

UNIFIED COMMUNICATIONS



About Esnatech

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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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Why Does Your Business Need To Invest in Unified Communications?

UNIFIED COMMUNICATIONS WILL TRANSFORM TODAY’S BUSINESSES! THE KEY IS TO KEEP

The key is to keep your organization cohesive and connected by automating the core business processes. By enabling access to better communications between three cores of business – employees, customers and collaborators/suppliers, Unified Communications can transform an organization from its structural manual process to a highly efficient, dynamic and cost effective system that delivers value to its staff and stakeholders. For businesses with multifaceted communication needs, various offices throughout the world, employees on the road or working remotely, Unified Communication solutions provide a seamless, streamlined and reliable method of communication and collaboration, which ensures real-time communication required to facilitate real-time decision-making.

Unified Communication Technology has matured as many vendors, including Esnatech are releasing their third and fourth generation platforms. The result is a shifting focus from making a business case for Unified Communications to a more concrete and tangible deployment. For successful deployment, it is critical that all the business stakeholders understand exactly where the UC solution offers value and how it will improve competitiveness.

UC is designed to eliminate the barriers that have traditionally separated the different forms of business communications including voice calls, e-mail, instant messaging, conferencing etc., in deploying UC. Applications that integrate various infrastructure and business solutions so it is possible to manage everything from a single point and use them with common devices, enabling companies to transform key business processes

with improved communication flows. The Gartner Group labeled this capability, communications-enabled business processes (CEBP). According to them, by 2012 – 80% of leading organizations will have adopted some form of CEBP for competitive improvement.

The largest single value in UC lies in its ability to reduce human latency within corporate processes and improve a business’ ability to respond and be agile. Integrating communication functions directly into systems and applications individual use is specifically effective at driving usage of the new applications. UC adds tremendous value specifically to distributed workforces and operations, strong vertical industries can see huge returns from UC deployment including retail and the distribution transport sector. SIP-based solutions make it much simpler to take advantage of a pure application suite integrated into whatever infrastructure your organization may have. Adopting this standard ensures solid interoperability and future growth when looking at, and evaluating Unified Communications. Avoid the proprietary trap and closed systems that promise “greatness” but failed in the past when sales cannot meet the minimum benchmarks.

In a recent UC survey conducted by Vansone Bourne for Interactive Intelligence in 2008 – 87% of businesses are looking in invest in UC solutions in the near future, despite fears about spending due to the credit crunch. Only a minority of those who were questioned said that they were not considering moving towards a UC solution. A strong message that surfaced from this survey was that the individual technologies that makeup UC solutions, such as VoIP and Session Initiated Protocol

(SIP), were the driving forces behind this movement. VoIP was the most popular aspect of Unified Communications, with 80% of respondents citing it as a technology they were planning to invest in a part of their customer service solution. In addition, 41% said they were interested in Interactive Voice Response (IVR), 31% in Presence Management and 30% in SIP. SIP can deliver huge benefits internally to companies by improving their operations. When brought together as a UC solution, companies can experience both improvements in customer service and internal operations through SIP.

UC adds tremendous value specifically to distributed workforces and operations with strong vertical industries that can see huge returns from Unified Communications deployment including retail, distribution and transport sector. Some of the greatest gains in UC are through internal return on investment, both in key operational improvements and better service quality for their customers.

UC Technology can be segmented into three functional areas: Individual value and personal productivity, team or group productivity and efficiencies and organizational productivity and efficiencies.

Individual Value and Productivity

This environment targets individuals and includes smart phones, PDA's and other types of devices. These provide access to voice, instant messaging, presence information and business applications. Presence provides information about the availability and status of individuals or shared resources. This form of UC is geared toward supporting individual or personal productivity. For example, rich presence (which shows the availability of individuals across multiple channels, such as instant messaging, phone, mobile phone and video) enables individuals to be more productive through simplifying their work tasks.

