



Serena Software takes its unified communications cross-platform with Esnatech Office-LinX™

Technology leaders today are often faced with making infrastructure or vendor decisions that, while cost-effective in the near term, can potentially reduce a company's flexibility over the long term. Such a decision can lock them in to a specific vendor solution or technology that is expensive to change. This is particularly true in the realm of telephony systems and unified communications solutions.

Keeping flexibility in the IT roadmap makes it easier and more cost effective for enterprises to test or adopt new technologies as they emerge. A good example of this forward-flexible decision making comes from Silicon Valley-based Serena Software, one of the largest independent Application Lifecycle Management (ALM) vendors.

In 2008, Serena Software made a decision about the kind of telephony and unified communications solution they wanted to deploy for the future. A few years after implementing the change, they came to the conclusion that the evolving needs of the business required moving to a different solution.

Over a period of three years, Serena Software moved its more than 800 unified communications users first from an on-premise Avaya®/Microsoft® Exchange email and calendaring platform to a cloud-based Google™ Apps solution, and then to a hosted BPOS suite. The one consistent element through the process: their unified communications solution from Esna Technologies.

The first migration: premise to cloud

Initially, Serena Software was using an Avaya system for its telecommunications needs, connecting to an on-premise Microsoft Exchange email system. Their unified messaging system was capably serving the employee base and was delivering productivity and value that the users appreciated.

The company, which helps enterprise customers manage application development, IT and business processes, was increasingly being asked to assist their customers as they moved to Google Apps and Gmail, and in 2008 they determined to make this migration themselves.

In order to maintain—and potentially expand—the unified messaging capability their users had come to expect, Serena Software needed to find a UC solution that could bridge the on-premise Avaya telephony system with Google Apps and cloud-based email. They found Esnatech.

The Office-LinX solution from Esnatech was able to seamlessly connect the Avaya system to Google Apps, and was able to integrate across the wide array of mobile devices in use across the company's global footprint.

Adding to the complexity of this migration was the fact that Serena Software had one phone system operating VoIP phones in the US, Germany, France, Japan, Ukraine, UK, Australia, Singapore, India, Sweden, and Belgium. With all these distributed operations, the IVR had messages in six languages.

And, the voicemail system was required to have high availability, with redundant locations in case one should fail.

According to Todd Stark, Senior Network Engineer at Serena Software, in spite of the complexities, the install and rollout of the Office-LinX solution was smooth and, in fact, was completed over a single weekend.



A pivot to Microsoft BPOS

After a year and a half on the Google Apps platform, Serena Software's IT leadership determined that the company could lower costs and improve performance by moving to Microsoft's Business Productivity Online Services (BPOS).

One less decision (and investment) they needed to make in the process was choosing a UC solution for BPOS. The Office-LinX solution was fully compatible with both Google Apps and BPOS, so the migration of UC capability would be completely transparent to the end users.

Serena Software's Stark commented, "It was good to know that, if we were to move again to another platform, we weren't locked in to a UC system that couldn't integrate with other solutions. That concern just didn't apply with Esnatech."

The team at Esnatech was able to make the second migration a painless event for Serena Software as well—even creating a custom widget that would allow passwords to be changed simultaneously in both BPOS and in the Office-LinX software.

"We like the features and functionality of the Office-LinX solution, but we really like the service, support and advice we get from Esnatech," said Stark.

Office-LinX means never having to say you're sorry when business needs and priorities dictate a change in email or telecommunications technologies, having a UC solution that is highly interoperable is one less worry in the process.

The Office-LinX solution seamlessly connects any premise-based PBX system with cloud-based applications, including Google™ Apps, Microsoft® 365, Salesforce.com and others. Because Office-LinX is interoperable with all major PBX and mobile operating systems, there is no need for a company to invest in new telecommunications hardware to deploy cloud-based UC.

About Esnatech

Founded in 1989, Esnatech's mission is to provide communication solutions that unify and simplify business communications. The company markets and distributes its products and services through certified OEM and VAR partners in more than 28 countries worldwide. www.esnatech.com