

## Unified Messaging - How Your Business Can Benefit

### What is Unified Messaging?

Unified Messaging is a mature telecommunications technology which provides anytime, anywhere access to your messages. Unified Messaging integrates messages from multiple technologies (fax, email, voicemail, wireline, wireless) with devices (web, office telephone system, smartphone). Traditionally, these different message types were accessed via separate, single-purpose message stores. Unified Messaging provides a single user interface to access a wide variety of messages in today's business environment.

### How does Unified Messaging Work?

Unified Messaging is typically supported by a server on the network. This server reaches out to various legacy services such as voicemail, email and fax. The Unified Messaging server then combines and consolidates the diverse messages into a single inbox, which can be accessed by the employee from their desk, remotely or via mobile / handheld device (e.g., smartphone).

As a mature technology, Unified Messaging systems have been perfected and provide excellent integration with other communications technologies to provide real business synergies. Unified Messaging can be combined with other modern communications technologies, such as:

- Desktop Call Control
- Presence Management
- Automatic Speech Recognition (ASR)
- Text-to-speech (TTS)

By providing access to these technologies via desktop, wireless and handheld devices, businesses are finding new ways to deliver their products and services, building real competitive advantage in the process.

### Why Are Businesses Migrating to Unified Messaging?

The primary business drivers for migration to Unified Messaging are:

- Unified Messaging allows employees to communicate more effectively.
- Employees are more accessible to other employees, customers and partners.
- Employee productivity is enhanced by the ability to access messages anytime, anywhere, even in a multi-tasking environment.

A cost-effective Unified Messaging infrastructure can support revenue growth, help companies compete more effectively and maintain market leadership-delivering a solid return on investment. Unified Messaging systems are providing investment protection over the long run, by replacing legacy systems with an up-to-date technology. Unified Messaging provides the capability for today's business to support remote / virtual offices, mobile workers and tele-workers, allowing them to keep up with the rapid pace of change.



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A recent study by Osterman helps to illustrate how these developments are driving new operational paradigms, where Unified Messaging plays a central role. The survey shows that 80% of organizations polled have a high degree of interest in integrating their email data with other repositories, such as customer relationship management, content management and knowledge management systems. And over 50% of organizations indicated that Unified Messaging is more desirable than separately managed email and telephone messaging systems.

### **How Do We Get Started?**

Contact your local IDEACOM partner and ask them to analyze your existing communications infrastructure and give you a proposal for integrating Unified Messaging into your environment. Unified Messaging is a true business productivity driver that enhances employees' mobility and builds employee-to-employee, employee-to-customer, and employee-to-partner loyalty across the organization. It can be used to resolve business issues, address customer concerns and dynamically respond to new business opportunities, regardless of an employee's current location and current status. And it won't be long before this technology is as common to everyday business as a desk phone or laptop computer.



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