



WEEKLY MESSAGELINK

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UC – STILL DEFINING A TREND?



It's interesting how Gartner's NEW 2010 Top Trends is missing or has removed Unified Communications, and has now moved Cloud Computing to its top spot.

The questions raised are – what does this mean for UC, and is it still relevant to the enterprise? My thoughts are yes, and in fact UC is no longer a trend, but a main fabric within the business. UC has become mainstream within IT, except it is not a technology, but a collection of technologies. Some of the 2010 trends point to stage two of UC, i.e., the architecture or deployment (Cloud Computing). It is like saying, Salesforce automation or CRM (customer relationship management) is not relevant as they are not Top 10

Trends. This is because they are not trends, but main pieces of how an organizations operates. I think it is merely an indication that IT has to focus on specific communication applications/functionality, rather than on a label that covers all forms of real-time communications.

The important element of these new trends will be integration and interoperability with the enterprise communications, as opposed to legacy applications that are NOT integrated or interoperable, i.e., the infrastructure deployed needs to integrate with core enterprise data and communication systems for maximum return.

Dropping UC as product should not ring alarm bells, but raise cheer that it has made it mainstream, and moved from trend to reality!

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