Team or Group Productivity Efficiencies

In this environment, unified communications is oriented toward supporting collaborative and team efforts. Examples of ways to improve performance include the use of presence to speed

identification of an individual with the right skills to address a problem, the use of business rules to route or escalate communications, or the use of virtual meeting rooms to speed rapid response teams. This enables access to extend from real-time one-on-one communications to one-to-many, and many-to-many interactions speeding up our decision-making and problem solving processes in our daily business.

Organizational Productivity and Efficiencies

In this scenario, UC integrates communications with enterprise wide and department-level applications, business processes and workflows. An example of this is credit card authorization or tech support validation on incoming calls. Calls are received based on Caller ID and speech enabled IVR, the system references existing business applications to validate and verify the caller. Information can then be added into the CRM/or accounting applications that will then provide a 360 degree view to the organization servicing that caller the next time they phone.

The key is to understand that UC is evolutionary, not revolutionary technology. The impression around UC is major changes and disruptions are required to employ it – this is simply not the case! Solid UC technology enables the value of UC around the way your business operates and provides value added efficiencies to your current business processes. If you're moving into a facility, where you need to build your own infrastructure, then installing a complete UC solution with IP infrastructure makes sense. However, if you want to implement efficiencies within your current environment, then leveraging your existing POTS or TDM infrastructure is the best solution to achieving immediate gains with minimal change to your organization.

INVESTING IN UC

It is claimed that an IP-enabled UC system will save 50% over the cost of maintaining old messaging and call processing equipment. Of course, it isn't clear if replacing an old system with a more modern switch network will result in similar sav-

ings. IT departments are real pragmatists – not investing in technology unless there is a clear demonstration of cost-savings or substantial improvement in quality of service. Here is a checklist of things to watch for when considering whether to invest in Internet Telephony or not:

1. Does your company have good connectivity to the Internet?
2. Are you planning on implementing Rich Presence and enhanced Mobility technology?
3. Is your traditional POTS equipment overdue?
4. Does your company have enough bandwidth for all your data and voice needs?
5. Does your company have a substantial international presence or communication requirements?
6. Does your company have multiple locations?

Unified Communications is just that, the value comes from unifying all the technology to work as one seamless system and to add tremendous efficiency in the way of business communications. Businesses have used multiple methods of communicating for some time. Phones have been around forever. E-mail has been part of the foundation of corporate communications for the last decade. Instant messaging has been embraced by many businesses, and mobile phones have become standard issue in our everyday lives. There is nothing too novel about a company combining multiple methods of communicating together. However, by itself, this is only a variable of multiple communications – NOT Unified Communications.

Part of what makes the communications “unified” is the interoperability. Voice mails that are left after a call are sent to the users' e-mail. Users can initiate an instant messaging session or phone call by clicking on a user's name in an e-mail. Most modern mobile devices are equipped with e-mail and instant messaging functionality that can accommodate these features, even on the road. But, the tie that truly binds is the Presence. Presence is the component of UC that elevates the solution

from various separate communication methods to a collection of multiple communication methods that work together – to the point where the organization can really begin to realize the productivity and efficiency benefits of UC. Through leveraging Presence we can best decide how and when to communicate – is the person in a meeting, on a call, unavailable? Presence generally illustrates the user's status with an icon. Ideally, Presence also gives the user some ability to control their privacy, for example, setting their Presence status so they appear offline or busy to the general population, while remaining “available” or online for others like co-workers and customers.

The on-demand nature of today's business means that users across the organization need faster access to information from a variety of platforms, applications and tools. This is a complicated mission for the IT Manager, with more and more workers using different devices in the office and remotely. The technology department is required to provide a management strategy for a broad range of devices from traditional landline telephone systems to advanced messaging and web conferencing systems.

Unified Messaging, which makes up the bulk of the UC market, allows users to view information from multiple channels in a single mailbox from any device or application. This can be addressed with UC, integrating and linking applications and processes so it is easier to communicate, manage and maintain. Such strengths would seem to provide a strong reason for adoption in the technology organization, particularly amongst IT Managers that are struggling to cope with a complex array of devices that are producing management nightmares such as information that now ends up on the carrier network or an unmanaged application.

