

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with the Cloud and Google® Apps.

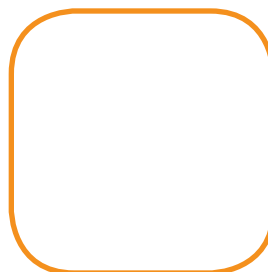
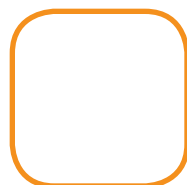


esnatech®

Office-LinX™

unified communications

Unified Communications Return on Investment



www.esnatech.com

About Esnatech

A global reputation for leadership and innovation

With over 100,000 voice-processing ports in more than 28 countries, Esnatech delivers next-generation Unified Communication solutions to a broad enterprise audience. From companies as small as 10 people, to large enterprises, Esnatech's solutions satisfy the needs of unified communications (mobility, messaging, presence), contact center and fax server markets, as well as mobile workforces. This innovative technology is consistently recognized as leading edge, having won Product of the Year, Editors Choice and several 'Best of Show' awards.

Demonstrated value and return on investment

From a simple telephone of a laptop or PDA, Esnatech enables users to control and manage their information access and content. Esnatech's unified communication technology lets users see or hear their e-mail, fax or voice-mail messages at any time, from anywhere - with or without access to a computer or PDA. The flexibility of this system provides dynamic improvements in worker productivity, time savings and reduced equipment costs. Starting with a modest investment, an Esnatech solution can generate immediate savings and a payback within weeks of implementation.

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Tel: 1-800-565-3762

Fax: 1-905-707-9170

Web: www.esnatech.com

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ROI on Esnatech Communication and Collaboration Applications:

Reduced capital spending and improved productivity are the top benefits that organizations can expect from an Esnatech application-based Unified Communications and Collaboration (UC&C) deployment.

Forrester Research principal analyst Henry Dewing says the overall market for UC&C technologies reached \$2.8 billion in 2009, and will continue to increase with annual growth rates of 20 percent or more. By 2015, Dewing predicts the market for UC&C in North America, Europe, and Asia Pacific will reach \$14.5 billion.

Based on the same study it indicates that over 85 percent of Fortune 500 companies have deployed UC&C. But UC&C is not just for big companies; it can be extremely useful for small to medium-size enterprises for helping to streamline operations and improve productivity. How can UC&C be made affordable for all organizations?

What are the tangible and intangible benefits? How can I cost-justify a UC&C solution?

Beyond basic productivity cost-savings and decrease in capital expenditures organizations should expect to also see more:

1. Reliable communications to maintain Continuity of Operations (COO) in the event of an emergency
2. More effective use of remote and mobile workers to meet organizational mandates
3. Improvements in customer service levels and reduction in business travel

There are two approaches to Unified Communications and Collaborations:

- ✓ Open system/architecture products that are best-of-breed
- ✓ Implement an all-in-one manufacturer's system in hopes of mitigating interoperability issues with multiple vendors.

Companies must also consider whether they want an on-premise system or hosted system? They must also assess the benefits of UC&C as part of the process of choosing and justifying the best-of-breed option for their business.

"While many businesses tightened their IT budgets during the recent recession, a growing number of organizations are deploying unified communications solutions—integrated voice, data, messaging, conferencing and collaboration services over converged networks—as confidence creeps back and budgets expand. The driver? Return on investment."—CIO Magazine

Most organizations today have a workforce that is increasingly:

- ✓ Distributed
- ✓ Mobile
- ✓ Virtual
- ✓ Global

This creates major inefficiencies for communications. Projects are delayed because of the inability to reach mobile and remote colleagues, the inability of dispersed work-groups to communicate spontaneously, the lack of visibility into the availability of colleagues, the inability to quickly locate critical decision makers, and scheduling concerns for collaborative work sessions.

