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communications



## Unified Communication Solution

### WHITE PAPER

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### Abstract

This paper introduces **Telephony Office LinX™ version 7.0**. It illustrates the positioning of the product as a Unified Communication (UC) solution and how it aligns with the market need for UC. It presents how the updated product focuses on mobility, scalability, redundancy, usability and other major general improvements. To conclude, this paper lists the product's advantages and benefits, and most importantly, its unique competitive advantages.

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## Introduction: Unified Communications - Our Vision

Esna Technologies' vision of UC is to bring various communications technologies together into an integrated scalable architecture that offers a high degree of access and mobility, taking into account the global aspect of today's businesses. In order to realize this vision, we have integrated the following components into one remarkable unified solution

- *Scalable and integrated unified messaging* that expands a user's access to all messages such as voice, e-mail and fax from one inbox at any time with whatever device is closest to hand, be it by desktop, via the Web, the telephone, or using wireless devices.
- *Location based mobility design* that creates a solid conceptual infrastructure supporting local and international mobility, as well as scheduling and filtering. This design allows for intelligent call screening, follow me, find me and broadcast functionalities.
- *Real time text messaging components* such as Corporate Instant Messaging through our Lantalk desktop and Wireless application, SMS support and different ways to notify the users when important messages or calls arrive.
- *Real time components* such as our Call Manager, presence management and a real time directory.
- *Contact management tools* accessible from anywhere and at any time on any device.
- *Information sharing applications* such as auto attendant, multi-tenanting and greetings.
- *Power tools* such as E-mail reader, ASR and Fax services, as well as custom services such as IVR and hospitality applications integration.

While there is today an abundance of products on the market claiming to offer Unified Communication, these solutions can be more accurately classified as Integrated Messaging, Instant messaging, Presence applications or, at best, Unified Messaging. We consider Unified Messaging as just one segment of UC. The features of **Telephony Office LinX™ version 7.0** cover all of the crucial aspects that make it the ideal UC product, providing users with maximum flexibility in their communications, while making use of openness to achieve integration at the technical level. **Telephony Office LinX™ version 7.0** is strategically positioned to be the leader in UC that focuses on business productivity, workflow and efficiencies versus individual productivity.

Before explaining the new features that **Telephony Office LinX™ version 7.0** offers, it is necessary to understand the increasing market need for UC.

### Need

People now require a variety of communication methods to fulfill their responsibilities at different times. With the increasing ubiquity of e-mail, the adoption of mobile telephony, and the ever-increasing need to communicate, the necessity of UC becomes much more evident.

Here are the facts:

- 17% of employees work from home at least once a week. Of these, 53% are "day extenders" who voluntarily take work home after hours. (The Employment Policy Foundation, March 2004 survey)
- The number of telecommuters in the US will increase from 44 million in 2004 to 51 million by 2008 (In-Stat/MDR Study, July 2004)
- Telecommuters handled 26% more calls and brought in 43% more business than at-office workers (The Employment Policy Foundation, March 2004 survey)
- Roughly 25% of the US workforce have mobile job requirements and do not have simple access to the office and 70% have mobile access to voice but not data or fax (Cahners).

With these numbers, access to urgent data such as voice, fax or e-mail is a serious requirement. 50% of small businesses see the benefits of unified messaging, indicating its real demand (Gartner, April 2001).

When a user sends a message, he needs the capability to send any type of message to a recipient, whether it is a voice, e-mail or fax and must be able to access his contacts with any device available to him at the time. When he receives any message or a phone call, he needs to receive it wherever he is, via any available device, whether it is his cell phone, a computer, etc.

Mobile staff such as executives, senior management, sales, field technicians, customer service and sales engineers, or remote workers including travelers and telecommuters all share a deep need to be in constant contact with their co-workers and clients.

Mobile and remote workers need to be responsive by being able to promptly and selectively take calls, receive mail, and reply to messages. Often while on the road or working in a virtual office, it becomes difficult for them to check e-mail and faxes when their access to a computer may be limited. They may also need to send e-mail or fax messages, but only have access to telephones. Here are some examples:

- Mobile workers such as a sales force need to have immediate access to valuable information and important contacts that can make or break a deal.
- Telecommuters need to use their time efficiently and be notified of and have access to important messages. They may even need to change their destination depending on timely information that they receive.
- Traveling workers have a desperate need for contacts, e-mails, voice mails and faxes wherever they are, whether their communication source is the Internet or only a regular phone.
- Remote workers like employees working from home or in different cities can be as efficient as in office since they have consistent access to all of their communications
- Traveling executives need to access their contacts and employees as if they are in the office.

The benefits of UC are not only limited to mobile users. Numerous studies show the productivity gains from UC for all types of users. Executives, for example, need to communicate effectively with their staff and constantly with key customers. They would like to minimize the time they spend on administrative tasks. The goal of managers is to increase revenue or service with less resource (staff). They need to reduce sales cycles to increase sales.

From a technical perspective, integrating different messaging platforms in the enterprise carries considerably less risk than opening access to corporate e-mail platforms to a service provider. There is an increasing need to eliminate redundant messaging overhead and consolidate message administration and support.

