



WEEKLY MESSAGELINK

December 21, 2009

UNIFIED COMMUNICATIONS – WHAT TO CONSIDER



Although some organizations may be put off by the investment because of perceived complexity and requirement of capital and time investment, the rewards are potentially great. Organizations that have been successful in defining and executing a Unified Communications deployment have achieved this by bringing in key departments that are core stakeholders from the business, telecom, IT, support and networking areas etc. Each organization has a clearly defined leader to champion the deployment and the value of adoption within each respective area.

Successful companies deploying UC work closely with a trusted vendor or partner. Implementing a company-wide UC solution is not a single-vendor play and it won't become a single provider market anytime soon. Investment in best-of-breed technology that works with an organization's existing business process and infrastructure is key to success. Organizations need to integrate various elements of the solutions as well as provide key strategic input to create innovative new business processes that best exploit the new technology.

The key point to consider in a technology investment will be the product roadmap and how it best meets the organizations current and future business needs. The technology and its suppliers should be able to demonstrate global reach, proven scalable technology, experience and a strategic vision.

Organizations are adopting UC to achieve cost savings, increase productivity and mobility. Vendors and Partners need to have technology that can best address today's requirements and adapt as the needs and tools of organizations change, such as the rapid adoption of social networking within an organizations market strategy.

Daide Petramala

VP Sales & Marketing, Esna Technologies Inc. | Tel: 905-707-9700, say "David" | Email: daidep@esna.com