Unified Communications and Collaboration seeks to increase efficiency, improve customer intimacy, and speed time-to-resolution for both customer and employee problem-solving. It also offers a cost-effective way to more directly connect the company to its customers, employees to employees, and more tightly bind business partners and suppliers. Examples of UC&C usage include:

- ✓ Seeing the presence/status of an individual in real-time
- ✓ Receiving voice and fax messages in an email inbox
- ✓ Making phone calls from a laptop computer
- ✓ Transferring calls between a smartphone and desktop phone
- ✓ Keeping messages accessible anytime, anywhere from a variety of devices, including phones, fax machines and PCs
- ✓ Voice-activating commands to access calling and conferencing capabilities, voice and email
- ✓ Group calendaring—view calendars and schedule appointments without playing phone tag
- ✓ Reading voice mail anywhere, anytime with speech-to-text capabilities

Deploying Esnatech UC&C

Deploying Esnatech UC&C will add features such as presence, unified messaging, and collaboration that are accessible by virtually any end point. Because these Apps are IP-based, existing infrastructure investments can be leveraged, new features can be added on a needed basis, and under-used network capacity can be tapped.

No longer do employees have to wait for a call or email from their managers to take action; UC features such as presence let workers know who is available at any given time, and being able to reach an available manager with a land line, cell phone, email, instant message, or text message significantly speeds the decision-making process. Knowledge workers are increasingly distributed and virtual: working from multiple locations.

The Benefits of UC&C

UNIFIED COMMUNICATION AND COLLABORATION solutions unified with existing business applications and processes, drive real time collaborations so individuals can manage all their communications together, in both desktop and mobile environments.

UNIFIED COMMUNICATIONS AND COLLABORATION helps improve close rates by giving sales teams better access to support resources through the use of presence. Mobility services enable people to be available regardless of location. Salespeople can locate SMEs in rapid time to help close a sale.

Presence-enabled unified communications serves to virtualize corporate resources, enabling individuals to find the experts they need regardless of location and quickly include them in a call, web conference, video conference or audio bridge.

The key question is, if you invest in applications that drive collaboration can it speed the process, leading to tangible benefits such as increased sales or higher customer retention/satisfaction rates? Examples of how one can determine an ROI around the UC&C investment include:

- ✓ Cost reduction—direct cost savings, e.g., from conference calling or using least-cost-routing rules off your PBX regardless of your location
- ✓ Cost avoidance—using IM rather than a toll call
- ✓ Revenue gains—additional sales (more time to sell, better productivity)
- ✓ Revenue acceleration—completing sales more quickly
- ✓ Intangible benefits—increased customer satisfaction and loyalty, happier employees who can work from any location
- ✓ Productivity gains—accelerated business processes
- ✓ Efficiency gains—improved business processes

The typical way that user productivity gets translated into ROI is by estimating the time saved through the use of the tool, multiplying that by a salary cost, and then extrapolating that to the entire population. This approach is usually skewered by the bean-counters.

Take the scenario of a professional-services firm that bids on 75 projects a year and has a typical close rate of 75%, for an annual revenue stream of \$8,437,500. If the firm is able to apply unified-communications technologies to close just 1% in additional business in a year, the tangible benefit is \$112,500. This benefit increases rapidly as close rates improve, with a 5% increase in close rates providing a benefit of \$562,500.

Savings scenario, if we assume that a 10,000 employee organization implements unified communications at a cost of \$5.6 million, a savings of 30 minutes per day per person easily justifies the investment. Even if we assume only half of the saved time is reused for productive business activity, we still see a positive return of \$15.5 million.

If you figure that employees make an average of \$30 an hour (that includes salary and benefits), this translates into potential cost savings of \$15 per day, per employee. That comes to 123 hours per employee, per year (based on 245 workdays in a year), for total savings of \$36.75 million, based on our 10,000 employee scenario. Of course, this assumes that the time saved is used for other productive purposes.

Companies can expect to pay \$30-\$70 per user for basic IM applications or \$150-\$250 for UC-enabled IM capable of serving as a real-time communications dashboard, plus associated server costs. For example, an organization of 10,000 employees would see an approximate cost of \$60,000 for Microsoft OCS server with a three-server configuration (not including hardware costs). Alternatively leveraging Esnatech's Google integration organizations can have IM, presence, and voice bundled together for less than \$100 per user, per year with no hardware or footprint to manage or maintain.

Beyond integration of IM, Web/audio/video conferencing and VoIP, companies can add calendaring applications, enabling presence status to change as someone goes into and out of meetings.

Presence status can be displayed in in-boxes, such as within Microsoft Outlook, Google apps, or Lotus Notes, or across other integrated applications, such as mobile clients, shared workspace or other WEB 2.0 applications.

Enterprises can integrate their UC&C systems with business process applications as described above, either via open Web-services standards or via gateway devices, which is integrated as a part of the Esnatech UC architecture and framework.