Roll-out of Unified Networking tools is still slow. However, researcher In-Stat recently discovered that technological capabilities have often outstripped the demand. IT Managers are keen to hear about the benefits of UC and messaging from other users before committing cash to expensive collaboration technology systems—such users have been slow to come forward, says researcher.

IT Managers are keen to hear about the benefits of UC and messaging from other users before committing cash to expensive collaboration technology systems — such users have been slow to come forward, says researcher. Worldwide sales of UC are expected to grow in the high double-digits each year from now until 2010. In a fast-changing environment, where increasing number of firms are adopting collaboration systems to communicate with contacts inside and outside the firm, should IT Managers be prepared to install UC and messaging? Significantly, the complexity of collaboration platforms facing IT Managers is only set to increase — with companies keen to spend more cash on mobile business solutions.

Researcher IDC recently discovered that the average mobility expenditure for 2007 is \$200 million and 95% of technology leaders expect that budget to increase on an average of 40.3% this year. More devices means more data and the wise IP Managers should certainly be thinking about ways to integrate multiple channels. IDC Research expects UC applications to provide a key driver for growth during the next five years.

Unified Communication Drivers

As information from devices becomes unified, the IT department will be able to provide a much stronger understanding of what is happening across the organization. As Unified Messaging and communication strategies develop, it will be crucial to increase services based on presence technology, and applications that are capable of locating a device when the user connects to the network.

The internal operations of an enterprise have to be effective before that enterprise should offer any product or service. UC can make company executives more efficient and benefit internal organizations such as finance, human resources, facilities and IT. Messaging, Mobility and Presence used in the context of UC will improve the enterprise efficiency, reduce the staff's stress levels and improve productivity.

- ✓ Mobility provides seamless access to decision makers and influencers as well as access to information for decision support.
- ✓ Mobility improves communications access and channels to partners and customers.
- ✓ There will always be business issues to resolve and UC will reduce the time it takes to resolve an issue/problem.
- ✓ The developers of a product or service will always be working with a time constraint. Competition will drive the schedule for the development.

UC has the potential to reduce the time it takes to bring a product to the market by enabling collaboration and team communication that is fast and efficient (whether working with internal staff, consultants or potential vendors).

Development groups do not always have the expertise necessary to complete the development of a product or service. UC provides an effective method for locating and accessing the expertise required.

UC enhances the ability of geographically scattered people and resources to work as a real-time team by leveraging embedded presence and mobility functionality.

Marketing departments need to prepare a number of tools (advertising, brochures, press releases, meetings, etc.) and communicate their message over several mediums to promote and broadcast their company message the most effective way possible in order to bring the product or service to the attention of the customers.

UC drives the exchange of information, schedules and tools with external resources such as the press, PR firms and potential first customers. Contact management and the associated links are important during the product or service introduction as is the continuing marketing efforts after the initial product launch.

A marketing campaign will need continuous, fast and effective communications. UC will keep the

campaign on schedule and be useful in responding to market changes.

PRODUCTION NEEDS

This includes external part delivery, service providers, packaging and shipping companies and other organizations that need to be coordinated, especially if just-in-time scheduling is the goal. Accurate communications, delivered in a timely manner, in whatever form that is most productive, is the key value of UC.

- ✓ Access to presence and real-time communication tools such as instant messaging and conferencing will enhance the production process. Reducing the time required for problem/issue resolution.

Again, UC can be leveraged to enhance the ability of geographically scattered people and resources to work as a real-time team. Increasing sales productivity and market penetration are the primary goals of the sales organization. Sales may be made directly through agents, retail stores or VARs. The different methods all have common needs — consistent and reliable products/services information and delivery.

Analysis has demonstrated that up to a 30% reduction in the sales cycle duration can be accomplished through the use of UC.

The ability to reduce telephone-tag through embedded mobility and location based routing as well as by providing and controlling the presence information and providing immediate alternative means of communications such as instant messaging and email.

