



WEEKLY MESSAGELINK

ESNATECH LAUNCHES SIP BASED APPLICATION SERVER FOR AVAYA AURA™

Esnatech launched Telephony Office-LinX SIP based application server for Avaya Aura Communication framework. The Telephony Office-LinX 7.1 is a suite of core communication applications that drive mobility and increase productivity within an organization. The application is now compliance-tested by Avaya for compatibility with: Avaya Aura™ Communications Manager 5.2 and Avaya Aura™ SIP Enablement Services 5.2.

Having validation and compatibility with Avaya's market leading Aura Technology allows our company to provide tested and trusted SIP based applications to enterprise markets. Avaya's SIP based architecture with Avaya Aura helped Esnatech incorporate new technology easily and cost-effectively. Consequently new applications were uncovered, so we were able to integrate with an organization's existing communications infrastructure with minimum investment in new or proprietary development.

One of the companies benefiting from the interoperability of Esnatech and Avaya solutions is UAIG, a business that specializes in automobile insurance. Jorge Espinosa from UAIG Insurance stated, "UAIG for a year now has been using the Esna Telephony Office-LinX solution that has been providing centralized messaging for our roll-out to Avaya Aura Communication Manager 5.2 with our Gateway deployments across the United States. The Esna solution is also providing Speech enabled directory services, Voice Messaging and Unified Messaging on a single platform. We are very pleased with the products performance."

Esnatech is a Gold Avaya DevConnect Partner – an initiative to develop, market and sell innovative applications that interoperate with Avaya Technology and extend the value of a company's investment in its network. As a Gold Member of the program, Esnatech has focused and invested in developing open SIP based applications that integrate with any legacy and IP environment. As a result, the transition into Aura is more palatable with a quicker ROI achieved, and the core communication application ready to deploy before and after the transition to Aura. Doing so ensures that businesses can confidently add best-in-class capabilities to their network without having to replace their existing infrastructure – speeding deployment of new applications and reducing both network and implementation costs.

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