

# WHAT IS UNIFIED COMMUNICATIONS?

**Unified Communications (UC)** is a term used to describe a VoIP phone system that integrates, or unifies, a spectrum of communication technologies and methods into a single platform. Most businesses communicate in a number of different ways. A UC system unites them to work seamlessly in one solution.

## Systems Unified Communications Can Merge

- » Phone system
- » Voicemail
- » Chat
- » Fax
- » Conference call bridge
- » Video conferencing
- » Interactive voice response (IVR)
- » And more

## Platforms that Integrate with Unified Communications

- » Email
- » Web applications and browsers
- » Social media
- » Customer relationship management system (CRM)
- » Customer support software
- » And more



## Unified Communications Deployment Options

### Dedicated Appliance

- » In-office server managed locally
- » One-time upfront capital expense

### Hosted PBX

- » Hosted server managed by the provider
- » OpEx for one monthly price and little to no upfront costs

### Virtualized

- » One-time upfront capital expense
- » Save on stand-alone appliance costs



# TOP BENEFITS OF UNIFIED COMMUNICATIONS

## » Boosts Productivity

- › Reduced number of communications systems creates a more efficient work environment
- › Workflow processes can be automated to save time
- › Administrators have a streamlined set of technology to manage



## » Reduces Travel & Administrative Costs

- › Remote and mobile workers can better collaborate with other team members, which reduces the number of times they need to report to the office
- › Employees can use their own mobile devices instead of the company having to purchase phones for everyone



## » Lowers IT & Other Operational Costs

- › Combines voice, video, and data into a single connection
- › Eliminates long-distance fees
- › Enables admins to make moves, adds, and changes in-house without calling a technician
- › Integrates multiple systems into one solution



## » Better Workforce Collaboration

- › Employees have one central hub for communicating
- › Integrations with other business tools, such as CRMs, allow employees to collaborate across systems



## » Secure Communication

- › Many UC providers include security features built into the system for protection against other networks
- › Session border controllers are available for additional protection



## UC TERMS & DEFINITIONS

- » **PBX - Private Branch Exchange:**  
Essentially, a phone system for your business.
- » **VoIP - Voice over Internet Protocol:**  
The transmission of phone calls over the Internet, instead of using telephone landlines.
- » **SIP - Session Initiation Protocol:**  
The standard communications protocol for sending voice and video across a data network.
- » **UCaaS - Unified Communications as a Service:**  
A service model for delivering UC through the cloud instead of managing the system in-house.
- » **Mobility:**  
A term for integrating your fixed desk phone with your mobile phone to create a seamless communication experience regardless of your location.
- » **BYOD - Bring Your Own Device:**  
A trend that allows employees to bring their own preferred communications device with them, including mobile phones, tablets, and more.
- » **IVR - Interactive Voice Response:**  
The automated attendant that answers and assists customers on the phone. Advanced IVRs can handle functions like payments, retrieving or receiving information, and more.
- » **QoS - Quality of Service:**  
Prioritizes your voice traffic and ensures that your phone calls are going to get the bandwidth needed, regardless of what else is happening on the network.

### Everything Connects, Connect with Sangoma.

Sangoma Technologies is a trusted leader in value-based Unified Communications (UC) and UC as a Service (UCaaS) solutions. With Sangoma, businesses can:

- » Achieve enhanced levels of collaboration, productivity, and ROI
- » Deploy a UC solution to fit their needs - in the cloud, on-premise, or virtual
- » Enjoy advanced UC features for all users for one, low price