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. For example, most companies have a mobile sales force that is in the field working with customers. Service is vital to the bottom line and customer satisfaction. In all such cases, UC keeps your people connected and customers happy. UC makes the difference.

## Solution

To better answer the need for quick and convenient communication, Esna Technologies identified 3 themes for Telephony Office LinX™ version 7.0:

- Mobility & Presence
- Usability
- Major general improvements

### ***Mobility& Presence***

#### **Location-based design**

This new design adds increased flexibility to the product's design. It is based on locations and availability. Locations are similar in a way to the conventional status concept, except that it has related attributes like phone numbers. Availability is coupled with locations. The user can define whether he is available or not. This allows defining activities that were not possible in previous versions. For example, a user that works from home can now define his location as "At Home and Available". Also, a user can be "In a Meeting and Available" in case he wants to take a call on his meeting phone number associated with his "In Meeting" location. Or, he can be "In Office and Unavailable" when he is busy and does not want to be disturbed.

Locations include the associated numbers and a location-level greeting. It also includes some call handling features such as the ability to prevent a caller from skipping your greeting.

Locations also offer a more advanced feature set based on contacts or employees such as Availability Filters, and rules to Find Me and to Assign My Calls.

Backward compatibility is an important consideration when it comes to the design of the new locations concept. All statuses that existed in the older versions now have location equivalents.

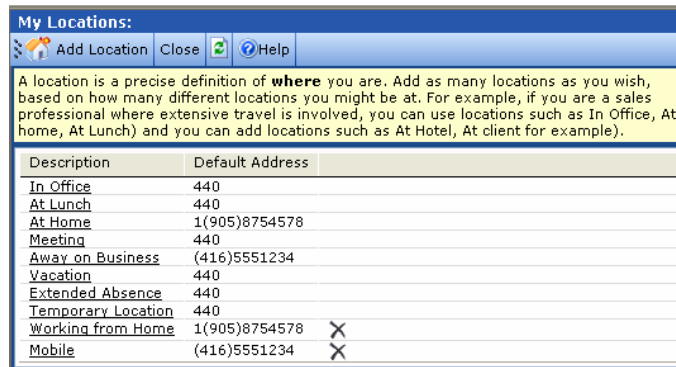


Fig 1. Location-base design.

## Follow Me

Follow me is no longer a feature, as it is now an integral part of the locations based design. When a user is at a location, the caller can reach him at the first phone number associated to his current location. For example, if a user is traveling to another office, he can define his cell number as his first number and also add other office numbers to the list of numbers associated to the location "Away on Business" if he calls it so. When a caller calls, he is directed to the user's cell number. If the user defines many locations and their associated numbers when he is at his desktop, all he is required to do when he is traveling is to switch locations using his phone and the system will intelligently follow him to the correct number. In case a location or number was not predefined, the user can switch to the "Temporary" location and enter the number or even make his caller ID the number to call.

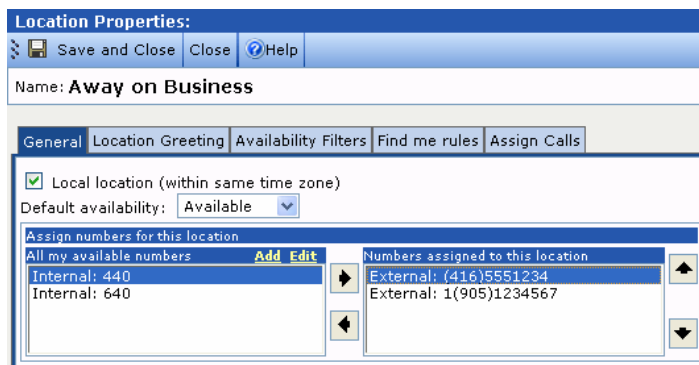


Fig 2. Follow me – Away on business but still available on specific numbers

## Greetings

Greetings are extended to cover more scenarios than ever. The default personal and busy greetings are divided to personal internal, personal external, busy internal and busy external. An unavailable greeting is added. Locations greetings are incorporated in the locations and a new layer of greetings that take priority over all greetings have been created at the contact level. When Rick calls, the greeting can be: "Hi Rick, I left you the signed document in the first drawer, I will be back Wednesday." When other callers call, the location greeting can play: "Hi, I am away for lunch. Please leave your name and telephone number and I will call you back when I return"

## Contacts

Telephony Office LinX™ version 7.0 includes full support for contacts in Exchange 2000 and 2003. From the Web Client, users can enter the contact information of their clients, potential employees, etc. They can also attach files to the contacts and write comments. For example, a sales person can attach the contracts signed by the client to his contact information to find it more easily. He can also write notes to help him remember some important negotiation points, or simply the interests of his client. It is also possible to record a greeting for a specific contact or colleague. This greeting will play when this person calls. Taking advantage of the speech recognition component in Messaging Server, users will now be able to speech enable their contacts: Just imagine not to have to look for a phone number while in the car; just login into your mailbox and say the name of the person you would like to talk to. Further more, users can decide what contacts they would like to speech enable.