Identifying an event to begin investing in UC&C:

Many businesses reign in the cost associated with UC&C implementation by planning it in conjunction with other organizational changes involving facilities or the communications network. Customers have indicated that along with planning and executing UC applications, they are often doing at least one of the following:

- ✓ Integrating two or more existing organizations' networks, i.e., a business merger, acquisition or a reorganization.
- ✓ Expanding or deploying a telecommuting program for a significant percentage of the organizations' workforce.
- ✓ Replacing obsolete or inadequate applications and solutions such as voice mail or a PBX.
- ✓ Implementing a business continuity/disaster-recovery plan and supporting capabilities.
- ✓ Integrating branches of distributed operations (e.g., retail stores, bank branches and field offices).

It is crucial for IT managers to look for these kinds of changes in an organization, and to talk with management about how to couple improvements in the communications systems to make them more effective and cost-efficient.

Return on Investment (ROI) for UC&C is often hard to provide in dollars and cents, as much of the value comes from improved communications among employees and customers.

The best business case for adopting UC & C comes from the streamlining of mission-critical processes in various vertical markets.

- ✓ *Healthcare market*—UC can facilitate the calling and paging of medical staff
- ✓ *On-campus*—instant notifications can alert faculty and students of emergency situations when they arise. Within schools, attendance can be taking automatically
- ✓ *Government sector*—notification of non-emergency services can be enhanced
- ✓ *Financial sector*—customers can be notified when market activity sets off certain triggers. Consumers can instantly check account balances, place orders, or communicate with the bank in the case of lost or stolen cards.
- ✓ *Transportation industry*—UC&C can alert drivers of the need to take another route for traffic or other reason.
- ✓ *Formal or informal Call Center environment*—the use of presence and other UC capabilities allows workers to quickly connect callers with the subject matter experts, regardless of where they're located throughout the enterprise.

Embedding unified communications capabilities into business processes allows companies to optimize the customer experience.

The greatest returns from implementing UC&C come from integrating the technology into business applications throughout the enterprise. By altering business practices, unified communications & Collaborations provides employees, business partners, and customers greatly improved communications on a global basis in real-time. This seamless ability to stay in touch can streamline business processes currently limited by communications gaps.

Messaging

Calculating the ROI on Unified Messaging is critical in understanding its business value, but the complex variables are difficult to quantify. By narrowing ROI down to its basic components, investment and revenue—you can determine your rate of return and make a solid business case.

Savings and generated revenue

When determining ROI for unified messaging, you should consider the revenue that will be a direct result of implementing the new technology, as well as the savings that your business will incur. There are two major areas where unified messaging savings and profit can be quantified.

- ✓ *Employee Productivity*—consider how much time each employee is likely to save with the implementation of unified messaging. Using an average hourly salary for all your employees, you can add up the savings per week, month or year. For a conservative estimate you will probably want to account for those employees who may not use the time savings productively, thus halving the final total. For example, unified message saves employees in a company A an average of 30 minutes a day. If the average hourly wage is \$30 per hour, you can estimate a savings of \$15 saved, per employee, per day. Add that up between all the employees for a month or year, even when cutting the total in half to account for less productive employees—this can quickly amount to millions in savings.
- ✓ *Increased Sales and Better Customer Service*—the time saved from using unified messaging can be dedicated to taking more calls, which cuts down on hold time and can increase sales that may have been lost due to missed opportunities. Also, when employees are able to quickly consult with their co-workers and get customers the information they need, the result will be faster resolution times, increased sales, and a decrease in call lengths. Determine the average number of sales that are typically closed and your total sales revenue. When you factor in more calls being taken, along with shorter hold times, decreased call lengths, faster resolutions and a better customer perception of your business, you can determine a reasonable estimate of your increased sales.

Determining Payback Horizon

Your payback horizon, meaning the point at which your business begins to see a profit from using unified messaging, is a relatively easy calculation. By annualizing your savings, you can come up with a clear monthly average. Each month, subtract the monthly savings from your initial investment costs. For example, Company A invests \$100,000 in unified messaging. Their use of unified messaging saves them \$10,000 per month. If you subtract \$10,000 from the initial investment amount every month, in ten months the investment will be fully paid off and the company begins to see a return.

