



Unify & Simplify
all your daily communications

messageLINK

SEGMENTING UNIFIED COMMUNICATIONS

UC Technology can be segmented into three functional areas: Individual value and personal productivity, team or group productivity and efficiencies and organizational productivity and efficiencies.

1. Individual value and personal productivity – This environment targets individuals and includes smart phones, PDA's and other types of devices. These provide access to voice, instant messaging, presence information and business applications. Presence provides information about the availability and status of individuals or shared resources. This form of UC is geared toward supporting individual or personal productivity. For example, rich presence (which shows the availability of individuals across multiple channels, such as instant messaging, phone, mobile phone and video) enables individuals to be more productive through simplifying their work tasks.
2. Team or Group productivity and efficiencies – In this environment, unified communications is oriented toward supporting collaborative and team efforts. Examples of ways to improve performance include the use of presence to speed identification of an individual with the right skills to address a problem, the use of business rules to route or escalate communications, or the use of virtual meeting rooms to speed rapid response teams. This enables access to extend from real-time one-on-one communications to one-to-many, and many-to-many interactions speeding up our decision-making and problem solving processes in our daily business.
3. Organizational productivity and efficiencies – In this scenario, UC integrates communications with enterprise wide and department-level applications, business processes and workflows. An example of this is credit card authorization or tech support validation on incoming calls. Calls are received based on Caller ID and speech enabled IVR, the system references existing business applications to validate and verify the caller. Information can then be added into the CRM/or accounting applications that will then provide a 360 degree view to the organization servicing that caller the next time they phone.

The key is to understand that UC is evolutionary, not revolutionary technology. The impression around UC is major changes and disruptions are required to employ it – this is simply not the case! Solid UC technology enables the value of UC around the way your business operates and provides value added efficiencies to your current business processes. If you're moving into a facility, where you need to build your own infrastructure, then installing a complete UC solution with IP infrastructure makes sense. However, if you want to implement efficiencies within your current environment, then leveraging your existing POTS or TDM infrastructure is the best solution to achieving immediate gains with minimal change to your organization.



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