



## UNIFIED COMMUNICATIONS PROVIDES ENTERPRISE MOBILITY

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At the end of the day one of the biggest assets unified communications delivers to an organization is the unleashing of enterprise mobility. It allows users within a company not to be tied to their desk, yet still be connected to manage all their communications.

The value of enterprise mobility is about making employees more effective! Not efficient but effective, being more effective in your job will lead to efficiency but efficiency for efficiency's sake does not mean you will be effective and not necessarily add value to your organization. Unified Communications delivers enterprise mobility in a filtered environment where decisions can be based on importance and value, and tasks can be managed in real time or offline. This leads to more effective use of a person's time and will drive them to be effective and more efficient.

Large companies are finding plenty of reasons for passing out wireless devices to task-based workers such as sales teams and field service fleets, but it remains a challenge to justify distribution of handhelds to so-called knowledge workers or to convince business leaders to buy expensive management systems where productivity gains are harder to quantify.

Many feel it is going to take years for enterprise applications to become mobile because these were largely designed for the PC within certain parameters, which will not port well to mobile devices. The real business value of mobility is not about delivering PC applications on your hand held, but more about keeping users connected to enterprise data and business processes when they're not at their desk. Unified Communications provides the key element "access." Access to groupware that drives daily communication and collaboration, access to data to streamline process and save time, and finally access to human resources. UC links employees to the office phone system so it's easy to find and access users in real time, dramatically lowering off-line communications and increasing effective interactions with staff, customers, and partners.

UC providers should continue to focus on usability and building versions of their programs that can be run on multiple devices and mobile operating systems. Everybody wants mobile business applications but there's still a lot of massaging that needs to happen before more people are ready to increase investment, companies are focused on looking at the "Total Cost of Ownership" and are having a hard time measuring and quantifying effectiveness delivered because of Unified Communications.