### Availability Filters

Availability Filters are defined in the locations and allow the user to change his availability depending on the caller. This can be a very important feature for an executive on a busy day that wants to be unavailable to everyone except a number of clients or key employees, or if a sales person wants to be available to everyone except a competitor trying to retrieve confidential information.

### Find Me Rules

Users expecting important calls can benefit from features like Find Me. With Find Me, when the caller calls and the user is available for this caller, it is possible to have all numbers associated to the current location ring consecutively or at the same time until the user is found. If desired, the caller can be prompted to find the user after trying the first number in the list.

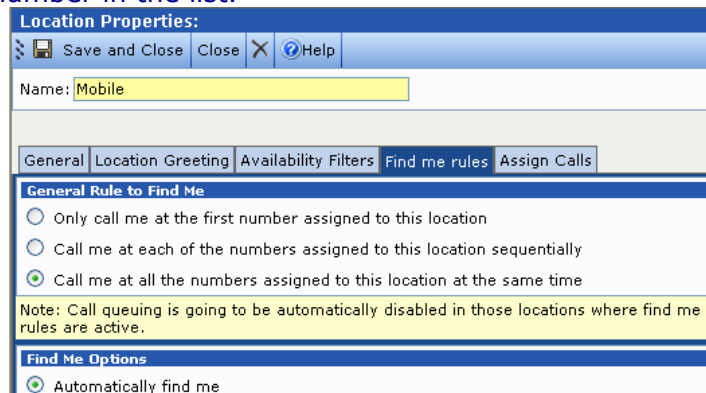


Fig 3. Find me rules – Sequential or Broadcast to different Numbers

### Assign My Calls Rules

Users who need to assign their calls to a colleague can benefit from features like Assign My Calls. It is possible to assign calls to another extension when the user is unavailable for the caller. This is useful when an employee is away for a week and wants to assign all his calls to a colleague. It is also possible to build rules that assign a group of contacts to a colleague and another group of contacts to another colleague. A sales manager can assign all his calls to go to his assistant. At the same time, he can build a rule to assign calls from specific contacts to the marketing manager. He can also record a greeting before transferring the call to tell the caller that the marketing department will be happy to help him.

This feature is different than forwarding, which is independent of the locations. When assigning, it is as if the caller called the defined extension directly. The only exception is when a greeting is played before the transfer. In the case of forwarding, the call is still managed by the caller.

### Locations Calendar designed for mobility

The Locations Calendar is integrated in the Locations concept to create solid support for local and international mobility. It is possible to change the time zone of the Locations Calendar in case a user is traveling to a different time zone. All his scheduled locations will move. Locations can be defined as local, and in this case he can hide the local locations if they do not make sense in the new time zone.

It is also possible to create a new Locations Calendar if the user is traveling for long periods. In a case where a user is in Rome for 3 months, for example, he can have another Locations Calendar and new locations in effect for his temporary office. He can create Rome In Office, Rome At Home, etc. In the new Locations Calendar, he can import all his non-local locations like conference calls, and then add his new locations.

This flexibility is carefully designed for mobile users and many mobility scenarios have been taken into consideration to allow for an easy to use Locations Calendar that can adapt to any mobile business need.

### Outlook Extensions

Easy and quick access to corporate instant messaging, presence management, message control, callback options and more; all from your Outlook interface. Toolbars that are also available in your preview pane give users access to all functions, so they don't have to leave Outlook for any other application. Everything is just one click away.

Set your location and availability when sending a meeting request or when you are accepting one. As a user you don't have to worry about changing your greetings, location or number where you can be reached, as all settings are already preconfigured; your locations calendar will automatically change the settings so that you, as a user, can concentrate on your work.

When working with Exchange 2000/2003 and still in Outlook, users can enable their contacts for speech access.

