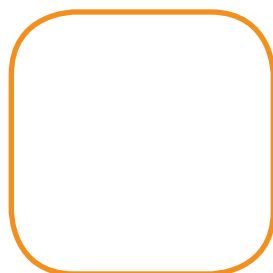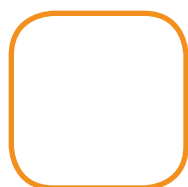# esnatech®

Office-LinX™
unified communications

VERSION 8.0 PLAYBOOK

www.esnatech.com

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

ESNATECH'S UC solution is perfectly positioned to drive revenue in the enterprise market. Version 8.0 provides a SIP-based software solution to generate communication and collaboration revenue from the customers not ready or interested in a call control or phone system upgrade. In addition, its cloud-based integration provides competitive differentiation on new greenfield UC opportunities specifically with customers using cloud-based applications such as Google Apps and Salesforce.com.

Office-LinX™ version 8.0

- Provides flexibility to position a UC solution regardless of PBX, mobile device, business application, and/or e-mail platform

- A vendor-agnostic solution that provides a competitive beachhead or defensive insulator against competitive voice providers

- Offers a unique product/service for customers with the following environments:

    - OCTel customers end of life—Esnatech provides true migration to SIP-based solution without site disruption or change, driving revenue without IPT sale and locking customers into a long term communication and collaboration road map
    - Google Apps customers—the only voice solution that can provide customers with voice integration to their Google Apps environment as well as exclusively provide Google customers integrated UC
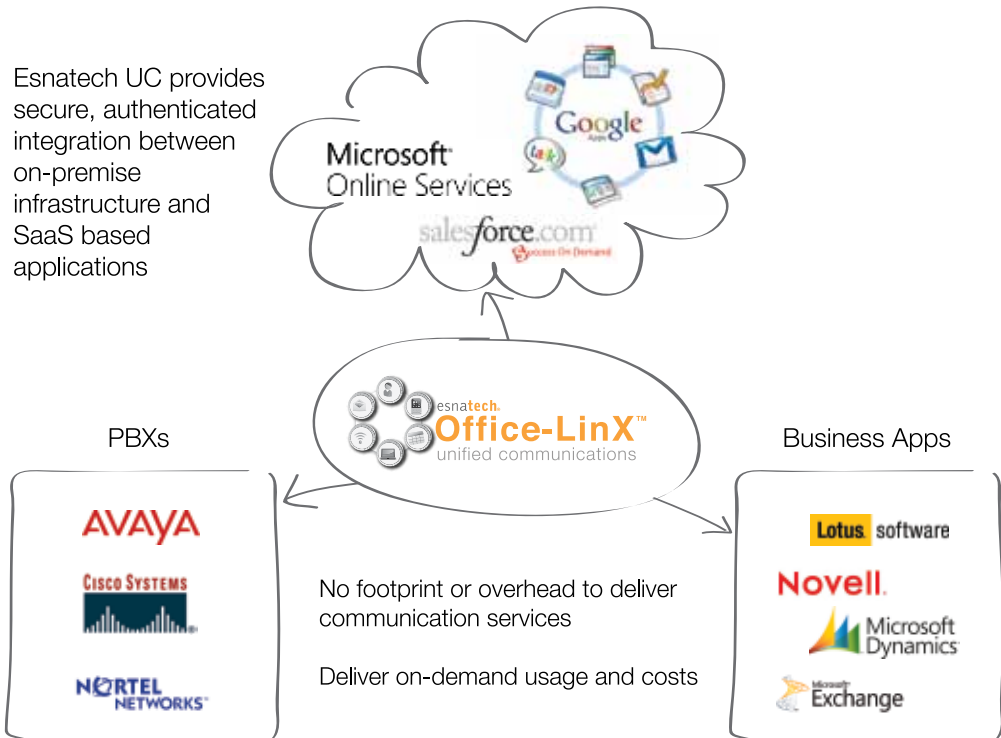
Key value to our partners

