



## **Unified Communication Platform™ wins 2005 Frost & Sullivan Award for Technology Innovation of the Year**

### **Award Description**

Frost & Sullivan's Technology Innovation of the Year Award is bestowed upon a company (or individual) that has carried out new research; which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This Award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

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With the ubiquity of email, the adoption of mobile telephony, and the ever-increasing need to communicate, the necessity of unified communication (UC) has become more evident. Mobile staff or remote workers including travelers and telecommuters, all share a need to be in constant contact with their co-workers and clients. But companies gain the most from UC. The need to unify communications access and management for the individual user is becoming critical to employee and enterprise productivity, flexibility and ability to do business. However, the benefits of UC are not limited to mobile users: UC generates productivity gains for virtually all types of users.

The real-time communications solution, Unified Communication Platform™ (UCP) innovatively converges voice/data networks to provide features such as instant messaging, presence and mobility, in addition to traditional store-and-forward systems (voice mail, e-mail and faxes) from one central location. Regardless of a person's physical location, this solution offers real-time communications and immediate response using any wired or wireless device (office phone, cell phone, PDA, PC/laptop or Web browser). In other words, UCP enables businesses to access, manage and respond to any kind of message (voice, fax or data), using any device (phone, PC, Web or PDA), from anywhere (office, road, home or remote), at anytime.

UCP is essentially designed to make users more productive and organizations more responsive. By unifying all message types, and replacing the multiple separate infrastructures that were a necessity before, UCP integrates naturally with an organization's existing network and infrastructure. It allows users to choose any mechanism to access their messages, not just network and Web clients, but telephone and wireless networks as well. Here UC creates a single infrastructure for managing e-mail, voice mail and fax, bringing together voice telephony, wireless data, and Internet networking, and allows users to access their messages by a medium of their choice. For example, by using new UCP Small Business Edition's built-in text-to-speech services, one can listen to e-mails, voice mails and direct fax messaging – and respond to all communications in either text or speech format.

What is particularly noteworthy about UCP is that it integrates legacy platforms as well as new methods of communication, such as VoIP, corporate instant messaging and other collaborative technologies, to create a one all-inclusive and user-friendly communications network. Another innovative feature are the 'Smart Tags' that allow one to select a phone number from any Microsoft Office application and by simply copying the number to the Microsoft clipboard, a small window at the bottom-right corner of one's screen will give the capability of dialing the number from one's computer. Alternatively, from Microsoft Internet Explorer one can highlight and right click a number and the menu bar will give a dial option allowing one to select any number for any website and dial that number from the desktop. UCP basically incorporates location-based design infrastructure that supports local and international mobility, as well as scheduling and filtering.

In all, UCP provides businesses with real-time communication tools that could significantly reduce costs and increase efficiency, translating to a better ROI.