



Telephony Office-LinX™
Unified Communications
FOR GOOGLE® APPS

UC FOR GOOGLE™ APPS

About UC for Google™ Apps

Esnatech's Unified Communications for Google Apps is a simple but powerful software solution that integrates your Google Apps environment with your existing office phone system and your mobile phone for complete access to applications such as unified messaging, dialing and control.

Esnatech's UC services provide Google Apps users with access to live voice communication integration to enable phone access to Google Gmail, Calendar and Contacts as well as native dialing, and voice/fax messaging within the Google Apps environment.

For more information visit:
www.uc4googleapps.com

System Requirements:
Windows 2003 Server SP2
40GB of disk space
SIP/Analog or T1 connection to your phone system

Enable Real-time Voice Communications with Google™ Apps

Provide Full unified communications with Google Apps by using Esnatech's award winning SIP based application server Telephony Office-LinX.

Telephony Office-LinX Unified Communications server is a SIP based application that provides enterprise *mobility, messaging and presence* integration with Google Apps. Delivering enterprise voice and fax mail to your Gmail inbox as well as Speech and DTMF access to your Gmail account while on the phone. This SIP based solution works with any phone system and supports any mobile device for full Unified Communications support within the Google Apps environment. More features include sharing phone status and presence with Google Talk, and integrating a full CTI Client (dialing and screen pops) as a web gadget with Google Gmail, Calendar and Sites. This solution provides seamless integration of Google Apps with Avaya, Nortel, Cisco, Alcatel and Broadsoft phone environments, as well as over 100 different small key systems such as Asterisk, Toshiba, Panasonic, NEC, Iwatsu, eOn and others. Telephony Office-LinX is offered in both Small Business as well as Enterprise Edition, supporting organizations from 25 users up to 30,000 users on a single platform.

The Esnatech SIP based Unified Communications server integrates Google Apps with your existing phone system, providing Unified Messaging, Dialing and Faxing from your Google Gmail, Contacts and Calendar.

Key Features Include:

- Mobile (speech) access to Gmail (email)
- Gmail (email) access to voice, fax mail and recorded conversations
- Integrated directory and contact dialing over the phone or from Google Apps
- Integrated Google Desktop search on incoming calls for smart call handling and informal call centers



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Key Features Enabled with UC for Google Apps:

Businesses can now implement full unified communications with minimal infrastructure that delivers anytime, anywhere access to all office communications! At a fraction of the cost of implementing other popular UC platforms such as Microsoft OCS, and Lotus Sametime, a business can now experience the value of UC without having the hefty cost and investment.



Bridging Enterprise Infrastructure
 Google Apps and SaaS Services

Cloud Services and Applications



Enterprise Phone Systems and Applications



Telephony Office-LinX™
 Unified Communications

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

No footprint or overhead to deliver communication services

Deliver on-demand usage and costs

Telephony Office-LinX™ UC FOR GOOGLE APPS changes the landscape and starting point for business communications. Now any business, regardless of size or budget can increase employee productivity and efficiency, while dramatically improving customer satisfaction — by simply investing in Telephony Office-LinX UC software, and subscribing to Google Applications! **No need for a new phone system, no need to change your office hardware.**

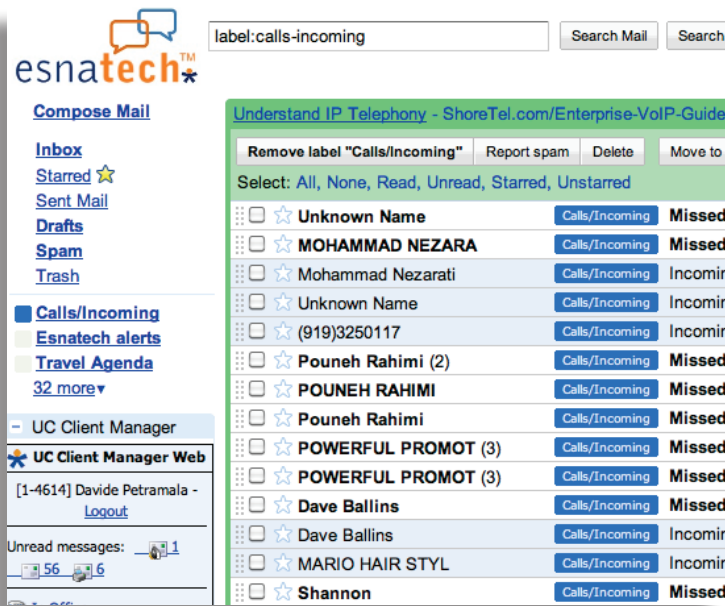
Simply 3 Easy Steps to Get Started with Unified Communications

