



WEEKLY MESSAGELINK

UNIFIED COMMUNICATIONS IS GOOD FOR BUSINESS

Unified Communications is about *unifying and simplifying* real time and offline core communications, such as your calendar, email, mobile, voice mail and video. It is about better coordinating workflow, customer access and intra-company communications. Unified Communications, when combined with core business solutions and hosted technology such as Google Apps, corporate portals and CRM solutions, offers the potential to change the way your business communicates and operates!

Unified Communications combine core elements of business communication technology invented over the last few decades into ONE manageable format. Unified Communications provides the ability to leverage and engage in communications easily, meeting the user's personal requirements.

Unified Communications seamlessly integrates with CRM software such as Salesforce.com or Microsoft® Dynamics. Such integration offers the possibility of making businesses more proactive and responsive to customers, without burning out internal workforce and/or resources.

Unified Communications can track the whereabouts and activities of the people you communicate with daily. Instead of receiving multiple messages from co-workers, vendors and customers etc., you can receive just one message, thereby accelerating the basic business process. More importantly, when you add video and other advanced technology, what used to require meeting "face-to-face" now only requires personal interaction through video/conferencing technology.

Collaboration through real time communication technology can reduce, and in many cases eliminate redundant business processes. The reduced need for constant LIVE interactions will create greater efficiency and provide a major competitive advantage.

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