The delivery of a product/service is a logistics issue. Delivery issues will be similar to the issues encountered in the production environment. UC enabled real-time communication driving collaboration around logistics and scheduling. Integrating presence with mobile devices enables dispatch to know the status of drivers and delivery personnel and initiate immediate communications with resources in the field.

UC enables the ability of geographically scattered resources such as production facilities, warehouses and delivery service providers to work as a real-time team and communicate. Keeping the customer satisfied should be the goal of any organization. This is not always the case however, and bad customer service will always come back to haunt the negligent enterprise, causing the reduction of market share and profitability.

- ✓ UC provides rapid access to the correct enterprise resource to answer questions and assist in the sales process.
- ✓ UC provides immediate access to the correct enterprise resource to resolve an issue or problem that new and existing customers may be experiencing.
- ✓ UC provides alternative communications methods for a wide variety of customers to access what they need and when they need it, making your organization fit their unique and specific needs.

HIGH LEVEL MARKET DRIVERS FOR UNIFIED COMMUNICATIONS

Customer Connections — Businesses strive to develop more profitable customer relationships with integrated and easy-to-use communication tools, while maintaining the ability for ubiquitous communications, and in turn provide the customer with the ability to have priority communications with their vendor contacts.

Mobile Workforces — Enterprises look to increase the productivity of mobile managers and knowledge workers by enabling ubiquitous communication and leveraging enterprise infrastructure to dramatically lower mobile communication costs.

Real World Business Processes — Companies want to use technology to simplify, and even solve, common business problems such as communication, travel costs and timely distribution of critical business information.

Regulatory Compliance — There is a need to reduce the complexity of compliance solutions and

processes through familiar and easy-to-use applications.

Maintaining customer connections is one of the most vital activities for a business based on the need to quickly identify and resolve problems. Customers are best served if they're able to reach their provider quickly and at-will, creating a win-win situation for both sides.

The presence capability of UC augments this by enabling users to automatically tell if other user are available for conversations and what mediums of communication they prefer. This feature, along with Find Me/Follow Me enables users to connect faster, and with presence supported across multiple devices, the act of contacting people is streamlined. Single-number reach solutions typically combine presence and Find Me/Follow Me to allow the customer to simply dial one number or simply say a name or department while the UC system takes care of the rest.

This drives mobility — and access to real-time communications without compromising security and privacy, as no personal numbers are revealed.

Unified Communications (UC) provides application integration that links people-to-people and people-to-applications, in a simplified way — reducing delays found in business communications.

UC enables organizations to collaborate more effectively by allowing employees to quickly reach co-workers using a single telephone number or URL across multiple devices. Telephone features are integrated with an employee's desktop to allow a co-worker to identify the availability of co-workers and simply point-and-click on their PC to reach them via telephone, cell phone, PC or other communication device.

Additionally, employees can launch adhoc conference sessions, audio, web or video easily from their desktop and know their co-workers availabil-

ity before seeing their status or presence indicator on their PC.

While UC increases worker productivity and reduces communication blocks, it also improves existing business processes such as sales support, problem resolution and access to experts.

Unified Messaging (an element of Unified Communications) is a single driver that provides value to message centric organizations. A 2006 Sage Research study — Unified Communications Applications: Uses and Benefits, revealed that

“Employees without Unified Messaging spend more than 75 minutes a day handling email, voicemail and fax messages. But central management and anywhere access to unified messaging saves people an average of 43 minutes a day — a 57 percent improvement in productivity.”

The ability to optimize geographically diverse people and workgroups has become paramount to enterprises. According to a 2005 Nemertes Research Study — Building The Successful Virtual Workplace, 90 percent of worldwide workers did not work at corporate headquarters. As well, between 40 to 70 percent of the workers did not work in the same location as their supervisor, making teamwork more difficult to create and manage. At the same time, the cost savings of remote workers has been hard to ignore in a global economy.