- Esnatech can be a Microsoft UC "killer"—Microsoft may offer free software but there is still a significant infrastructure footprint. Our voice partners can provide a complete alternative with voice integration to Google, a much smaller footprint and cost integrated with the Microsoft Messaging and collaboration framework

- Multi PBX environment (Direct SIP-Gateway/SIP) allowing organizations to FLATTEN and CONSOLIDATE primary voice applications and drive down their TCO (Total Cost of Ownership)

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Bridging Enterprise Infrastructure to the Cloud

Esnatech UC provides secure, authenticated integration between on-premise infrastructure and SaaS based applications

High Availability—Clustered or GEO Redundant architecture

PBXs

Business Apps

No footprint or overhead to deliver communication services
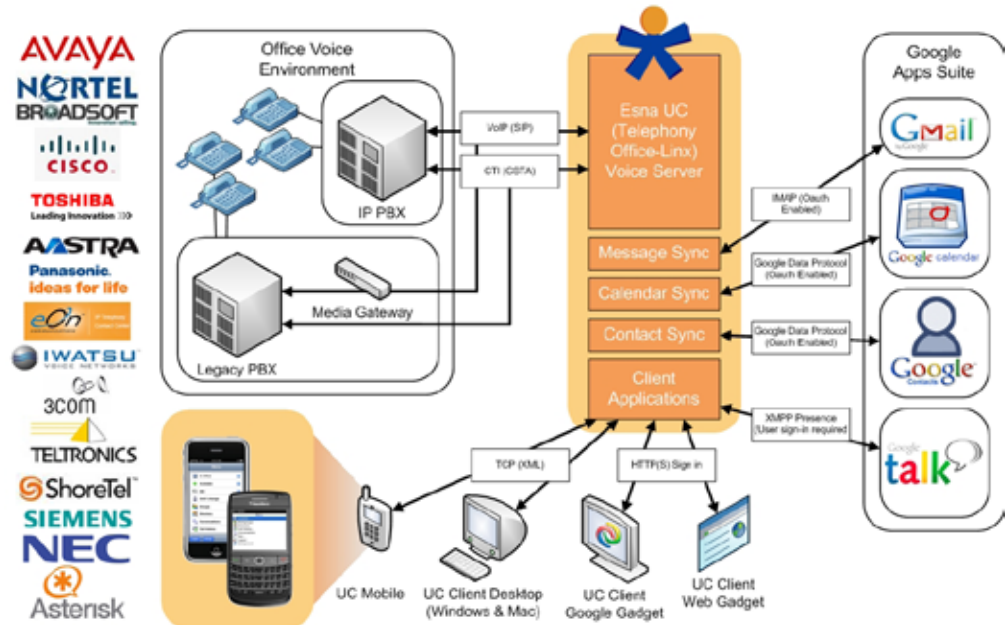
Deliver on-demand usage and costs

Esnatech is an industry leader in SIP-based unified communication solutions that integrate with any phone system and provide voice/fax mail integration with cloud-based solutions such as Google Apps as well as a full portfolio of UC and voice integration to the Google Apps' environment. Esnatech's **Office-LinX for Google Apps** integrates Google Gmail, Talk, Calendar, and Contacts with an enterprise's existing phone system to deliver native voice features like:

- Unified Messaging with any phone system

- Rich phone Presence and status within Google Talk

- Click-to-dial, screen pops within Google Apps

- Mobility phone integration.

- Fax messaging and Fax server functionality from Gmail

- Google Android desktop phone replacement with Mobile UC application

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

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Key Technology offered in version 8.0

The Unified Communications market is growing strongly across North America. Most organizations with multiple locations have large investments in their existing voice infrastructure, but are looking for opportunities to *flatten* and *consolidate* their voice applications such as messaging and call routing. Office-LinX version 8.0 of Esnatech's communication and collaboration technology enables customers to centralize their voice applications across their network of locations and disparate phone systems. Organizations can deploy a centralized, scalable, GEO-redundant architecture that will layer mobility, presence and messaging technology on top of their existing network and directly integrate with any business application, including on-premise and Cloud-based services such as Google™ Apps.