Calculating ROI

A positive ROI occurs when reduced costs, coupled with increased revenue, exceed the cost of implementation. The formula for calculating a company's ROI is:

$$\text{ROI} = [(\text{Revenue} - \text{Investment}) / \text{Investment}] * 100$$

At the start of any initiative ROI will be 100% because you will not have earned any revenue or savings from using unified messaging. At your payback horizon, your ROI will be 0% where return equals the investment you put in. Once your profit begins to exceed your investment, you will begin seeing a positive return on your investment and your ROI ratio will continue to grow along with your revenue.

Presence

Presence technology is an integral part of unified communications, making "real-time" interaction more efficient and productive. Presence makes it possible to locate and identify a computing device wherever it might be, as soon as the user connects to the network.

For enterprise communication the notion of presence is broader. Presence can mean any useful notion of state that to be applied to people, to any aspect of a job, or to business processes in general. In this broader sense the presence of a person can include the job he is currently working on, the amount of time he has been doing it, or even his physical location (as is becoming available from mobile carriers). With this kind of information an enterprise can be more intelligent about how use personnel to manage customers and collaborate with co-workers.

When presence is assigned to business processes, a communications system can provide a unified way to assure responses to important business events. A customer account that transitions to the "termination" state can cause immediate and appropriate contact with the customer.

Value of Presence

Through instant messaging (IM), presence has already become part of almost everyone's communication environment. Moreover, with current communications product offerings presence is expanding out from IM to become part of PBXs, unified communication and many other kinds of products.

With these first generation systems, presence already has an impact on efficiency—in the calls you don't make because the person is away. Over time this impact will become more and more significant, because more kinds of state information will become available, and because the systems are more sophisticated in what they can do with it such as integrate call routing and messaging based on current state and personal agenda.

Presence is the ability to indicate to the outside world a handful of useful characteristics about a person, including:

- ✓ Who the person is
- ✓ What the person is currently doing
- ✓ Whether that person can be reached

How best to reach the person (phone, instant messaging, email, video conference, etc.).

These sound simple enough. But simplicity can be deceptive. The outside world is far from straight forward. It comprises customers, family members and personal friends, team members, managers, and fellow employees, each of whom might merit a different response about an employee's status and reach-ability. Then there's the question of "who the person is" —which, again, can vary by context. A customer seeking technical support, for example, might not care in the slightest about reaching an employee named Mary Smith—he just wants to reach someone qualified to fix his particular problem

As far as communication efficiencies are concerned, features already in implementation will automate much of the current hassle of communication and will significantly improve management visibility and control.

Presence also enables an entirely new form of business integration with communications. With presence, business applications can be linked to the communications environment by triggering state events that the communication system can respond to and manage. This avoids the cost and implementation headaches of traditional computer telephony and provides an important new tool to help important work get done.