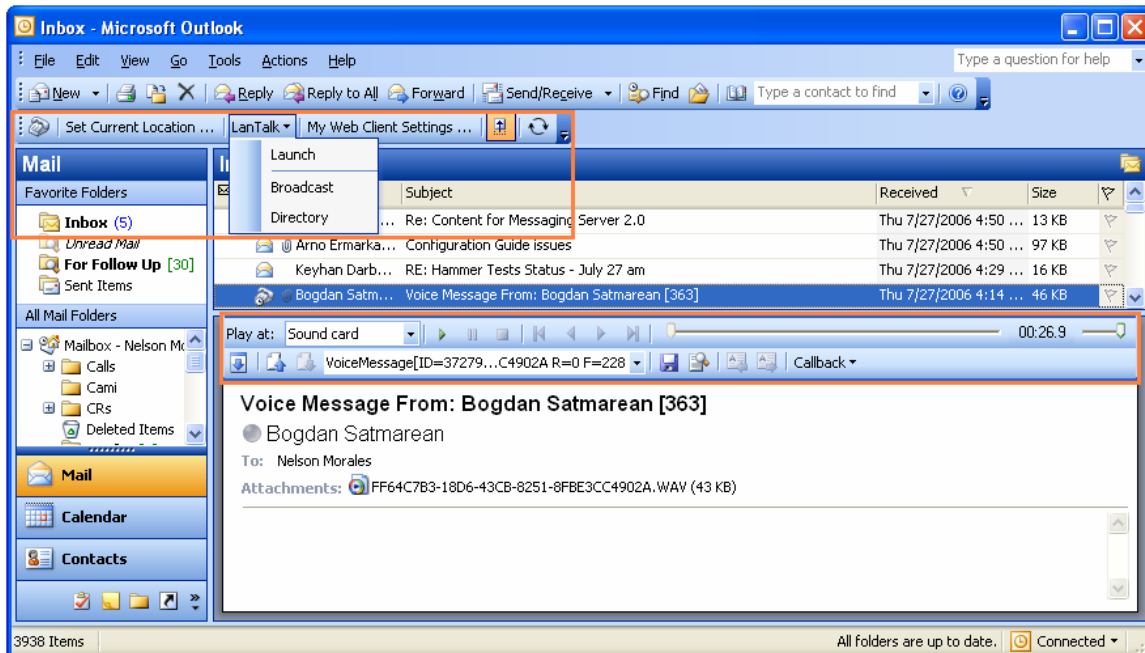


Fig 4. Toolbar for quick access to Location settings, IM, and Presence Management  
Call control and call back options right from preview pane.

### Speech (ASR)

A large user group means many more names. These names within a company directory need to be supported by ASR. This is why the ASR is enhanced to support a much larger directory structure, a bigger number of names, a larger grammar size, and more user-friendly interaction. It also uses Nuance 8.5, the latest release of the market's leading speech recognition software, optimized for accurate, scalable, and easy-to-deploy voice automation solutions. Nuance-powered voice systems give callers the enjoyment of faster and more efficient phone-based interactions, while giving companies the power to improve customer satisfaction and lower costs.

Further to performance, speech recognition functionality is available not only at the auto-attendant level, but in other functions like composing, replying, forwarding messages and contact dialing.

### Wireless Enhancements

#### UC Mobile

To better support mobile users, Telephony Office LinX™ version 7.0 has a wireless client that works on Pocket PC, and Symbian OS enabled devices: UCMobile. It communicates with the UC server via TCP/IP (GPRS, WiFi).

From UCMobile, a user can manage his location, use Lantalk (the corporate instant messenger), check his e-mail, access his contacts and dial a number. It provides functionality almost identical to the desktop version of UC Client Manager. Most of the carriers charge users less when they receive calls compared to when they make calls. With UCMobile, the user can save a lot because the server will be calling for

him when he dials a number. UCMobile gives tremendous flexibility to mobile users and allows them to stay connected.

### WAP Client

The WAP Client is another way to stay connected using WAP enabled wireless phones. It is the wireless version of Web Client. It provides access to the user's mailbox and settings via the WAP browser. The most important feature of the WAP Client is the ability to listen to e-mails using Text-To-Speech.

The layout of the WAP Client is enhanced in Telephony Office LinX™ version 7.0. The performance is improved and the contacts and location management is supported.

The WAP client is a handy solution that does not require user training. It allows fast and easy access. Almost any cell phone in the marketplace can become a full PDA; all you need is access to the messaging server portal.

### Usability

For a system to be performing, not only the technical component should be optimized, but also the human component. Through careful usability enhancements, Telephony Office LinX™ version 7.0 changes the way users use UC leading to ease of use and increased productivity.

### New look and feel

New skins have been introduced to enhance the esthetics of the Web and the desktop interfaces. Figure 1 shows the enhanced interface of the Web Client.