1. Connect the Telephony Office-LinX platform to your office phone system through SIP/Analog or T1 trunks
2. Subscribe to Google Apps
3. Point the Telephony Office-LinX to your Google Apps domain



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Telephony Office-LinX UC for Google Apps:



- Live voice access to your mobile workforce
- Enterprise presence and availability
- Increased employee productivity
- Integrated voice and fax storage with Google Apps, 25^{GB} per user
- Email, voice mail, fax messages and recorded conversation all in one mailbox (Gmail inbox)
- Message light notification and integration with your existing phone system
- Say any employees name to find them with integration between Google and Active Directory
- Say any customers name to send a message or call them with integration to Google Contacts

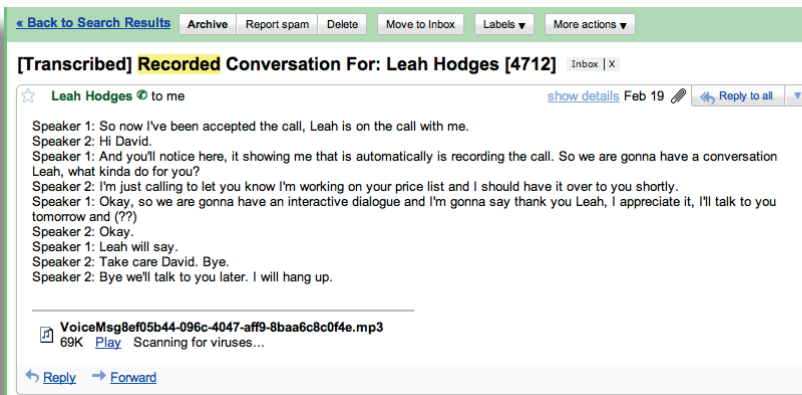
- Mobile or remote access to all your voice mail, fax mail and email over any telephone
- Find Me/Follow Me, based on your daily schedule and Google Calendar
- Click-to-dial from within Google Apps, including your contacts and email signatures, etc.
- Full document storage and archiving (great value for archiving high volume faxes and recorded conversations)
- Integrated smart search technology on incoming calls and message
- Access from any IMAP based mail client or any operating system, including Mac
- Access from any Smartphone for station-to-station dialing, text and instant messaging (includes Nokia, BlackBerry, Windows Mobile, Apple iPhone and Google Android)



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Esnatech's Unified Communication integration takes advantage of key features of Gmail™ which includes **search, storage and speed**. The Google applications search technology enables people to quickly search every voice, fax and email they've sent or received. Using keywords or advanced search features combined with Telephony Office-LinX UC for Google Apps, users have complete searching capabilities for voice mail, fax messages and recorded conversations directly from their inbox.



The Telephony Office-LinX UC for Google Apps fastens the Google Gmail hosted services to the enterprise telephony infrastructure. Users can link their office desk phone and mobile phone with their Google Applications. When a user receives an urgent email or voice mail, the UC gateway for Google will turn on their *telephone message waiting light*. Users can login to their Google Applications from any telephone, using speech to access, manage and respond to their email, voice mail and fax messages.

Office workers leveraging thin clients can simply use a browser with any operating system and login to Gmail, to gain access to their voice messages, faxes and recorded conversations.

