BUSINESS*insights*

Enhance your communication capabilities with UC client technology.

If your business has managers and staff working at many geographic locations, they are likely communicating using a variety of phone devices -- from hard wired, to VoIP, to smartphones. In spite of having all these communication options, however, sometimes these remote workers are difficult to reach. That can inhibit collaboration and productivity and delay responses to prospects and customers.

You can eliminate these problems and reduce costs by adding a unified communication (UC) client solution.

UC technology brings together all of today's most advanced communication tools so your workers and managers can save time collaborating with teams, contractors and vendors and more quickly and easily respond to customers, too.

A typical UC client solution offers communication methods like these integrated into one convenient package:

- **Instant Messaging (IM)** lets everyone get immediate responses to quick questions.
- **Presence Information** makes all employees and managers reachable 24/7 from a single number to all their other numbers (home, mobile, business).
- **IP Telephony** provides voice over data connections to save money.
- **Video Conferencing** reduces the need for costly travel and improves collaboration and decision-making.
- **Data Sharing** makes Web-based meetings more productive.
- **Call Control** properly routes calls to the right person quickly.
- **Integrated Voicemail, e-mail, SMS and Fax** maximizes the flexibility of your communications.

By providing all of today's most effective communication options, you make your managers and staff more productive and more efficient.

Unified communications allows for an individual to check and retrieve an e-mail or voicemail from any communication device at any time. For example: An employee needs a quick answer on a business issue and uses his computer to send an IM to his manager. The manager is away from the office but receives the IM on his smartphone and can respond immediately. Without a UC client, the employee would have had to wait for a reply when the manager returned to her office, or the employee would have had to take time to find out where the manager was and make a phone call. To save money, while on a call, employees also have the ability to switch from the mobile device to a lower-cost phone connection.

As Wikipedia describes it, "Unified communications ability is useful for everyday communications. The ability to easily communicate seamlessly via a wide range of integrated components would arguably better facilitate all types of communication." [http://en.wikipedia.org/wiki/Unified_communications]

UC client solutions are available from many respected communications providers and can bring your business many benefits.

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(433-2266)
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- Complete projects faster by giving teams communication tools that enhance collaboration.
- Eliminate the cost of having to pay outside services for conferencing technology.
- Know that all communications within your company will reach the intended individuals across platforms.
- Reduce overall communications cost.
- Reduce the need for costly travel.
- Resolve internal and customer issues in a single contact.
- Speed decision-making by easily bringing players together regardless of their location.

There's no easier way to transform your internal collaboration and external customer and supplier communications than with UC client technology. By maximizing your voice and data-sharing options you can be more responsive to prospects and customers and stand out from your competition.

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