



## WEEKLY MESSAGELINK

### VALUE OF CENTRALIZING UNIFIED COMMUNICATIONS

Like most growing organizations of the past 10-15 years, what has evolved within our communications landscape is many regionally diverse phone systems, each driving their own set of applications such as IVR, auto attendant, voice messaging, conferencing, fax, etc. This is true for voice applications, but the opposite when it comes to data applications such as CRM, SFA, and email. The question becomes: How can I centralize my voice application without upgrading or investing in centralized voice infrastructure? In most cases, the need for local survivability for voice is still a requirement and is being delivered with the existing mixture of phone systems.

With Unified Communications software from most application vendors, organizations can benefit from major cost-savings simply by consolidating the most simple core applications like voice messaging and auto attendant. The ability to have one system that can manage all voice, fax and call routing applications across your network of disparate PBXs would allow companies to eliminate the management, support, and maintenance of legacy platforms. Now, they can have a single structure and directory across their organization fostering simple, unified integration into other centralized applications such as email for unified messaging, and CRM/SFA for dialing and call control.

Most of these centralized applications are SIP-based, so not only can you solve an immediate issue, but now you have the foundation to build or add other centralized solutions across your network that are completely VoIP ready for your next major voice upgrade. It doesn't matter if its a move to on-premise IP telephony or a move to completely hosted VoIP infrastructure. Your investment in applications becomes a long-term strategic decision that will not tie your organization down to any particular network or vendor decision.

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