



UC MEANS MORE TIME TO BE STRATEGIC

Businesses and organizations are either buying or looking at somehow getting into Unified Communications. But what does it mean to the average buyer? In truth, it means quite a lot.

Beyond the initial attraction of making seemingly free telephone calls, there is a lot that UC can deliver. As a business that has enjoyed the benefits of much that UC has to offer over the last few years, we can say that the biggest change for us was the addition of time. At Esnatech, we deployed a Telephony Office-LinX Unified Communication system that is able to connect many of our corporate systems. The unification of the various pieces of data that we work with on a daily basis has greatly simplified our access to information, and has therefore delivered our most valued asset "Time." After all, time is money.

Time and Instant Messaging

Many people have used one form of **Instant Messaging (IM)** or another. We believe the term does not do the service justice. It would be better termed Instant Communicating. In the 90's the proliferation of voice mail in businesses showed how being able to leave a detailed message can provide people with time. Later, the mass adoption of e-mail provided yet another convenient way to send a message. Instant Messaging now provides an immediate means to communicate with another person who is available, using text. Click on their name, and start chatting using your keyboard or from your phone or any type of electronic device with WiFi or Internet access. This saves a lot of time, and the addition of UC in the IM portfolio will simplify the process further. Click on their name, and just start chatting, calling or Video!

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