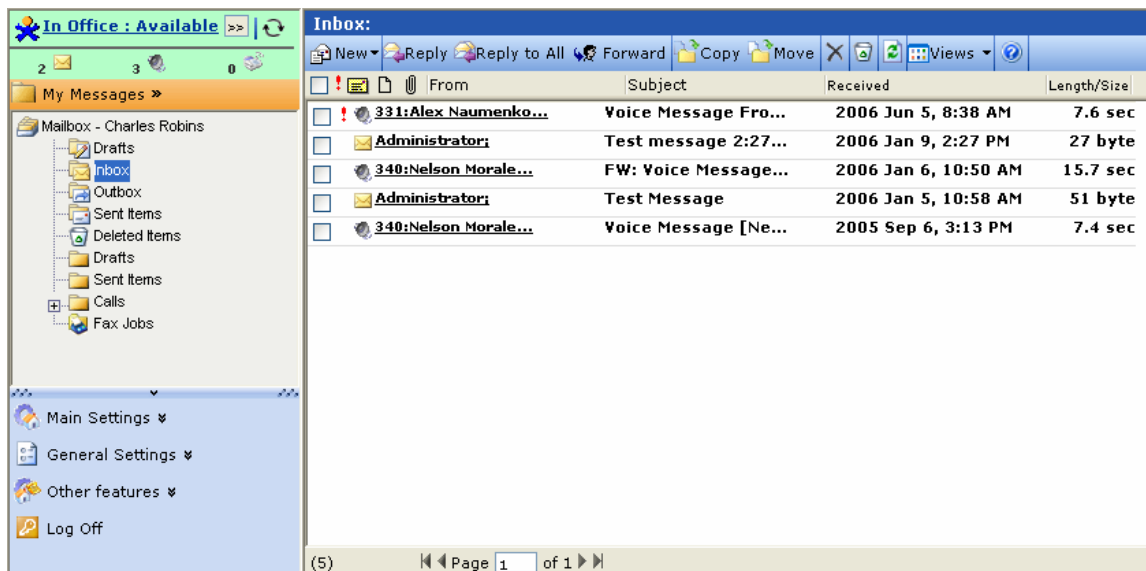


Figure 5: The Web Client interface

### Better usability

As previously explained, the Administration and Web Reports modules are improved to support more users. The new locations-based design and the numerous newly added features entailed major changes in the Web Client. These changes equate to a serious effort to have an easy to use design for Telephony Office LinX™.

Online tutorials and tips are also available for first-time users to learn on, and offer a much better experience while working with the online interface.

Other areas were also made more user-friendly: the ASR interaction has been enhanced, a consolidated notifications window was introduced in the UC Client Manager, Lantalk interface has been improved in general and now supports communicating with several individuals separately, the Call Manager had been revolutionized to allow better control when the user receive several calls and to be easy and fast to use., The schedule has been redesigned to become a visual tool similar to the Calendar of Microsoft Outlook, with the advantage of the ability of having multiple schedules designed for mobility scenarios.

Some practical features have also been introduced. For example, it is possible to automate printing of faxes and e-mails, to record parts of a conversation, and to record all inbound phone calls as an option.

Installation and documentation have not been exempted from our improvements, with the introduction of the 1-step server installation and visibly improved manuals.

The new location-based design has been tested for ease of use through usability tests and focus groups. It traveled through numerous iterations before taking its actual shape. We always kept the user in mind.

### ***Major General Improvements***

#### Improved Administration module

To support a large group of users, the concept of organizational units was introduced. It is possible to create a structure that has multiple companies and within these companies create organizational units that can map to departments or any other entity that better reflects a company structure. Usability improvements were also introduced to facilitate manipulating the enormous number of mailboxes. It is now possible to apply templates to a range of mailboxes, and cut, copy and paste mailboxes.

#### Improved push 1-step installation

The new installation eases the often-strenuous installation process found in today's software. This improved process is a 1-step installation that allows the entering of all required information upfront, and then lets the installation wizard handle the rest while the administrator does other important tasks.

Most importantly, the new installation is based on a push technique that allows the administrator to install any required software on the client stations remotely. In a big system with different remote sites and thousands of users, this feature can lead to huge savings in installation costs especially if such services are outsourced.

### Improved Web Reports module

In a large system, reports are more critical than ever. The Web Reports module has changed to respond to the scalability needs. A large collection of report templates has been introduced to allow the administrator to easily create reports that suit his organization's needs. He will also be able to create custom reports (templates) based on access to database records. To have more flexibility in manipulating his reports, he will be able to export the reports to a text file allowing him to generate graphs, excel files, etc. that will allow him to better visualize and monitor usage. To support all of this functionality, the Web Reports module has an improved interface design with a new look and feel.

### LDAP Importer

The Lightweight Directory Access Protocol (LDAP) enables corporate directory entries to be arranged in a hierarchical structure that reflects geographic and organizational boundaries.

The LDAP Importer is a deployment tool that enables an existing LDAP directory (active directory in Windows 2000) to be imported and selectively replicated to the server. This allows the administrator to quickly create voicemail users in large enterprise installations by importing user information from the active directory servers or text files into the Telephony Office LinX™ database. The LDAP Importer is suited for situations where you may already have existing user information prior to installing Telephony Office LinX™.

In Telephony Office LinX™ version 7.0, the LDAP Importer allows 2-way directory synchronization of modification, adds, and deletes (where LDAP directory updates Messaging Server directory) from the following LDAP directory services: Active Directory, Novell Directory Services (NDS), Domino and Iplanet. It allows the importing of users with defined user types via the LDAP upload utility. This includes access types such as the Standard user, Advanced user, Unified user, and Speech user. It also allows the Administrator to filter LDAP import entries based on attributes. For example, "if the email is not present, do not import as Unified user", or "if the extension information is not available, do not import at all".

These enhancements in the LDAP Importer make it a much more powerful tool that simplifies large deployments, eliminating duplicate efforts to enter existing information, and dramatically reduces the management time associated with multiple directory stores and structures within an organization.

### Security

Security is increasingly important and is becoming a top priority for any serious executive. Telephony Office LinX™ version 7.0 has important security enhancements that address this need.

Client Manager and Web Client passwords are now encrypted. SSL (Secure Socket Layer) is supported, which protects all of the information transferred through IMAP. IPSec has been implemented to encrypt and secure all mailbox and IMAP passwords related communication from end to end.

Adding to this already enhanced wall of defense, passwords are more secure than ever. The administrator has the ability to force a password change, to set minimum or fixed password lengths, to lock a mailbox after a number of incorrect attempts, and to set password rules to ensure passwords are difficult to guess.

