



WEEKLY MESSAGELINK

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Market Drivers for UC

In general, there are several high-level market drivers for Unified Communications...

Customer Connections - Businesses strive to develop more profitable customer relationships with integrated and easy-to-use communication tools while maintaining the ability for ubiquitous communications, and in turn giving customers the ability to have priority communications with their vendor contacts.

Mobile Workforces - Enterprises look to increase the productivity of mobile managers and knowledge workers by enabling ubiquitous communications and leveraging enterprise infrastructure to dramatically low mobile communication costs.

Real World Business Processes - Companies want to use technology to simplify, and even solve common business problems, such as communication, travel costs and timely distribution of critical business information.

Regulatory Compliance - There is a need to reduce the complexity of compliance solutions and processes through familiar and easy-to-use applications.

Maintaining customer connections is one of the most vital activities for a business based on the need to quickly identify and resolve problems. Customers are best served if they're able to reach their provider quickly and at-will, creating a win, win situation for both sides. The presence capability of UC augments this by enabling users to automatically verify if other users are available for conversations and what mediums they prefer. This feature along with Find Me/Follow Me, enables users to connect faster, and with presence supported across multiple devices - the act of contacting people is streamlined. Single-number reach solutions typically combine presence and Find Me/Follow Me to allow the customer to simply dial ONE number or simply say a name or department while the UC system takes care of the rest. This drives mobility and access to real-time communications without compromising security and privacy, as no personal numbers or information are revealed.