For most organizations, mobility translates into profitability because the workforce has transitioned over the last two decades into a large base of knowledge workers. These knowledge workers must communicate in person with others on another floor, another building in a campus, with people overseas and anywhere a customer is located.

Faster response times are a valuable part of the value proposition as this directly correlates to better customer service and satisfied customers. This is expanded upon in another study from J. Gold Associates in 2006 — Compliance in the Mobile

Enterprise, which states that most enterprises rank mobility and mobile worker deployments within their top five initiatives between 2006 and 2009.

UC DRIVES APPLICATION SOLUTIONS

UC provides and integrates communication capabilities (collaboration, messaging, call control, click-to-call, instant messaging, mobility, etc.) with presence and a unified user interface to provide user productivity capabilities and benefits. These communication capabilities can also be integrated to applications (CRM, ERP and vertical applications) to provide Business Process capabilities and benefits.

There is no “right” way to implement UC. There are various paths toward a UC solution and they depend upon a company's infrastructure, philosophy and goals. In its generic value, UC embeds mobility, presence and messaging collaboration into your daily business tools, but the high driver is how it's adopted by specific industries to actually solve business problems with specific application solutions for that particular industry.

Legal Industry

Take advantage of call logging combined with speech-to-text transcription to both automate and store daily depositions, which provides hard records and copies of the deposition in recorded voice and converted text. By linking call information with client records, UC can enable legal organizations to track customer calls, call duration and details. Through recording or transcription they can leverage their cases and billing. UC delivers automation with security and compliance for any legal organization.

Health Care

Understanding hospitals and their workforce, finding and reaching staff, doctors and resources are a common issue. UC integrates hospital directories with speech technology that allows anyone to press a button on any floor and say a doctor or nurses name to reach them. UC shares presence availability and automates that process to

locate and connect with the desired party even while they are off-site working from their private practice. Integrating with property management software can also enhance the patient's stay at a facility — family members may call and speak the patient's name to be connected without compromising security and divulging room numbers. This, at the same time will dramatically reduce the load of phone calls to the main desk alleviating the need for a person employed to answer the phone.

Because not single vendor has all of the elements needed for a complete solution, it is important to invest in technology and partners that focus on interoperability. Avoid falling into a CRM trap, where delivering UC requires major changes to all your infrastructure and core applications. A true UC solution is vendor agnostic and allows you to have the best-in-breed of all core elements. Telephony, email, CRM, SFA, ERP are all brought together by UC technology unifying infrastructure to applications and streamlining, not only what you have today but what you may invest in and deploy tomorrow.

When to invest in Unified Communications?

With the global economy at cross roads and so much uncertainty in today's business, the question remains “can I afford to invest in UC technology?” Maybe it's better to hold-off until the future when the market is better and there is an excess budget. But the key issue and question here is — how can you afford not to? To compete and survive in frugal markets, your organization has to be more EFFICIENT in its operations, user job roles and key business processes, which is everything UC addresses when deployed properly in an organization.

Some companies would go into survival mode at this state of our economy, where their goal is to simply stay in business. It is not likely for them to invest in potentials such as UC. There is also a more strategic mode, companies want to save money by increasing revenue through implementing collaborative technology, UC technology can

help save them money. The third approach is more aggressive expansion and growth. These organizations have money and can take advantage of cheap market conditions. They can use it as a way to leapfrog competitors, be more productive and effective. They can also use UC to improve customer service and gain market share. **What mode would you want your organization to operate from?**

Which has a long-term effect on the survival and growth of your organization? How high up on the list will UC be for your organization's budget? It should be a high priority. Organizations can use UC to build brand value and perception with key customers. Product development and production teams work more effectively and efficiently. It can shorten the sales and development cycles, enable faster time to market and improve customer relationships. These are elements that will go to the bottom and top line of your business operations.