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Key Technology offered in version 8.0

Enabling the value of Virtualization for Voice Communications

- SIP (Session Initiated Protocol) based software platform that fully supports VMware virtualization within Vsphere

- Organizations virtualizing their data infrastructure can seamlessly integrate unified communication services around mobility, messaging and presence without upgrading PBXs or adding any additional hardware to their network

The Cloud Enabled Enterprise

- Integration of live voice services from an enterprise's existing PBX network (dialing, messaging, call control and presence) with Cloud-based applications

- Integrated unified communication services for Google™ Apps includes: unified messaging, IVR and auto attendant, fax services, Google™ Talk enterprise voice presence, and fixed-to-mobile convergence integration with existing phone network and mobile devices

- Integrated dialing, presence and live call control with CRM and SFA solutions such as Salesforce.com and Microsoft Dynamics

Mobile Enterprise

- Virtual access to your desktop phone from any smartphone or mobile device

- Location based routing integrated with Bluetooth and GPRS location services

- One number access, integrated with existing DID and corporate extension for secure mobility

- Mobile and ubiquitous access to live communications on any operating system or mobile OS integrated with your existing corporate PBX or phone system

- Unified access to voice, fax, email and recorded conversations directly from Google™ Gmail or from any enterprise email platform such as Microsoft Exchange 2010 and Microsoft BPOS

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Key Technology offered in version 8.0

Presence Enabling Business Process

- Google/MS Exchange Calendar integration for intelligent routing, filtering and connectivity

- Presence enabled call processing for enhanced IVR and customer retention

- Live, rich phone status federated with Google™ Talk, Skype, MSN Live and OCS to enable real-time communication and collaboration within the enterprise

- Integration of Google, Salesforce and Microsoft Exchange contacts for intelligent call routing, VIP voice services and intelligent call connections leveraging Microsoft and Google desktop searches on incoming calls

ESNATECH'S Office-LinX platform for Google Apps is the glue that links enterprise and hosted phone networks with Google Apps and other core business applications to deliver Unified Messaging, Phone Presence, Call Control, and Mobility. This delivery enhances real-time communications and employee productivity, while driving down overall voice communication costs!

Unified Messaging for Gmail

- Voice and fax mail integrated with Google Gmail and with message waiting light support with your existing office PBX

- Gmail access over the phone so you can listen to email and respond to email as if it's voice mail providing offline access to your voice, fax, and email messages

Fax Server for Google Apps and Gmail

- Fax messaging integrated with Google Gmail

- Fax-on-Demand

- Email-to-Fax (fax printing from your desktop)

- Google web fax gadget that can be published in Google Apps for sending fax documents through corporate phone system

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

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Key Technology offered in version 8.0

Google Talk/Apps Phone Presence Server

- Provides rich phone status and phone presence integrated to Google Talk

- Phone status enables click-to-dial from Google Talk using corporate phone system

- Ability to have Google Talk phone presence integrated with a user's Google Calendar

- Ability to call in order to change Google Talk status and availability using speech recognition over the phone

Google Apps Computer Telephony/Voice Integration

- Live screen pops and call control—live calls will get integrated with Google Contacts to provide live status of incoming calls native in Google Apps

- Google Apps' users can manage live calls in real-time and decide which calls to take and which calls to send to Google Gmail in order to leave a message

- Knowledge screen pops—provides Google contact resolution on incoming calls; Esnatech's UC service will execute Google desktop search based on the incoming caller ID information for live call control and intelligent call management

Google Apps

- Salesforce.com integration with screen pops, dialing, integrated Google Talk phone presence

FMC Mobility Server

- Speech Access to Google Apps over any phone—access to Google Gmail, Calendar, Contacts, Talk presence management

- Mobile Unified Communication Client for RIM BlackBerry, Apple iPhone, Google Android, and Windows Mobile provides mobile access to enterprise PBX for making phone calls, changing availability, and internal extension to extension dialing

- Fixed-mobile Convergence server that enables find-me/follow-me, call blasting, and call hand-off with users' existing enterprise phone system—provides Google Voice functionality with users' existing extension and DID numbers

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Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Key Technology offered in version 8.0

Speech Server

- Speech-enabled Auto Attendant and directory integrated with Google Directory or Active Directory

