



## WEEKLY MESSAGELINK

**Monday, August 24, 2009**

### Why Should Your Company Use Unified Messaging?

Unified Messaging is rapidly growing in popularity among businesses and private individuals alike, and for good reason. By using a Unified Messaging system, it's possible to receive a number of different types of messages through any access point instead of requiring a different method of access for each type of message. This can be especially advantageous for businesses, as it allows them to reduce the amount of equipment they need, while making their communications systems much more efficient and compatible with others.

If you have been considering switching your company to Unified Messaging but want to make sure that it's right for your business needs, then consider the following in order to see whether this is the messaging solution that you've been looking for.

#### **All-in-One Solution**

By choosing Unified Messaging for your company, you will be getting an all-in-one solution for all your messaging needs. Unified Messaging allows your employees to receive voice messages, faxes, emails, and text messages through computer, cell phone, or other access points. Emails, faxes and other text messages can even be received as audio through standard telephones, with text-to-speech technology emails can be read over the phone. The speech-to-text services will do the reverse and convert voice messages to text, so you can quickly read them from your PDA or Smartphone, instead of listening to them.

#### **Less Equipment to Maintain**

Because Unified Messaging doesn't require separate machines for each type of message your employees might receive, there is much less equipment to be bought and maintained. Additionally, the Unified Messaging system won't require paper, ink, or other resources the way that fax machines and other messaging systems might; any faxes or text-based messages can be read and printed, on a needed basis from an employees computer, or simply listened to via telephone with a text-to-voice enabled Unified Messaging system.

#### **Productivity and Cost Effectiveness**

There are other advantages for using a Unified Messaging system as well. Employees can spend more time focusing on their work instead of having to wait by the fax machine or visit another part of the office every time they need to send or receive items. Though the time spent doing these sort of tasks may seem trivial, over the course of the day this can add up to a significant amount of time. This can give your employees a little extra time to get their work done, and they will be instantly alerted when the fax or message they're waiting for arrives.

If your employees travel a lot or are often out of the office, Unified Messaging can be more useful. Many Unified Messaging systems have features which enable messages to be sent to a variety of different access points, trying each in order so your employees can receive their message alert regardless of whether they're in the office or away. This can save valuable time as well as trips back and forth from the job site and office to check messages or faxes that may be vital to the work that they're doing.

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