



## UC TALKING GREEN

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### WHAT IS UNIFIED COMMUNICATIONS?

Unified communications provides a single tool set for real-time communications. Users can see if the person they need to communicate with is available and then, with a single click, choose to interact with them through *instant messaging, voice or video*.



### What does it take to drive all this Unified Communications?

With most vendors, the integration of technology brings with it a whole onslaught of hardware to drive all this technology, speech server, unified messaging server, computer telephony server, mobility server etc. Forget about the physical space and time it takes to manage this endless landscape of industrial grade of servers, but think about the wasted power consumption to drive it. Not to mention, the amount of industrial racks with fans to ensure they don't blow up.

Has anyone sat around thinking about this? One office tower, 100 tenants each with a minimum of 5-10 servers in a room driving business applications. Trust me, it adds up, the servers, the ventilation (in many cases, air conditioners).

However, there is a solution! This to me, more than ever defines the value proposition for SaaS (software as a service). Now we consolidate power consumption in hubs that have economies of scale leaving the business with simply a phone system and a UC gateway that links the telephony infrastructure to both the SaaS based groupware platform like GOOGLE applications, as well as other core business applications such as SFA, and CRM (salesforce.com).

Investing in SaaS solutions linked to a single UC gateway driving consolidated UC applications allows companies to avoid making dramatic changes in their infrastructure, but significantly reduce not only the annual management and costs of these application platforms, but the amount of wasted power consumption each business uses on an annual basis. To me, this is "Talking Green." Forget about low consumption PC and servers, simply eliminate them and subscribe to the service on demand. It's like turning off the lights when you're not in the room!