- Speech-enabled contact dialing integrated with Google Contacts

- Speech-enabled IVR to streamline automated business processes

SIP-based Conference Server

- Software-based audio bridge integrated with your existing phone system—access from Esnatech Google App UC web gadget

- Enabled individual rooms for ad hoc meetings and discussions

- No per usage charges for having audio meetings

IVR and Communication Enabled Business Process (CEBP) Integration

- IVR (Interactive Voice Response) scripts

- Speech-enabled IVR for automated business process

- Custom API designer to create voice applications and integrate your enterprise PBX with automated call process applications

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Use Cases for Esnatech Google UC Platform

Small Enterprise	Mid Size Enterprise	Large Enterprise
25-500 Users	500-3,000 Users	3,000+ Users
Integrate Google Apps to existing KEY telephone system	Unified Messaging & voice mail integration to Google Apps with existing PBX (phone system)	Voice mail replacement or migration with existing legacy platform
Unified messaging and voice mail Integration between Google Apps and existing key phone system, Toshiba, NEC, Asterisk, etc.	Replace fax machine and fax lines with Google Apps Fax integration for fax messaging and outbound faxing	OCTel, Audix, Call Pilot –10 million seats, end of life, they need to change
Replace fax machine and fax lines with Google Apps Fax integration for fax messaging and outbound faxing	Google Talk phone presence –Provides phone status and phone presence in Google Talk so co-workers can see what phone users are on and if they are available prior to initiating contact	Microsoft is attacking this market with Exchange 2010 –Google can go after this market with Esnatech UC for Google Apps integration
Mobile phone integration –Provides integration of mobile devices including Google Android with existing key phone system and Direct Inward Dial number(s)	Audio conferencing –Provides private rooms for ad hoc conference calls and meetings. Removes pay-per-use charges and leverages existing key system	Integration with existing voice mail platform into Gmail with full message light support –Cisco Unity, Avaya Modular Messaging, Nortel Call Pilot
Audio conferencing –Provides private rooms for ad hoc conference calls and meetings. Removes pay-per-use charges and leverages existing key system	Integration to existing Cisco, Nortel, Mitel, and Avaya phone systems into Google Apps for dialing and screen pops	Integrated centralized fax services (fax messaging, outbound faxing) across all existing phone systems integrated into Google Gmail
Screen pops and desktop dialing from PC using existing phone system	Mobile phone integration –Provides integration of mobile devices including Google Android with existing key phone system and their Direct Inward Dial number(s)	Google Enterprise voice functionality with existing corporate DID across disparate phone systems and locations
	Google Enterprise voice functionality with existing corporate DID number	Centralized voice applications that can service multiple locations –voice unified messaging, call routing and steering, phone presence, FMC mobility services
		Mobile phone integration with existing PBX enabling call routing to any mobile endpoint by simply dialing internal extensions or existing DID numbers
		Integrated dialing and call control with legacy phone system (Nortel) and new IP Telephony deployment (Avaya, Cisco)

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

New Licensing and Packaging for version 8.0

Esnatech Version 8.0 offers new licensing options where organizations can simply incur a per user per year cost that meets each individual's feature set requirements. Companies can choose based on user requirements and then procure the appropriate per user, per year service model (*see the pricing matrix*) that meets their needs. Unlike certain Microsoft solutions, you can have a mixture of basic to fully advanced integrated user models that best meet the needs and budgets of organizations moving to or using Google Apps. The system provides Auto Attendant, IVR, and voice mail features in its basic configuration. Companies do not have to worry about complicated configuration and licensing models that are common in unified communication configurations. All that is required is the number of users and what feature sets are required.