These security features make the user's communicated data secure, ensuring confidentiality throughout the business network.

### **Microsoft Fax Client integration**

Telephony Office LinX™ version 7.0 integrates the Microsoft Fax Client supported in Windows 2000, XP and 2003. This extends the methods of sending a fax from the desktop. The user can print from an application, send a message in Outlook as a fax, or send a fax using a fax wizard. The user can check the status of his fax jobs from a standard fax client. There is no need to install a client since Microsoft Fax is bundled with the operating system. Fax desktop functionality can be added to any user regardless of his or her desktop capabilities.

### **Service Recovery Manager (SRM)**

The SRM is a new tool that allows the viewing and maintaining of all Telephony Office LinX™ version 7.0 components in one interface by providing a Web interface to Windows Management Instrumentation (WMI). It provides a centralized place to monitor and manage the state of voice mail services as well as the power to start, stop and pause the whole system or a single component. It also allows viewing dependencies and creating custom actions that can be set to e-mail one or more recipients in the event of a service stoppage, or to run a script. The SRM automatically stops all needed services for installation and upgrades. It also logs all service stops and starts with full time and date in the Event Viewer interface.

The SRM is a valuable tool that monitors the server's health and ensures fast recovery when necessary, allowing for improved stability in day-to-day operations.

## Language support

Telephony Office LinX™ version 7.0 is designed as a global product, and therefore, supports the numerous languages shown in the following table:

	NA English	NA French	LA Spanish	British English	EURO French	Dutch	Italian	German
Voice prompts	√	√	√	√	√	√	√	√
Text-to-speech	√	√	√	√	√	√	√	√
System admin	√	√	√	NA English	√	√	√	√
Desktop interface	√	√	√	NA English	√	√	√	√
End user documentation	NA English	NA English	NA English	NA English	NA English	NA English	NA English	NA English
Admin documentation	NA English	NA English	NA English	NA English	NA English	NA English	NA English	NA English
ASR	√	√	√	√	√	√	√	√

Along with this robust language support, Telephony Office LinX™ version 7.0 also supports the different date formats used in different countries.

### Other features:

#### Ability to dial from other applications – Smart Tags

To facilitate access to the Client Manager’s dialer, it is now possible to click on any phone number in any MS Office application or in Internet Explorer and dial it directly. In MS Office, smart tags are used to recognize phone numbers and allow for the invoking of the dialer. In Internet Explorer, a contextual menu is used to select a phone number and summon the dialer. It is also possible to use the clipboard to dial a number “cut” from any other application. The clipboard monitor component checks the content of the clipboard and if a phone number is detected, it provides a notification popup to dial.

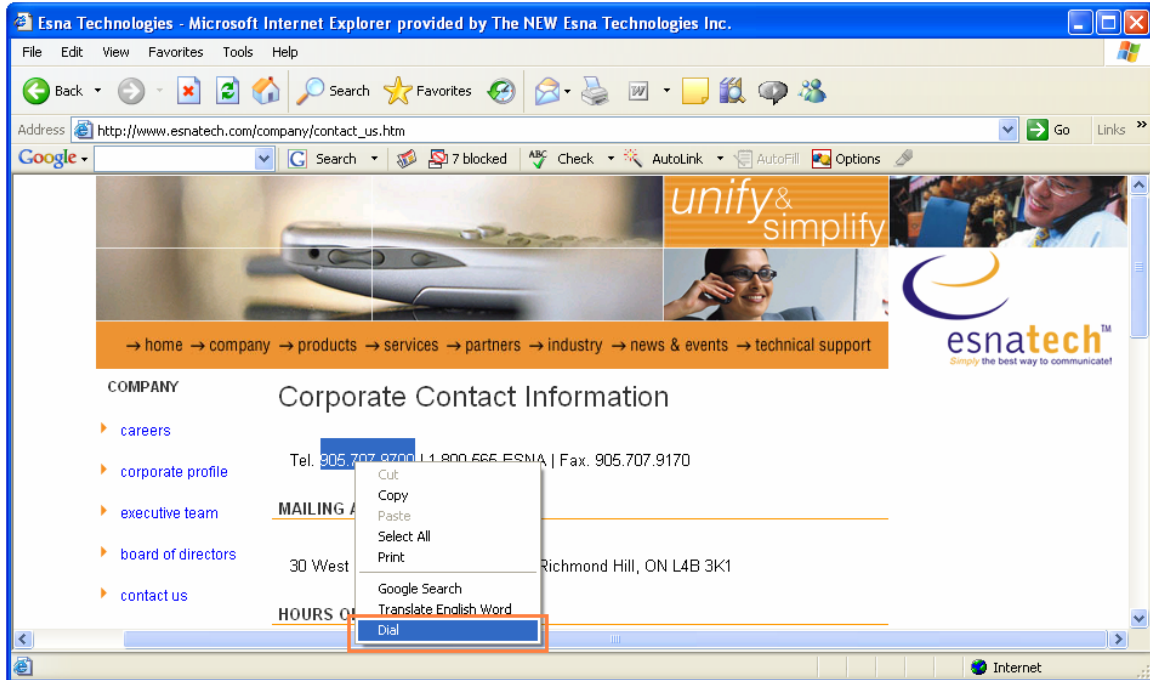


Figure 6: Smart Tags will empower user to dial from any application, right click dial or Copy to the clipboard Ctrl+C

