



## INSTANT MESSAGING = TIME

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Many people have used one form of Instant Messaging (IM) or another. I believe the term does not do this service enough 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. This saves a lot of time, and the addition of Unified Communications in the IM portfolio will simplify the process further, click on their name and simply start chatting. Good UC solutions will make IM part of the current application and business process an organization is using. This guarantees access and simplicity to leverage the value of immediate communications and the efficiency of a person's time.

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