



Unify & Simplify  
all your daily communications

## messageLINK

### Unified Communication Drivers

As information from devices becomes Unified, the IT department will be able to provide a much deeper understanding of what is happening across the organization. As unified messaging and communication strategies develop, it will be crucial to increase services based on presence technology, and applications that make it possible to locate a device when a user connects to a network.

The internal operations of an enterprise have to be effective before that enterprise should offer any product or service. UC can make company executives more efficient and benefit internal organizations such as finance, human resources, facilities and IT. Messaging, mobility and presence used in the context of UC will improve the enterprise efficiency — reducing the staffs' stress level and improving overall productivity.

- Mobility provides seamless access to decision makers and influencers, as well as access to information for decision support.
- IT improves communication access and channels directly to partners and customers.
- There will always be business issues to resolve and UC will reduce the time it takes to resolve an issue/problem.

The developers of a product or service will always be working with a time constraint. Competition will drive the schedule for the development.

- UC has the potential to reduce the time it takes to bring a product to the market by enabling collaboration and team communication that is fast and efficient (whether working with internal staff, consultants or potential vendors).
- Development groups do not always have the expertise necessary to complete the development of a product/service. UC provides an effective method for locating and accessing the expertise required.
- UC enhances the ability of geographically scattered people and resources to work as a real-time team by leveraging embedded presence and mobility functionality.

### Marketing Needs

Marketing tools (advertising, brochures, press releases, meetings, etc.) designed to communicate their message over several mediums to promote their company message the most effective way possible in order to bring the product/service to the attention of the customers.



Unify & Simplify  
all your daily communications

- UC drives the exchange of information, schedules and tools with external resources such as press, PR firms and potential first customers. Contact management and the associated linkages are important during the product/service introduction, as is continuing marketing efforts after the initial release of the product/service.
- A marketing campaign will need continuous, fast and effective communications. UC will keep the campaign on schedule and be useful in responding to market changes.

#### Production Needs

This includes external part delivery, service providers, packaging and shipping companies, and other organizations that need to be coordinated, especially if just-in-time scheduling is the goal. Accurate communications delivered in a timely manner in whatever form is the most productive is the key value of UC.

- Access to presence and real-time communication tools such as instant messaging and conferencing will enhance the production process
- It will reduce the time required for problems/issues to be resolved.
- UC can be leveraged to enhance the ability of geographically scattered people and resources to work as a real-time team.

Increasing sales productivity and market penetration are the primary goals of the sales organization. Sales may be made directly through agents, retail stores or VARs. The different methods all have common needs, the consistent and reliable product/service information and deliver.

- UC will reduce the sales cycle time. Analysis has demonstrated that up to a 30% reduction in the sales cycle duration can be accomplished through the use of UC.
- The ability to reduce the telephone tag through embedded mobility and location based routing as well as by providing and controlling the presence information and providing immediate alternative means of communication such as, IM and e-mail.

The delivery of a product/service is a logistics issue. Delivery issues will be similar to the issues encountered in the production environment.

- UC enabled real-time communication driving collaboration around logistics and scheduling. Integrating presence with mobile devices enables dispatch to know the status of drivers and delivery personnel, initiating immediate communications with these resources remotely.
- UC enables the ability of geographically scattered resources such as production facilities, warehouses and delivery service providers to work as a real-time team and communicate.



Unify & Simplify  
all your daily communications

Keeping the customer satisfied — even happy, should be the goal of any organization. This is not always the case however, and bad customer service will always come back to haunt the negligent enterprise, causing the reduction of market share and profitability.

- UC provides rapid access to the correct enterprise resources to answer questions and assist in the sales process.
- UC provides immediate access to the correct enterprise resources to resolve an issue or problem that new and existing customers may be experiencing
- UC provides alternative communication methods for a wide variety of customers to access what they need and when they need it, making your organization fit into their unique and specific needs.



**Davide Petramala**  
Vice President, Sales & Marketing  
Esna Technologies Inc.