



WEEKLY MESSAGELINK

DRIVING PRODUCTIVITY

Productivity per employee is on the dramatic upswing, and this is due to the mass adoption of technology that allow employees to easily collaborate and shorten the cycles to decision making. One of the prime technologies in this area is Unified Communications (UC). UC drives and facilitates information sharing and LIVE collaboration, dramatically shortening the cycle of indecision. A business that wishes to improve productivity should consider learning more about the tools that are available to unify communications.

UC SAYS IT ALL: It is connecting all forms of communications so that you can easily communicate regardless of location or access to your office. An example would be remote access to email or Find Me/ Follow Me technology based on your calendar. Co-workers can see immediately from their mobile device or PC, your availability and from there choose the appropriate resource to connect, versus back and forth with offline communications.

Key tools that accelerate UC include mobile devices. Today, mobile phones are now capable of playing a big role in Unified Communications, because they can be used to retrieve calls, exchange information, and access live presence and collaboration tools, they have become an "office in your hand" device. Also driving the adoption of Unified Communications are on-demand hosted applications, such as Google and other SaaS services. With Google Apps, it is easy to archive and retrieve information from email and document collaboration. Core business applications are available online from any device, and with tools such as Esnatech's UC for Google Apps. The added value of live voice communications provides the ultimate Unified Communications environment. This service also allows you to use ONE phone number to be reached by all phones, integrated with your existing office phone system and DID. These services combine voice, email, IM, fax, collaboration, conferencing, file sharing and many more to completely integrate your communications.

Unified Communications increases the efficiency of business communications. Information that can be received in various forms can now be responded to quickly and with more efficiency. Communications with more than one person, communications while traveling and the easy archiving and searching all types of messages are some of the ways that efficiency (productivity) may be increased with UC.

When businesses are able to use their time more efficiently, they are able to maximize their production. Streamlining communications is the ultimate goal.

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