### Camp On and Call back

When a user calls someone who happens to be on the phone and he urgently needs to talk to him, it may become frustrating. Sometimes, leaving a message, using corporate instant messaging, or monitoring the directory to know when a person is off the phone is simply not the solution. The new Camp On feature offers a practical solution to this situation. When the user calls someone on the phone, he now has the option to Camp On. When the recipient is off the phone, the system calls the caller back. When the caller answers the system call back, the recipient is called and conversation can finally flow. In short, this feature provides a simple way to tell the system that once the recipient is off the phone, "let me know and call him for me".

### Live reply

When a user receives an e-mail, he may not always want to respond by e-mail. The issue may be important, which calls for a live discussion. Live Reply allows a user to reply to an e-mail by dialing the sender's phone. If the sender is not in the contacts, the user will be able to enter the number to call. Live Reply also allows a user to respond to a voice mail that has a Caller ID. This feature becomes very useful when time is critical.

### Record conversation

Sometimes, phone calls are as important as e-mails and need to be documented. The user may need recording to remember some details or to write minutes later. Telephony Office LinX™ version 7.0 has an option to record all inbound phone calls. It is also possible to pause, then continue or stop recording, allowing the recording of

a conversation in segments. This is very useful in long conversations where the user needs to record important statements.

### Text Messaging

Right from UC Client Manager, users can text message any of his/hers contacts, coworkers to any type of device. Not limited to SMS only, users can compose quick email messages taking advantage to the email server embedded in Telephony Office LinX. Since Telephony Office LinX synchronizes your Outlook contacts they become available for the user to select and have all their possible addresses handy.

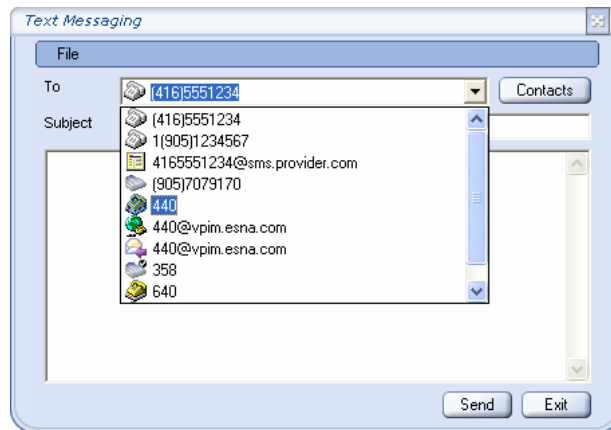


Figure 7: All address and devices are available for Text Messaging

### Presence Management

Accessible from Outlook and from UC Client manager the directory option provide users with a complete presence management tool, user can create their own groups for easy and fast access and the complete company directory is also available. When monitoring extension, users can see the real-time phone status of coworkers and decide what is the best way to communicate with them, call them, send an instant message, text messaging to one of his devices or get notify when the user is off the phone.

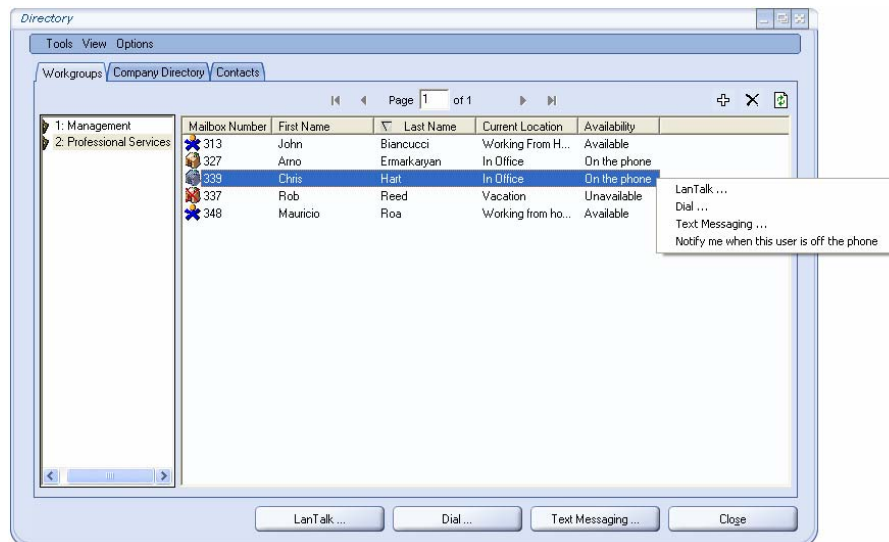


Figure 8: Real-time presence management

## Benefits of Telephony Office LinX™ version 7.0

Effective UC results in productivity enhancements and cost savings that generate a return to the enterprise. More importantly, it is emerging as an enabler for business process improvement, allowing for orderly and smooth change, as well as optimization.

