



UC WHAT YOU NEED TO KNOW

UNIFIED COMMUNICATIONS OFFERS THE ABILITY TO IMPROVE HOW ORGANIZATIONS INTERACT WITH KEY RESOURCES SUCH AS CUSTOMERS, EMPLOYEES AND SUPPLIERS.

UC enables multiple communication channels to be coordinated and unified. A properly designed UC architecture will consolidate and/or eliminate servers to lower overall power consumption and deliver not only a unified integrated solution, but better yet an environmentally friendly solution that will lower the organizations overall energy footprint, dramatically improving the overall business process of communication and collaboration. UC adds value to existing communication processes and infrastructure and *true* UC solutions will not require core architectural changes to an organizations telephony infrastructure. Key technologies include presence, e-mail, voice mail, unified messaging and instant messaging (IM), and mobile access to live communications and remote work groups.

Another key capability of UC is in offering a method to integrate communication functions directly with business applications, both onsite applications such as Microsoft® Exchange and ERP solutions and SaaS (software as a service) in which the key application is hosted such as salesforce.com and Google™ Applications. The Gartner Group coined this capability "communications-enabled business processes."

UC will reduce "human latency" in business processes. It not only automates business processes, but also simplifies user interactions and delivers anywhere access to core business functions. UC is currently enjoying an early mainstream adoption phase with organizations all over the world. Most UC investments are justified in personal-productivity improvements; other investments are geared toward workgroup improvements and overall cost savings in the current core business process.

Organizations must make their UC decisions by evaluating emerging options based on their current needs, and how these options might fit with their business's long-term strategies. In the likelihood that most companies will end up with communication solutions from multiple vendors, they should invest in technology that can provide the widest selection of interoperability such as the Esnatech UC platform. (<http://www.esnatech.com/products.htm>)