



WEEKLY MESSAGELINK

KEY TRENDS IN REAL-TIME COMMUNICATIONS

MOBILITY DRIVES BUSINESS

Mobile access is driving the Unified Communications market. The spread of smart phones and unlimited data plans will help organizations project communication costs and encourage the spread of mobile communications. The biggest users for mobile communications is the remote workforce, which includes executives and field personnel such as support and sales.

UBIQUITOUS MESSAGING

This is not your father's voice mail or email, its about the entire Unified Communications package. Desktop video-conferencing showed the highest growth rate, increasing by 145% since last year and web conferencing tools have grown 87%. Adding video, voice and mass alerts to email and text messaging in now more popular than ever, with massive ROI and TCO value. UC drives the content, but not the means of sending a message. Organizations simply post content and then, based on the recipient, the technology decides how to deliver the content e.g., voice alert, instant messaging, text, video, voice or simply email.

MOVING INSTANT MESSAGING INTO A SECURE BUSINESS TOOL

Instant Messaging is becoming real and viable in the enterprise. With the advent of enterprise grade IM that provides logging, compliance, and secure access, IM is becoming the main tool to communicate between staff, and a preference over voice and email. It provides real-time communication with filters and without the spam, noise or intrusion. The result is increasing worker productivity in the event of an email outage. More than one half of the respondents indicated that it is very common for them to use instant messaging to support communications and collaboration.

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