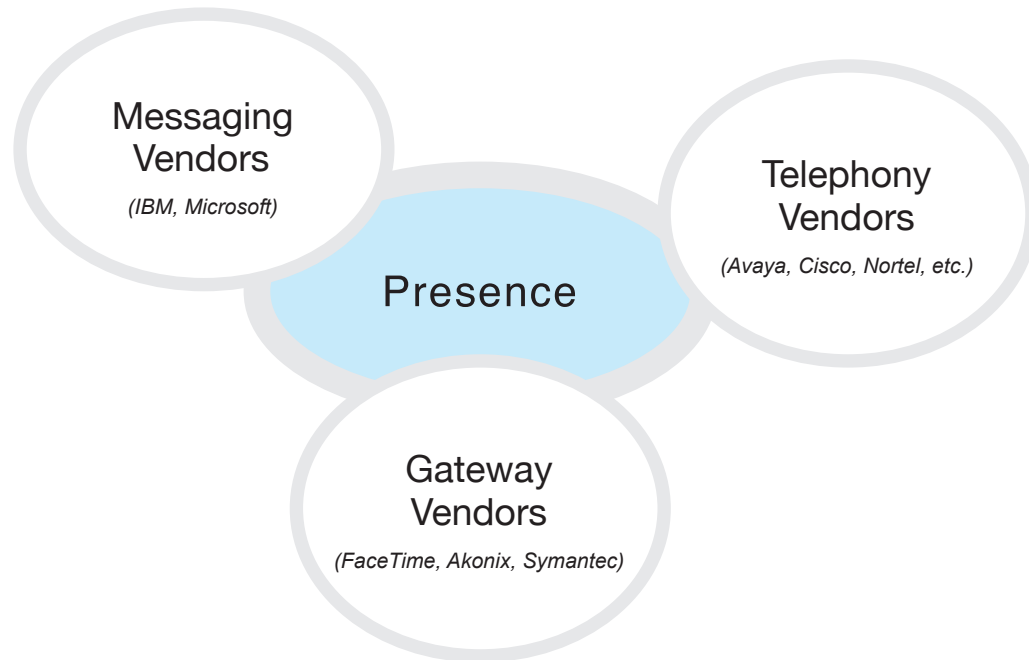
Using presence in an enterprise

Presence tends to be a feature of a tool, rather than a standalone tool itself. Instant messaging, telephony, email, conferencing, and social networking tools all increasingly have presence as a built-in capability. So, from an enterprise perspective, the question isn't really, "Should we deploy presence?" But more, "how do we integrate presence around our business processes to gain the greatest value?"

Regardless of which approach an enterprise pursues, it's important to keep several issues in mind. First is that, properly managed, presence can be a real boon to productivity. It helps reduce the overhead required to locate individuals and get questions answered. (Often, the ability to get a simple "yes or no" question answered in a hurry can expedite a project by days or even weeks.) So it's wise to think in terms of enabling presence rather than quashing it—it's not only a legitimate business tool but, properly implemented, a highly effective one.

The bottom line? Enterprises interested in exploiting presence need first to decide which system they'll deploy as the cornerstone of their presence initiative. They should address head-on such issues as privacy, policies and e-discovery. But above all, they should embrace presence, not eschew it. As the philosophers say 'presence is precious.'

Ultimately Presence will be increasingly important for efficiency of communication and will become a standard part of business competitiveness overall.



