



Unify & Simplify
all your daily communications

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UNIFIED COMMUNICATIONS WILL TRANSFORM TODAY'S BUSINESS

The key is to keep your organization cohesive and connected by automating core business processes and enabling access to better communications between 3 key cores to business: Employers, Customers and Collaborators/Suppliers. Unified Communications can transform an organization from a structural manual process to a highly efficient, cost effective system that delivers value to its staff and stakeholders. For businesses with multifaceted communication needs, various office throughout the world or employees on the road or working remotely, UC solutions provide a seamless, streamlined and reliable way of communicating and collaborating with one another and ensuring real-time communications to facilitate real-time decision making.

Unified Communication technologies have matured as many vendors including Esnatech have third and fourth generations of their platform available for businesses. The result is a focus shifting from making a business case for UC to focusing on concrete and tangible deployment issues. For successful deployments, it is critical that all the business stakeholders understand where UC solutions offer value and how they improve competitiveness in the market.

UC is designed to eliminate the barriers that have traditionally separated the different forms of business communications including voice calls, e-mail, instant messaging, conferencing etc., in deploying UC. Applications that integrate various infrastructure and business solutions so it is possible to manage everything from a single point and use them with common devices, enabling companies to transform key business processes with improved communication flows. The Gartner Group labeled this capability, communications-enabled business processes (CEBP). According to them, by 2012 – 80% of leading organizations will have adopted some form of CEBP for competitive improvement.



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The largest single value in UC lies in its ability to reduce human latency within corporate processes and improve a business' ability to respond and be agile. Integrating communication functions directly into systems and applications individual use is specifically effective at driving usage of the new applications. UC adds tremendous value specifically to distributed workforces and operations, strong vertical industries can see huge returns from UC deployment including retail and the distribution transport sector.

SIP-based solutions make it much simpler to take advantage of a pure application suite integrated into whatever infrastructure your organization may have. Adopting this standard ensures solid interoperability and future growth when looking at, and evaluating Unified Communications. Avoid the proprietary trap and closed systems that promise "greatness" but failed in the past when sales cannot meet the minimum benchmarks.



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