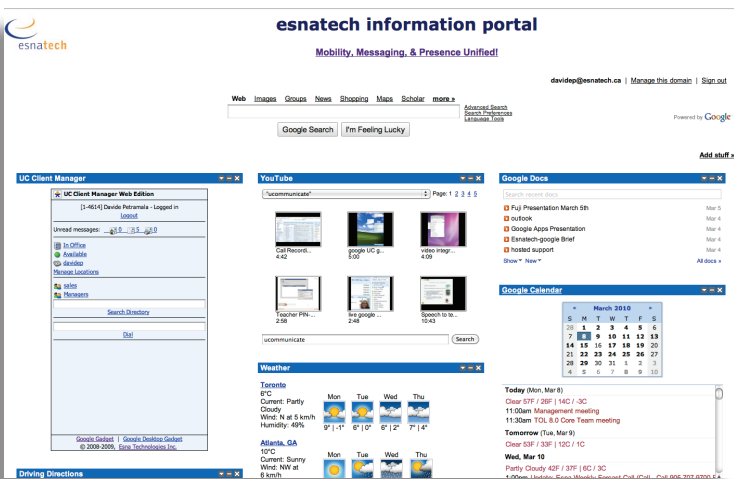
The Telephony Office-LinX UC for Google Apps provides organizations a compelling reason to move from enterprise GroupWare solutions to a fast, light weight SaaS (software as a service) that delivers all the features and value of a full UC solution from both Microsoft® and IBM® at a fraction of the cost and overhead.



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Key Features of the Integration of Telephony Office-LinX UC with Google Applications are:

- Full unified messaging with Google™ Apps, Gmail™ and your office PBX. Light up message notification lights in the office, initiate call notification on email and fax messaging, and the ability to login to Gmail over the phone to access, manage and compose messages.



- Integrate Google Apps with both legacy and IP-based phone systems such as Cisco, Avaya, Asterisk, Mitel, Iwatsu, Nortel, Aastra and Toshiba etc.
- Integrate multiple PBX with Google Apps at the same time. Perfect for large distributed organizations with branch offices or large campus environments.
- Integrate office call logs into a user Gmail folder, so when a user logs into Gmail they can see who called them, the time and date and duration of the call.
- Automatically record office conversations and have them deposited into Gmail for full indexing and archiving.

- Integrate click-to-dial from Google Apps interface with the office PBX, and registered mobile devices. Users can highlight a number and call from anywhere within Google Apps. This will initiate both internal and external phone calls. Esnatech UC uses intelligent least-cost routing by leveraging the office PBX for all call creations.
- Google Contacts synchronizes with Esnatech's UC server giving users remote access to contacts over the phone to initiate phone calls and message replies. This also leverages least-cost routing rules of the office PBX and have find me/follow me filters based on VIP contacts.

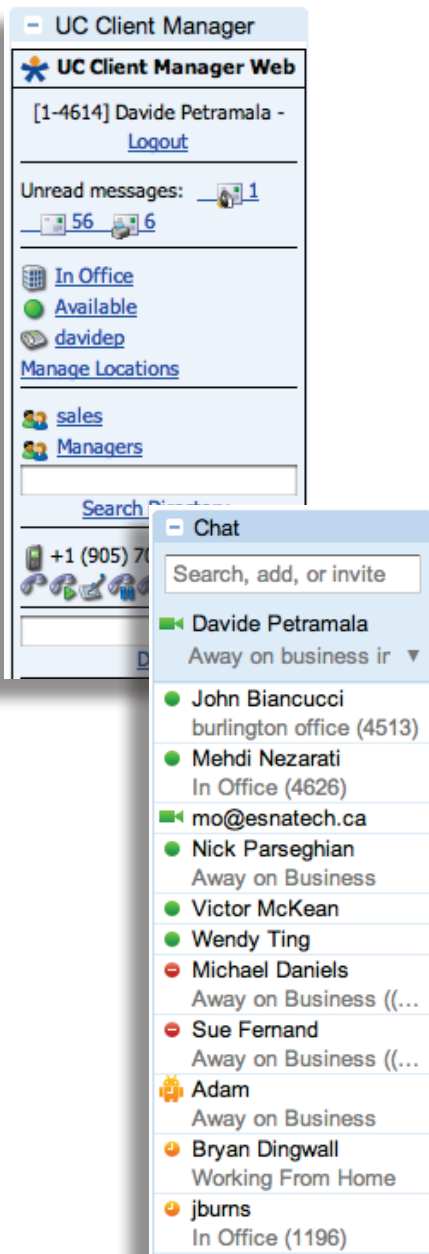


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Presence & Instant Messaging:

The Telephony Office-LinX UC for Google Apps provides Presence Management integrated with your office phone system and Google services to deliver LIVE communications between voice and data networks. It enables organizations to know real-time status and availability of their workforce and provide users with tools to communicate with one another instantly.

