



DEMONSTRATING THE VALUE OF UNIFIED COMMUNICATIONS

After reviewing the results from the Voicecon Webinar on the value of UC from the first comprehensive “UC End User Productivity Survey,” the effort to identify and quantify its benefits has consistently failed to result in clearly articulated business benefits; until now, they claim!

Analysts researched real-life UC end-users from various industries and disciplines within enterprise business organizations. They conducted detailed research and analysis interviewing a variety of end-users, examining how they use UC in their daily workflow, and how UC has made an impact. Here are some highlights of those results.

- * “100% of those polled said UC has positively impacted the way they do business”
- * “UC has reduced travel time by 30-40%”
- * “Voice mail has been reduced by 80%”
- * “One problem in particular was solved in minutes, when it would have taken hours to solve before UC.”
- * “If UC functionality were taken away from me, I’d demand it back! Seriously, it’s one of the big changes that I’ve seen since being in business.”

Executives, operations, IT, human resources, and marketing users were all interviewed for this study. The consensus was that UC has made a critical impact on their productivity. This is good stuff and validates what we have been talking about over the past 15 years. Unifying and Simplifying business communications can have a tremendous impact on streamlining business process and improving overall corporate productivity. This applies directly to an organizations top line (revenue) and bottom line (profits).

The value of what Esnatech provides with its UC solution is matching the value of unifying core business applications such as Sales force automation, Groupware solutions and CRM, and matching it to an organizations strategic operational objective. This delivers the greatest and quickest return on an organizations UC investment.