

# White Paper: Unified Communication – Our job, your benefit

Unified communication is the future of cooperation. More than 25% of all employees now work in cross-site teams - a fact which means that effective communications are essential for more than just long-distance leadership, team development and team management. For businesses to improve efficiency it is not simply a question of having redundant potential readily available throughout the group, but being able to turn to it when necessary. It is becoming apparent that the traditional ways of communicating and cooperating are no longer suitable in the context of an ever-increasing division of labour.

Unified communication combines a variety of communication services between team members working together and a client, supplemented with common infrastructure services for these tools. An outstanding feature is a presence service that provides information on the availability of other communication partners. Unified communication ensures that all synchronous services in the company – and all the services that use video - are used extensively and consistently.

A major task is the integration of HD video conferencing terminals and an HD video conferencing infrastructure into existing unified communication solutions. To this end major use is made of the SIP registrar of the existing solution or SIP trunking.

## **A properly configured UC client manages these and other daily tasks:**

- Planning and coordinating meetings
- Announcing and confirming the calendar
- Setting up, controlling and tearing down video-based meetings
- Providing information and functions during video conferences
- Opening the conference management module

Basically, all systems from Cisco, LifeSize or Polycom can integrate in a unified communication environment provided by companies like Cisco, Microsoft, Alcatel-Lucent, Avaya, IBM and Siemens. The security of the network, however, always has the highest priority; a secure and high quality network is the foundation of your daily work - and must not be endangered or adversely affected by the use of audio-visual communication.

**We therefore use a full range of infrastructure components to ensure both high quality and secure communications in our solutions. We anticipate and take care of all the relevant aspects - conferences using different systems via MCUs and video bridges; secure firewall traversal between systems on the LAN and systems used by customers, partners or suppliers; various protocols, signalling and network resources, etc. Our solutions are integral, combining maximum security, quality, stability and compatibility. For real, sustainable, competitive advantages.**

## **CONTACT INFORMATION**

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## **Did you know?**

In today's world videoconferencing systems are part of a sound business strategy; they cannot be ignored because they both reduce costs and create an environmentally favourable public image.

These cost savings and the reduction in the use of fossil fuel resources are considerable and an important factor in business planning for companies of all sizes. This leads to higher profitability and adds greater value for all stakeholders over the long term.

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