In general, mobile users such as salespeople and executives who travel frequently, and must be able to communicate with others in dynamically changing circumstances have realized the greatest benefits. But the benefits to the enterprise as a whole are undeniable.

### *Improved individual productivity*

Displaying all message types – voice, fax, and email – from one interface provides significant productivity gains for all workers. Users can quickly identify and act on a particular message type, receive message notification in a consistent manner, and respond to all message types in a familiar fashion. Less time is spent chasing messages and faxes, while ubiquitous access to contacts, presence information and schedules makes work more efficient especially on the road. It is now much faster to contact existing or potential customers.

There are also direct time savings. The best example is the fax, where distribution time is eliminated, and the time of sending and receiving are negligible. Another more recurring scenario is listening to voice messages. From the desktop or the Web, it takes only a few clicks and it is hands free. There is no need to login every time the user needs to listen to a message and have one hand busy, keeping you from typing while listening.

The ease of use and simplicity of UC also leads to better productivity. Users prefer accessing their voice messages visually from a GUI instead of a TUI. They like the

ability to access all of their messages and to find their contacts information from anywhere.

The bottom line is that with Telephony Office LinX version 7.0, there is more time to get work done; mobility, presence management and responsiveness are drastically enhanced.

## ***Tangible company productivity gains***

UC leads to tangible productivity gains at the business level:

- It improves workforce communication, allows for parallel communication, and enhances decision-making. By becoming more informed, the workforce will communicate better and will become more capable of working together in an efficient way. They will also be able to multitask without the accompanying stress. They can be on the phone, instant messaging and sending e-mails at the same time. By making employees reach each other quickly, communicate easily and effectively, they will quickly converge on a solution, leading to enhanced decision-making.
- It leads to better organization. Having all the messages in one place allows for the archiving of them in a more organized way and allows for the finding of information at a fraction of the time. It also allows the storing and forwarding of information in their integral format.
- Remote and traveling employees are kept informed. There is no need to locate the remote employee to deliver messages to him (fax). The remote employee can use the device that is most comfortable or accessible for dealing with specific messages. Office calls can be automatically routed to the employee's cell phone. In the car, at the airport, in a shuttle or taxi, the employee will always be on top of his critical messages.
- Customer service is visibly enhanced. Tracking down the person with the information necessary to solve a problem is much easier. Business can be conducted on a global level, as international employees can work with a UC solution in their own language and time zone.
- Organizations using UC can ensure a higher productivity of their employees since they will be able to better prioritize and structure their work more effectively with respect to time demands and the potential return to the organization.

## ***Cost savings***

The cost savings may vary from business to business. For example, some businesses do not require their employees to have computers or advanced wireless devices. By using UC, simple cell phones or regular phones can be used to communicate effectively. Another example is the reduction in long distance message access and delivery costs (voice and fax messages sent and received via e-mail).

There are also cost savings that are common to all businesses. Redundant messaging overhead is eliminated. There is no need to run the voice network separately from the data network. This cuts administrative costs by eliminating infrastructure redundancy and by consolidating message administration and support.

### ROI

The best way to illustrate the benefits is an ROI calculation. The main two areas are productivity gains mainly due to time and cost savings. Conservative estimates evaluate the time savings to be at least 30 minutes to over 2 hours per week per employee. If we assume it is 1 hour for all employees and 2 hours for sales persons and employees working in the field, let us see how this affects a small 43-employee company:

Position	# workers	Salary	Hourly rate	Weekly savings (hours)	Yearly savings (hours)	Yearly total Savings
Sales person	20	\$ 150,000.00	75	2	100	\$ 150,000.00
Executives	3	\$ 200,000.00	100	1	50	\$ 15,000.00
Field techs	10	\$ 70,000.00	35	2	100	\$ 35,000.00
Knowledge workers	10	\$ 50,000.00	25	1	50	\$ 12,500.00
Total	43					\$ 212,500.00

The total productivity gains will be \$ 212,500.00. Assuming a \$ 15,000.00 investment in an 8-port system, the total ROI for the business will be 1,316.6% only in the first year, and 6,983.3% over 5 years. The payback period will be less than a month, and this is without the factoring of cost savings. With these numbers and an average cost per user under \$100 per user, Telephony Office LinX™ version 7.0 is an investment that is more than worthwhile.

### In conclusion...

Companies today are always searching for new ways to improve the communication of information, increase responsiveness, reduce costs and improve overall efficiency and productivity. They need the flexibility to grow, to have international offices, and to have mobile employees. To meet these needs, Esna Technologies Inc. designed its most powerful communication system available today: Telephony Office LinX™ version 7.0. It has such superior flexibility that virtually any customer scenario can be accommodated.

Telephony Office LinX™ version 7.0 will prove to be the ideal solution for any communication challenges that companies are facing today. Its superior functionality combined with revolutionary unified communication capabilities makes it an unbeatable product that will help any company grow, as it is driven by a core focus based on ease of use, deployment and cost competitiveness.

Once again, Telephony Office LinX™ is simply the best way to communicate!