homyk, Senior Communications Consultant at SEIU, began researching systems that would be able to make this critical link between the two platforms. Interoperability with the Cisco technology was a critical element. After looking into all the available solutions, the only one that was a perfect fit for SEIU's needs was the Office-LinX platform from Esna Technologies.

***“Office-LinX from esnatech was an exact fit for our needs. The straightforward install and its interoperability with Cisco meant our training curve was non-existent.”***  
**—Randy Homyk, Sr. Communications Consultant SEIU**



## The right solution: esnatech

The esnatech Office-LinX solution had a proven track record of connecting a Cisco PBX environment to Google's cloud-based email product.

- The Office-LinX solution could integrate with the organization's Cisco technology, meaning SEIU did not need to replace its existing telephony system, avoiding significant expenses.
- Office-LinX was able to transition SEIU's more than 600 users to the new Google email platform without any loss of unified messaging function.
- The Office-LinX solution enabled SEIU to meet stringent requirements for archiving of email and voicemail, requirements that would not have been met with the Google system alone.

The installation of the Office-LinX solution was quick and easy—the entire process completed in less than eight weeks. Now, more than a year later, SEIU headquarters employees—all on the Apple® iPhone platform—are using esnatech's unified communications software to manage voice, email and other functions for everyday productivity.

According to Homyk, “The install was straightforward, the solution integrates with our existing PBX infrastructure, and the transition was seamless.” And, after a year of using the Office-LinX unified communications solution, SEIU has realized significant savings from reduced or eliminated licensing fees, maintenance, and professional services costs associated with running its unified communication platform.

Office-LinX also allows for additional unified communications functions such as federated presence across Google and desktop calendars, “find me-follow me” capability to dynamically route calls to pre-selected numbers, and faxing from mobile devices. These are features that SEIU can deploy at a future date, as its business needs evolve.



## A changing email landscape drives change

The decision to migrate to cloud-based email platforms is increasingly a trigger point for enterprises and organizations to review their unified communications solution. Many traditional, premise-based PBX systems and unified messaging applications are not easily integrated with cloud-based technologies.

Enterprises and organizations that wish to maintain or enhance unified communications capability during this migration are turning to esnatech's Office-LinX. The Office-LinX unified communications solution—comprehensive, scalable and interoperable—is helping more than one million users around the world to be more productive every day. Regardless of the telephony systems in use in an enterprise today, Office-LinX can seamlessly connect the premise-based PBX technology to public or private cloud solutions, including those provided by Google Apps.

## About esnatech

Founded in 1989, Esna Technologies' mission is to provide communication solutions that unify and simplify business communications. The company markets and distributes its products and services through certified OEM and VAR partners in more than 28 countries worldwide. [www.esnatech.com](http://www.esnatech.com)