



Unify & Simplify  
all your daily communications

## messageLINK

### WHAT MAKES UC SUCCESSFUL WHEN ITS DEPLOYED?

A Unified Communication solution WILL fail if it doesn't actually solve existing business challenges. Customers need to figure out – before purchasing and implementing the solution – the business problem they're trying to solve, and how UC can help. If a company does not have a good understanding of its business processes and goals, no amount of technology will do the job in fact, it will have the reverse effect – technology will add process and procedure with no immediate ROI on what you have deployed. UC has to be implemented in such a way that it serves a specific purpose. IVR, for example, has changed the way in which companies do business by allowing customers to get the information they need and letting them conduct their transactions at any time. This solves a business issue of providing customer service that meets the specific needs of an organization's unique customer.

UC can have the same transformational impact. However, in order to do so, enterprises need to figure out how UC can be used to optimize their business processes. Buying and implementing technology for technology's sake is never a good idea. UC will best succeed in those cases where there is real business value and a clear goal of what the enterprise is trying to solve.

UC will be successful when implemented to provide tangible benefits for the enterprise. Whether it's reducing travel costs by way of conferencing and capabilities, increasing workgroup productivity and shortening development cycles thanks to improved communications, or making it possible for organizations to provide improved and tailored customer service, most UC implementations have shown significant ROI. By focusing on how UC affects the enterprise as a whole – in terms of reduced costs, increased revenues, and enhanced customer satisfaction. UC can change the way your business communicates.



**Davide Petramala**  
Vice President Sales & Marketing  
Esna Technologies Inc. (Esnatech)