



Unify & Simplify
all your daily communications

messageLINK

INVESTING IN UC

It is claimed that an IP-enabled UC system will save 50% over the cost of maintaining old messaging and call processing equipment. Of course, it isn't clear if replacing an old system with a more modern switch network will result in similar savings. IT departments are real pragmatists – not investing in technology unless there is a clear demonstration of cost-savings or substantial improvement in quality of service. **Here is a checklist of things to watch for when considering whether to invest in Internet Telephony or not:**

- Does your company have good connectivity to the Internet?
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- Are you planning on implementing Rich Presence and enhanced Mobility technology?
- Is your traditional POTS equipment overdue?
- Does your company have enough bandwidth for all your data and voice needs?
- Does your company have a substantial international presence or communication requirements?
- Does your company have multiple locations?

Unified Communications is just that, the value comes from unifying all the technology to work as one seamless system and to add tremendous efficiency in the way of business communications.

Businesses have used multiple methods of communicating for some time. Phones have been around forever. E-mail has been part of the foundation of corporate communications for the last decade. Instant messaging has been embraced by many businesses, and mobile phones have become standard issue in our everyday lives. There is nothing too novel about a company combining multiple methods of communicating together. However, by itself, this is only a variable of multiple communications – NOT Unified Communications.



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