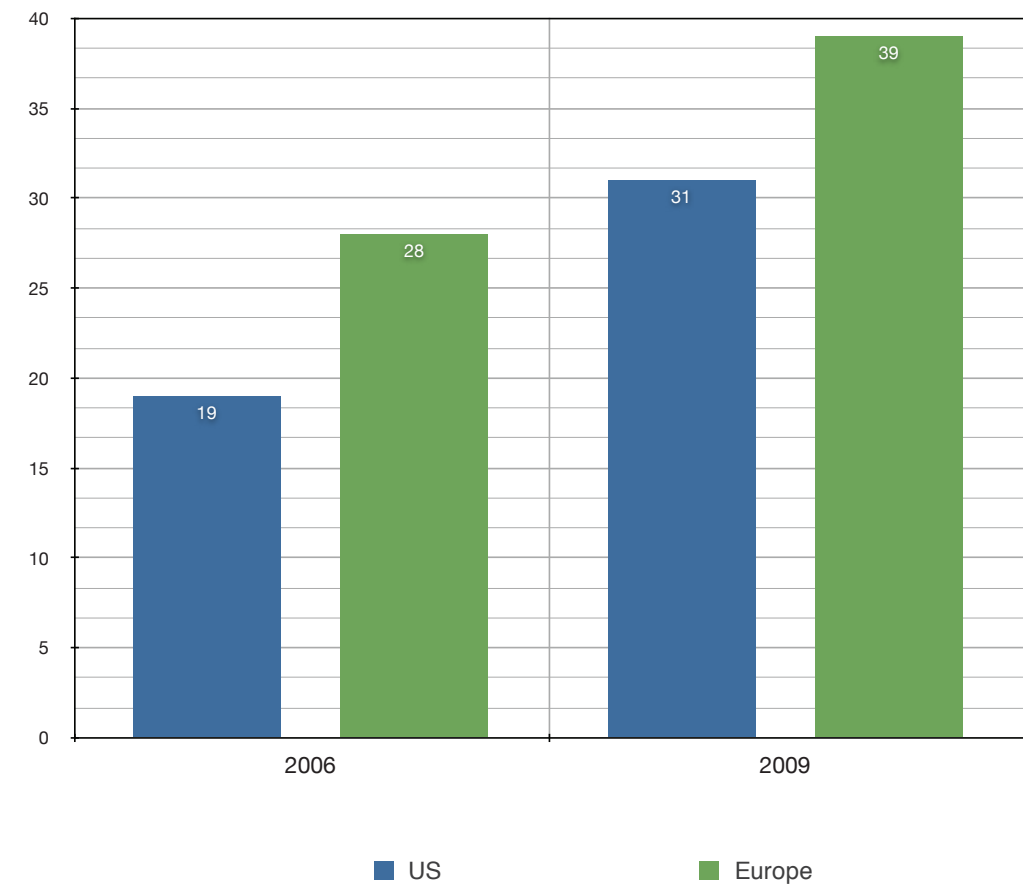
Mobility

Today's businesses are more and more mobile driven by distributed workforce and Global access to qualified talent. Investing in technology that enables communication and collaboration across distributed organizations and workforces is critical to a business success and why and ROI on mobile applications is very easy to achieve with the appropriate technology. Key statistics show:

- ✓ Mobile services comprise of approximately 25% of the total North American telecom budget (32% in the EU)
- ✓ 30% of all office calls are received on a mobile phone

More importantly organizations are more collaborative with empowered workers, less hierarchy, teams making decisions faster and better, and companies are more virtual.

Percentage of mobile workforce



The ultimate goal of mobility technology is to optimize communications to and among end users, no matter what their locations or devices.

The main benefits of investing in mobile communications are productivity gains amongst virtual collaboration teams working in distributed locations. The ability to be connect allows major time savings for individuals to perform more value added tasks. It also drives business agility that allows knowledge workers to be connected, perform and make decisions regardless of location. This ultimately increases sales and customer satisfaction by driving real-time responsiveness.

The Result is a solid Return on Investment by leveraging legacy investment in voice infrastructure and extending it out to the distributed workforce while reducing capital expenditures to deliver the productivity and agility through application investment.

The TCO can be calculated as simple as Single number reach with consolidated voice mail. By providing one number to access an employee on any device with coverage that will bring all calls to centralized voice mail platform will allow organizations to eliminate mobile messaging charges on a monthly basis. If the average user is paying \$1-\$3 a month on mobile messaging per user an average 200 user organizations will save\$400.00 a month in simple reduction to Mobile voice mail, let alone the productivity and enhance responsiveness of one single corporate message center. If you also add the ability for mobile dialing of your enterprise PBX you can reduce your Mobile long distance charges to virtually nothing if your company is leveraging SIP trunks. You look at your average Mobile LD rates that may range from \$5-\$20 per user per month and you have a wealth of cost saving that could justify the investment in a Esnatech communication and collaboration application server within months!

Virtualization and Consolidation

The Esnatech solution enables organizations to migrate from legacy hardware loaded with individual voice applications to a virtual instance of one application server that will deliver a portfolio of services through on single license. Companies or organizations that have already invested in virtual environments already understand the ROI of virtualizing applications to reduce power requirements and management and maintenance of legacy servers. Esnatech's Communication and collaboration application platform allows companies to extend that cost saving across their legacy voice applications such as:

- ✓ Voice mail, Fax Servers, IVR, Auto Attendants and Mobility Applications

To a single consolidates solution and license that can operate within the existing virtual framework to eliminate both the cost, management and maintenance of all the legacy applications and servers that they exist on.

To calculate the ROI simply calculate the cost savings in annual maintenance for each individual applications, the cost of maintaining and upgrading the hardware it exists on and the employee management time to administer and maintain each solution independently.

Adoption of UC&C technology

Enterprise adoption of UC&C continues to increase, yet adoption rates remain low mainly because companies have not seen the return on investment they need in order to cost justify the system. Typically, UC&C deployments involve very high up front costs driven by the need to upgrade older systems and deploy new software and hardware. The slow adoption is the result of multiple technical and organizational issues, including:

- ✓ Enterprises have large investments in communication infrastructures that must be preserved, leading to a slower evolutionary approach rather than a "rip and replace" approach.
- ✓ Many applications and products are complex to deploy and may require organizational changes or extensive product customizing and integration.

The business case frequently is based on a soft ROI or a strategic investment, such as productivity improvements, rather than hard ROI, such as cost-savings. As a result, in a conservative economy, deployments occur more slowly, perhaps as part of a broader technology update.

This is what makes the Esnatech UC&C application so appealing to most customers saddled with existing investments. It allows them to integrate productivity and process gains with minimum to no investment in new hardware or infrastructure. This "top down" approach will help dramatically accelerate the adoption and ROI to an organization's UC&C investments.

For more information:

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