Unified Communications enables an organization to create adaptive work environments that build

- ✓ Productivity
- ✓ Business Agility
- ✓ Security
- ✓ Competitive Advantage

ESNATECH UNIFIED COMMUNICATIONS PLATFORM FOCUSES ON THREE KEY CUSTOMER PRIORITIES:

1. **Mobility** — the ability for an organization to operate and conduct business anywhere from all possible environment. Collaborative and live communication.
2. **Enhancing User Experience** — by extending new productivity-building features and widgets that provide comprehensive UC and collaborative capabilities in every workspace, both internal and external.
3. **Improving Total Cost of Ownership (TCO)** — by increasing security and scalability for messaging, presence, and conferencing, all consolidat-

ed into a single solution for economic scale and minimization of overhead and management.

Why Should Your Company Use Unified Messaging?

Unified Messaging is rapidly growing in popularity among businesses and private individuals alike, and for a good reason. By using a Unified Messaging system, it's possible to receive a number of different types of messages through any access point instead of requiring a different method of access for each type message. This can be especially advantageous for businesses, as it allows them to reduce the amount of equipment that they need, while making their communications systems much more efficient and compatible with others. If you have been considering switching your company to Unified Messaging but want to make sure that its right for your business needs, then consider the following in order to see whether this is the messaging solution that you've been looking for.

AN ALL-IN-ONE SOLUTION

By choosing Unified Messaging for your company, you will be getting an all-in-one solution for all of your messaging needs. Unified Messaging allows your employees to receive voice messages, faxes, e-mails, text messages, all through their computer, cellular phone, or other access points. E-mails, faxes, and other text messages can even be received as audio through standard telephones, with the text-to-speech technology reading the email over the phone. The speech-to-text services will do the reverse, and convert voice messages to text, so you that can quickly read them from your PDA or Smartphone instead of listening to them.

LESS EQUIPMENT TO MAINTAIN

Because Unified Messaging doesn't require separate machines for each type of message your employees might receive, there is minimal equipment to be bought and maintained. Additionally, the Unified Messaging system won't require paper, ink,

or other resources the way that fax machines and some other messaging systems might; any faxes or text-based messages can be read and printed out on a as-needed-basis from an employee's computer, or simply listened to through telephone with a text-to-voice enabled Unified Messaging system.

PRODUCTIVITY AND COST EFFECTIVENESS

There are other advantages for using an Unified Messaging system as well. Employees can spend more time focusing on their work instead of having to wait by the fax machine or visit another part of the office every time they need to send/receive faxes. Though the time spent doing these tasks may seem trivial, over the course of the day this can add up into a significant amount of time. Unified Messaging can give your employees a little extra time to get their work done, and they will be instantly alerted when the fax or message that they were waiting for arrives.

If your employees travel a lot or are often out of the office, Unified Messaging can be even more useful. Many Unified Messaging systems have features which enable messages to be sent to a variety of different access points, trying each in order so that your employee can receive their message alert regardless of whether they're in the office or away on a job. This can save valuable time, as well as trips back and forth from the job site and office to check messages or receive faxes that may be vital to the work they are doing.

Unified communications (UC) refers to simplification and integration of all forms of communications beyond messaging to maximize communication efficiency. It is typically a software program and infrastructural improvement. The communications leveraged by UC can include phone, e-mail, chat, conferencing, collaboration, voice mail, and fax. The typical software program unifies these communication mediums so that any activity or message can be easily transferred to another. A successful implementation can automate and unify all forms of human and device communications into a common user experience. Gains in efficiency can result through an optimization of

business processes and enhancing human communications, reducing latency, managing flows, and eliminating device and media dependencies. At the end of the day, it drives increased productive communications with customers and co-workers. By doing this, it provides valuable interactions at the lowest cost possible, as it is deeply rooted and integrated into your organization and its business processes.

Investing in a true solution that delivers Integration with existing infrastructure, a scalability to meet your growing needs, and simplicity to deploy and use, your organization has set sail on a path to success and major competitive advantages in the market place.

For more information on Unified Communications and solutions to meet your specific business needs, please contact Esnatech at: 905-707-9700 and say "UC Rocks" or visit us online at www.esnatech.com