- Presence management tools offer immediate notification of staff availability and easy access for remote users with office staff.
- Missed calls can be pulled out of voice mail even when on the road to ensure real-time connection and less messages.
- Users can identify a caller and consequently prepare for incoming calls — leading to better customer service in the way they answer and respond to live calls.
- Instant messaging provides real-time ability to communicate with users logged into the Internet and wireless network via SMS; both internal and external users can send messages through IP to any user in/out of the office, thus dramatically lowering internal communications by eliminating cellphone charges, long distance and internal telephone tag.
- Voice recording features caller ID so you can prioritize messages and respond immediately.





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Speech Enabled Find Me/Follow Me Automation and Mobility

Business has become predominately a messaging environment and those companies that figure out how to increase live interactions with customers and reduce messaging with them will deliver the competitive differentiation that will allow them to succeed in today’s global market place.

Telephony Office-LinX UC for Google Apps links the mobile workforce to their office infrastructure through speech and presence technology enabling your workforce to answer live calls in real-time regardless of their location. Leveraging Speech Recognition technology from Nuance, callers and employees simply say a name or department and depending on the user’s availability, presence and location. The UC server will connect the caller to the user in real-time, substantially lowering daily messaging and vastly improving customer satisfaction.

The UC for Google Apps provides your business with real-time communication tools that will significantly reduce costs, while increasing efficiency and customer satisfaction — not to mention, a great return on your investment (ROI).





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Reduce Operational Costs and Improve Organizational Communication Capabilities with Customers, Staff and Suppliers

- Speech Recognition technology streamlines access to any employee.
- Presence management tools combined with Google Talk offer accessibility to any distributed workforce.

Lower your total communication costs through Esnatech's UC for Google Apps resulting in:

- Greater mobility and productivity tools with speech and DTMF access to messages, contacts and presence.
- Less IT-related support than is normally required for similar applications that are integrated, for example, voice mail, fax mail, email, auto attendant, CTI, IVR, wireless and mobility.
- Integrated fax services, a solution incorporating all fax content into your hosted and archived Google Apps environment, eliminating annual maintenance, printing costs and storage.

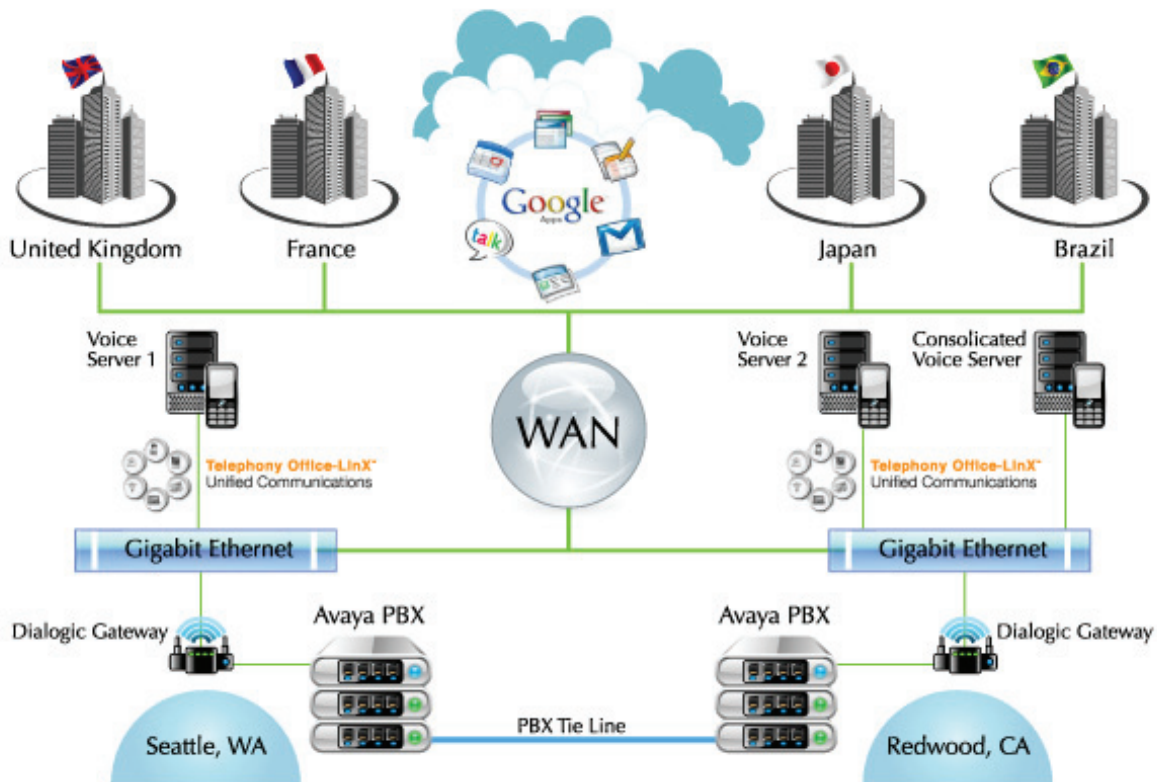
Facilitate Employee Mobility By:

- Lowering the cost of communicating with mobile staff while increasing their ability to access critical information, leveraging speech technology such as contacts for dialing and emailing over any telephone.
- Enabling greater productivity without violating security concerns with secure wireless/unified messaging.

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Deliver a Scalable, Geo-Redundant Platform for Mission Critical Live Communications:

- Esnatech’s award-winning High Availability configuration provides both scalability and Geo-redundancy for all your unified communication needs.
- Voice cluster option provides scalability to 800 concurrent voice conversations as well as real-time synchronization of each voice node for 100% uptime.
- Geo-redundancy offers seamless integration, single management of distributed organizations while providing local survivability.





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ENTERPRISE
 PROFESSIONAL



Software Specifications	Small Business Edition	Enterprise Edition
Users	25-150 users	50-30,000 users
Storage	5MB for every hour of voice	
PBX Integration	SIP/Inband/SMDI/Digital set emulation/QSig	
IP PBX Support	Cisco, Avaya, Nortel, Asterisk, Mitel, Iwatsu, Toshiba, eOn, Broadsoft	
Presence Integration	TAPI/CSTA/SIP CSTA/ESNA CSTA	
Presence Support	Google Talk, Skype	

Upgrade Options

Speech Recognition	2-16 simultaneous speech sessions	2-64 simultaneous speech sessions
Text-to-Speech Support	2-16 simultaneous speech sessions (Nuance 8.5)	2-64 simultaneous speech sessions (Nuance RealSpeak)
Speech-to-Text Visual Voice-mail Support	Add-on option	
CRM Integration	Microsoft CRM, Salesforce.com, API Script	
Legacy Voice-mail Networking	AMIS/VPIM	

System Requirements

Processor	Pentium 4 processor or above	
Operating System	Windows XP (less than 50 users) Windows 2003 server or above	Windows 2003 server or above



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poweredbyesnauc



unifiedcommunications



uc4gapps or ucommunicate



esnatechuc.blogspot.com



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Pricing:

Telephony Office-LinX Unified Communications for Google Apps is available in minimum configuration for 25 users, and can be increased incrementally 5 users at a time. Pricing starts at \$100 per user. For more information please contact an authorized Esnatech Certified Partner for detailed pricing, or contact us at uc4googleapps@esnatech.ca

Availability:

Esnatech has a Certified Partner Network in 26 different countries worldwide. Our product is available in multiple languages including English, French, Spanish, Dutch, Italian and German. Contact us to find your local partner who can assist in the sales and deployment of our Unified Communications platform. Visit us online at www.uc4googleapps.com or contact us at uc4googleapps@esnatech.ca, or call 1-800-565-3762 and say "sales".

For access to online demos and content visit our YouTube channel at: www.youtube.com/uc4gapps or ucommunicate