



## UNIFIED COMMUNICATIONS IS THE NEW OFFICE PBX

---

Unified Communications is forecasted to achieve massive growth rates. Although UC can be complex, it is actually quite simple. UC takes existing infrastructure and provides unified access to users so they can be more productive and effective in communicating throughout their daily lives.

According to In-Stat, the worldwide compound unified communications annual growth rate is approximately twenty-five percent. Companies are looking at how they can effectively incorporate mobile workforces and escalating channel of communications to effectively manage and operate in the competitive landscape that exists today.

### UNIFIED COMMUNICATIONS MAY BE DESCRIBED AS HAVING THE FOLLOWING COMPONENTS:

- ◀ Presence and Instant Messaging (including mobile UC clients)
- ◀ Telephony (PBXs, IP and TDM, IP Centrex and broadband VoIP)
- ◀ Mobility Services (Find Me/Follow Me, twinning and call filtering)
- ◀ Audio Conferencing (bridges and bridging services)
- ◀ Web Collaboration (premise-based and hosted solutions)
- ◀ Unified Messaging

These services not only help link your organization and simplify communications but they can also enhance and replace business processes such as customer service, sales and even marketing. For example, when someone calls your business you want them to be able to easily receive relevant information and be directed to where their inquiries can be most appropriately dealt with. You can do this through unified messaging on your phone system.

When customers phone, your UM system can present them with news of promotions, sales, special offers and more. Using Caller ID information the UM system can reference your CRM database to determine who the caller is, and their profile, based on this information you can define routing rules that will process the call automatically to the appropriate resource or IVR to provide efficient and relevant self-service. The hang-up rate can be reduced by tailoring each message in accordance to the extension that a customer dials or who the customer is.

Unified messaging systems give your communications a professional feel and can help to improve your overall business.