



## WEEKLY MESSAGELINK

### UC INTEGRATION WITH CLOUD COMPUTING

---

Imagine Unified Communications being accessible to any organization of any size, through a portal which customers can access both services, and an environment to quickly develop new applications for voice, messaging and collaboration services.

Cloud Computing, defined as a general purpose, virtualized computing environment in which applications run on hypervisors from vendors including Citrix, Microsoft, and VMware. By moving to a virtualized approach, companies save money on hardware, maintenance, cooling, power and administration. Most major organizations and government institutions have begun this implementation.

Beyond private virtual environments there are public cloud computing environments for sale to smaller organizations and companies that want to outsource their virtualization scheme. Vendors, such as Amazon, AT&T, GoGrid, Rackspace, and Google provide a hosted cloud service; simply move your applications into the public cloud, and then you don't have to buy your own hypervisor or servers.

So moving UC applications onto the same virtualized infrastructure as other applications offer similar potential for savings, flexibility and resiliency. Some vendors, such as Avaya (via the former Nortel CS2100), Broadsoft, and Siemens have boasted the opportunities to reduce hardware investments by adopting carrier-grade telephony solutions. Today, cloud-based approaches have the potential to help companies realize these same savings, without the need for a replacement of existing infrastructure. Applications, such as UC for Google Apps from Esnatech, afford companies the opportunity to integrate on-site voice infrastructure with cloud-based collaboration tools like Google Apps. Imagine messaging, presence, mobility and collaboration — integrated with your existing voice and mobile network, with no infrastructure needed for email, documents and storage. In fact, you can integrate hosted applications directly to your on-site virtual environment with unlimited computing power and anywhere access to content.

While cloud computing is frequently used to provide storage for businesses, it is still a NEW platform for communications. Emerging cloud-based unified communication services are offering companies an opportunity to cut down on communication costs, while saving features.

---

Davide Petramala

VP Sales & Marketing, Esna Technologies Inc.

Tel: 905-707-9700, say "David"

Email: [davidep@esna.com](mailto:davidep@esna.com)