Licensing Options:

1. **Basic Unified Messaging User for Google™ Apps**—integration of voice and fax mail in Gmail with basic IVR, auto attendant and find me/follow me call routing service

2. **Advanced Unified Messaging User for Google™ Apps**—integration of voice and fax mail in Gmail as well as phone access to your Gmail inbox with speech recognition for hands-free navigation and text-to-speech technology for listening to email over the phone

3. **Unified Communications for Google™ Apps**—delivers the full messaging, Mobility, Speech and Presence services for Google™ Apps users

Pricing Matrix

Small Business Edition	Basic UM User	Advanced UM User	UC User
Retail price—per user, per year	$30	$45	$70

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Feature Grid

Features	Basic Unified Messaging	Advanced Unified Messaging	Unified Communications
Basic voice mail over the phone	✓	✓	✓
Fax Messaging	✓	✓	✓
Access to voice mail from Gmail inbox	✓	✓	✓
Access to fax mail from Gmail inbox	✓	✓	✓
Access to Gmail over the phone	N/A	✓	✓
Compose voice mail over the phone	N/A	✓	✓
Access to Google contacts for messaging dialing and replying	N/A	✓	✓
Voice mail transcription	✓	✓	✓
Outbound desktop faxing	N/A	N/A	✓
Google Talk Presence Integration	N/A	N/A	✓
Web Gadget—dialing, screen pops	N/A	N/A	✓
Google Desktop Gadget—location, dialing, screen pops	N/A	N/A	✓
Desktop UC software—dialing, screen pops, IM, mobility	N/A	N/A	✓
Mobile UC software for BlackBerry	N/A	N/A	✓
Mobile UC software for iPhone	N/A	N/A	✓
Mobile UC software for Google Android	N/A	N/A	✓
Mobile UC software for Nokia/ Windows Mobile	N/A	N/A	✓
BlackBerry BES Integration for Unified Messaging	✓	✓	✓
Phone access to Google status and contacts	N/A	N/A	✓
Speech access to Gmail inbox (text-to-speech)	Option	✓	✓
Auto Attendant	✓	✓	✓
IVR Trees	✓	✓	✓
Fax-on-demand	✓	✓	✓
Salesforce connector	N/A	Option	✓
IVR connector	Option	Option	
Voice biometrics	Option	✓	✓
Audio Conferencing	Option	Option	Option

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Which license should you choose?

	Questions to ask:	Response	Esnatech UC License Required
1	Do you have a legacy non-IP phone system? (Nortel, Avaya, NEC, etc.)	Yes	You need an **Esnatech platform** to integrate your phone system with Google Apps
2	Do you already use unified messaging with your existing email platform? (MS Exchange, Lotus notes)	Yes	**Basic or Advanced Unified Messaging** to integrate voice and fax mail with Gmail
3	Is your company currently on MS Exchange 2007/2010?	Yes	**Advanced Unified Messaging** services for the company to retain the unified messaging features they currently have
4	Does your company receive faxes?	Yes	**Basic Unified Messaging** services will integrate incoming faxes to Gmail and eliminate need for dedicated fax lines
5	Does your company send faxes?	Yes	**Unified Communications** license will enable users to send faxes directly from Google Gmail and reduce manual transactions as well as the number of fax machines and lines required in the business
6	Does your company already use Microsoft OCS or is it evaluating OCS deployment?	Yes	**Unified Communications** license will be able to replicate the core MS OCS feature sets integrated in Google Apps so customers will not lose functionality, but in fact retain and gain web-based functions at a better price point with less infrastructure to maintain
7	Does your company have a mobile workforce using their mobile phones as a primary source of voice communications?	Yes	**Unified Communications** license will enable users to register their mobile device with the existing phone system in order to make and receive calls as if they were at their office desk. It will also enable click-to-dial functions from Google Gmail, Contacts, etc., Integrated with their mobile devices
8	Does your company have a distributed workforce across multiple locations?	Yes	**Unified Communications** license will enable users to publish their phone status and location in Google Talk so co-workers are able to click-to-dial and communicate live using their mobile phones and existing phone system
9	Does your company have and manage more than one phone system?	Yes	**Basic/Advanced Unified Messaging or Unified Communications** will provide centralized Google Apps integration for voice mail and unified messaging across all PBXs, reducing management costs of multiple systems

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Sizing and configuring a system properly

