



WEEKLY MESSAGELINK

REAL WORLD VALUE TO UNIFIED COMMUNICATIONS

Unified Communications brings together anywhere access to voice, messaging, video, mobility and collaboration, conferencing and presence management. UC makes it possible for businesses to control how, where and when communication occurs, using an interface of choice regardless of the mode or access method. UC drives productivity by improving communications and collaboration between co-workers, suppliers and customers. The end result is improved efficiencies, and lower overall communication costs.

Integrate enterprise communications with social media, and you achieve the greatest benefits from UC, which is collaboration beyond your traditional borders, driven by the social media word "alert." UC empowers users to be fully aware of each other's status, location, and to instantly connect with someone using the best means available at that moment. It may be a text message during a meeting, a mobile call if they are away from their desk, or an on-the-fly video meeting if necessary. UC to many people is a foreign concept, but social media and networking have become the mainstream form for individual communications and collaboration. Using social media framework in the way we collaborate with co-workers, and business interactions is the exact value of what UC is trying to build-on with the addition of security, audits and control.

One of the key ways social media can enhance UC is through presence and location. A great example of this is Twitter and Facebook's live, real-time status that provides immediate updates at the user's discretion. On the corporate side, if you know you will be in a meeting, and unavailable - anyone trying to reach you, can view your status and know to try you later. Based on your location and status, you can actually increase real-time collaboration and eliminate wasted time surrounding availability.

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