



Unify & Simplify  
all your daily communications

## messageLINK

### EVOLVING FROM PHONES TO COMMUNICATION SOLUTIONS

*I want to send a message to all telecom professionals:*

#### Stop Selling Phones!

Phones are a personal choice and this is why mobile phones are starting to dominate corporate communications.

#### Stop Selling Phone Systems!

There is only so much a phone system can do; the value to upgrade is becoming more and more a commodity issue with little room for margin or value to add to your organization.

#### Start Selling Communication Solutions!

In a hard economy organizations are looking to cut costs, and infrastructure changes are not highly desirable or in the budget. Solutions that demonstrate a high ROI and solve problems still have budget, actually bigger budgets – as everyone is trying to figure out how to do more with less!

Application sales in this industry was always the “tail on the dog,” the dog being the phone system. Well now phone systems are real dogs! Applications need to be your lead value proposition as they provide you with the ability to solve unique critical issues which organizations are facing in today’s market.

1. How do I effectively collaborate and communicate with my distributed workforce without driving up my communication costs?
2. How can I automate key business processes without sacrificing customer service?
3. How can I drive employee productivity knowledge workers based on the infrastructure I already have?  
(No one wants to start a CRM project)

Stop pushing hardware and gadgets and start talking applications and solutions, this will drive both application and service revenue that provide healthy margins and encourage on-going opportunities to service your customers. In this tough economy, the time is right to promote corporate improvement on what they already have and what they already do.

Start by looking at your own customer base and building solutions for them through key applications such as mobility, presence, collaboration, and messaging that will drive both live and offline communications and enhance organizations’ productivity with greater access to live dialog and critical resources.



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It's not about selling VoIP; it's about Unifying and Simplifying business communications.



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