Questions to ask:	User/License to provide	Enter Total Number of Users:
1 How many users need voice mail integrated to Gmail?	Basic UM License	
2 How many users need Unified Messaging (voice and fax)?	Basic UM License	
3 How many users need access to email and contacts over the phone for driving purposes?	Advanced UM Licence	
4 How many users require Google Talk phone presence integration?	Unified Communications License	
5 How many users need mobile phone integration for dialing and phone presence?	Unified Communications License	
6 How many users need to send faxes from their desktop?	Unified Communications License	
7 How many users need CRM integration for desktop dialing and click-to-dial from their computers?	Unified Communications License	

Customer Configuration = Total # of Users, add questions 1-7 =>

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Positioning of Office-LinX UC for Google Apps

Alternative to Microsoft Unified Communications Portfolio

Microsoft Application	Required Google Apps/Esnatech Servers
Microsoft Exchange 2010/2007	Google Gmail plus Esnatech Advanced Unified Messaging license
Microsoft Exchange 2003	Google Gmail plus Esnatech Basic Unified Messaging license
Microsoft Office Communications Server	Esnatech Unified Communications license
Microsoft Speech Server	Esnatech Advanced Unified Messaging license or greater

Key differentiation from Microsoft, Cisco and IBM Unified Communications Portfolio

Differentiators	Comments
Server/Hardware requirements	One server for Esnatech application versus multiple servers and licensing for Microsoft, Cisco, and IBM portfolio
Legacy non-IP phone system support	More than 60% of enterprises still have legacy phone systems that WILL NOT SUPPORT Microsoft and/or Cisco and will require hardware and infrastructure upgrades or replacement. Esnatech/Google is simply software and service added to existing infrastructure —major cost savings in management and deployment for not just email but unified communication services
Support for Hosted Voice services	Esnatech's Unified Communications license will work with on-premise and hosted voice infrastructure. Microsoft cannot offer existing OCS integration to a hosted voice provider; customer must move to a completely hosted provider for Exchange and MS OCS as well
Multiple OS support	Esnatech/Google UC framework supports any operating system, browser, and mobile phone for maximum interoperability. Microsoft, Cisco, and IBM all have limited operating system and mobile phone interoperability; need to use third party solutions and platforms
Hybrid business application support	Esnatech voice integration will extend beyond Google Apps to support non-Google applications as well such as Salesforce.com, Microsoft CRM, etc. Extend UC services across all users and applications that the customer is using and supporting. One license, one partner platform versus Cisco, IBM, and Microsoft that require multiple applications and partners to support multiple vendors and applications

Esnatech enables businesses to integrate **voice**, **mobility** and **presence** with Google® Apps and the Cloud.

Sales and Marketing Content

Office-LinX™ Version 8.0

Our Unified Communications solutions provide simple integrated Unified Communication services for small to large size enterprises. They integrate Google Apps with the existing phone system, including voice integration support for Cisco, Avaya, Nortel, Siemens, Alcatel PBX as well as over 250 different legacy phone systems. It is a purely IP integrated voice application so it can extend integration to any new IP phone system as well as any hosted voice platform. The three key technologies include: unified messaging, rich phone presence, call control, and mobility integration.

Messaging

There are over 30 million Google Apps users today and the growth of hosted email is expected to be exponential in the next few years. Esnatech provides a complete line of Unified Messaging solutions ranging from voice and fax to full Unified Messaging platforms that interface and integrate directly with Google Gmail. The platforms provide integration to a company's existing phone system for phone access to voice, fax, and email as well as message waiting light support with the existing handsets.

Mobility

Our mobility solutions leverage speech technology from Nuance to deliver anywhere access to Google Apps and your office phone system. Esnatech's mobile smartphone software is available in all major mobile App Stores including the Android Marketplace, BlackBerry App World, Apple App Store, and Windows Mobile Marketplace. The mobile software connects to any enterprise phone system to provide least-cost routing and integrated phone presence directly from a user's mobile device. Esnatech's mobility platform can integrate your mobile workforce and provide cost savings to your current mobile strategy and infrastructure.

Presence

According to IDC, by 2006 there will be 255 million users worldwide, both consumers and enterprises of instant messaging which is almost three times the number of users in 2002. Presence promises to change user behavior as callers come to depend on knowing the availability of someone they want to contact prior to initiating a call. They can avoid making the call altogether with the user's live network and phone status using presence technology embedded in Google Talk leveraging Esnatech's phone presence and integration. Esnatech enables Google Talk to become a rich enterprise presence application by enabling phone presence and PBX dialing.

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Sales and Marketing Content

Conferencing

Esnatech offers a SIP-based Meet-Me Conference Server that can be added to any phone system or provided in conjunction with our Unified Communications platform. The WeLINK Meet-Me Conference server offers conferencing services for your organization, allowing staff to leverage the on-going value of constant collaboration and anytime, anywhere meetings. By integrating conferencing with the existing phone system dial plan, users have easy access to join a meeting room on the fly through the Esnatech Google gadget web service.

UC & CEBP for SaaS-based solution

SaaS-based solutions and cloud computing may still be emerging as an IT delivery model, but organizations from all sizes and every sector are moving ahead with plans to adopt cloud services for core business processes such as CRM/SFA, email, and collaboration. The attitude among technology decision-makers seems to be that the benefits outweigh the risks and that the risks can be mitigated with planning and careful implementation. Esnatech provides seamless integration of your existing voice and communication infrastructure to SaaS-based solutions such as Salesforce.com and Google Apps.

Access to Documentation

» http://docs.google.com/present/view?id=dts7g3k_10g2ktv7cd

» http://www.esnatech.com/services/education/eLearning/tol/misc/Google_Integration.aspx

» http://www.uc4googleapps.com

» http://www.slideshare.net/davide.petramala/google-uc-total?from=ss_embed

White Papers and Technical Documentation

» http://www.esnatech.com/google/googleapps.htm

» http://www.esnatech.com/google/unityupgrade.htm

» http://www.esnatech.com/products/prod_documents.htm

Sales Tools

» https://sites.google.com/a/esnatech.ca/dealers/

» http://www.esnatech.com/google/unityupgrade.htm

» http://www.esnatech.com/products/prod_documents.htm

Other Resources

» http://www.esnatech.com/

» http://www.esnatech.ca

» http://www.slideshare.net/

Sales Training

» http://www.youtube.com/uc4gapps

» http://www.facebook.com/UnifiedCommunications

» http://twitter.com/poweredbyesnauc

» http://www.linkedin.com/

» http://esnatechuc.blogspot.com/

» http://ucsupport.blogspot.com/

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Contact Information

How to engage Esnatech for discovery and configuration?

Telephone:
» 800-565-3762, say "sales" or dial 1, or say the first/last name of the person you wish to speak with.

Email:
» sales@esna.com

Corporate Contact Information:
» Tel. 905.707.9700, Fax. 905.707.9170

Mailing Address:
» 30 West Beaver Creek, Suite 101 | Richmond Hill, ON L4B 3K1

Hours of Operation
» Mon - Fri, 8:30-5:00pm [EST]

Channel Managers

West/Major Accounts & Business Development
» Michael Seeley: Michaels@esna.com

Channel & Government Solutions
» David Ballins: Davidb@esna.com

Canada Excluding Quebec
» David Burwash: Davidbur@esna.com

Latin America & Quebec
» Andres Venegas: Andresv@esna.com

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» John Biancucci: Johnb@esna.com

Esnatech SE Manager (EMEA)
» Ed Verstraaten: Eve@cti-solutions.nl

Webinar & Demo Resources

Esnatech Marketing
» Marketing@esna.com

Technical Support Manager
» Scott McHardy: techsupp@esna.com

Customer Service Manager
» Leah Hodges: customerservice@esna.com

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How to Configure and Order

New UC Configuration Tool

Esnatech has created a UC Configuration Tool to simplify the ordering and configuration process. The UC configuration tool will provide you with the most optimum system configuration based on a survey and Esnatech part numbers for ordering our award-winning Office-LinX™

Download the latest version of the UC configuration tool at:
https://sites.google.com/a/esna.com/dealers/

poweredbyesnauc   unifiedcommunications   uc4gapps or ucommunicate   esnatechuc.blogspot.com