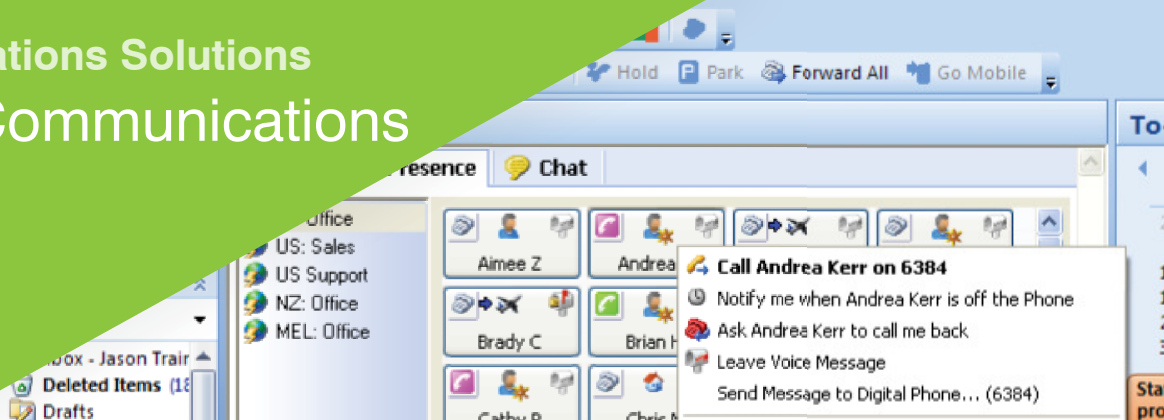


# Communications Solutions Unified Communications Direct



## A Unified Communications solution ready to revolutionise the way you work.

Improve the way your business communicates through a Unified Communications system designed specifically for SMEs.

### The Situation

Productivity requires efficient communication and the difference between business won and business lost can be the effectiveness of your internal and external communications.

At best, 'phone tag', fumbled transfers and time wasted trying to reach staff who aren't available reduces your business efficiency. At worst, it can cost you customers and ultimately business.

To be at their most productive, your employees need to know where their colleagues are, what they're doing, and whether they're available. Through Unified Communications, anyone in your business can be reached with a single click.

### Overview

Brennan IT's Unified Communications (UC) Direct is a cost-effective Unified Communications solution designed specifically for the needs of SMEs. It bundles all necessary telephony equipment, software and installation services into a single package at an affordable price.

Combining real-time presence and availability information, click-to-dial integration with Microsoft Outlook, and powerful reception functionality, UC Direct brings efficient and effective communications to your business.

It's a simple but feature-rich solution ready to increase performance, reduce costs, and improve customer service while delivering a rapid return on investment.



## UC Direct Return on Investment

UC Direct provides a compelling ROI:

Productivity gains	Receptionist and queuing efficiency gains	Revenue gains
<p>Assuming 20 staff, working 8 hour days at \$18/hour with a conservative 1% productivity boost (typically 5-15%) = \$633.60 in increased productivity per month.</p>	<p>Assuming 1 receptionist and a 50% time saving per call = \$1,320 in labor savings per month.</p>	<p>Assuming a 60% reduction in a 10% call abandonment rate with 6,600 calls per month, where 15% lead to a \$30 average sale = \$445.50 in revenue increase per month.</p>

## Features

UC Direct allows SMEs to work smarter and harder. Its comprehensive feature set delivers everything SMEs need to communicate, including:

- Real-time presence.** With UC Direct, staff can instantly check where their colleagues are and what they are doing, making missed connections a thing of the past. If busy or in a meeting, UC Direct can estimate when a contact will become available, and deliver a notification the moment they are. Automated presence detection recognises when staff are at or away from their desks. Staff can switch their call routing and voicemail greetings instantly using custom profiles, and everyone in the business can be reached through a single phone number – whether at their desk or in the field.
- Outlook integration.** Full integration with Microsoft Outlook makes UC Direct simple and easy to use. Make or redirect calls in Outlook with a single click. Create a business-wide phone directory

and speed-dial lists. Change voicemail greetings or forward all messages to email.

- Intelligent reception.** First impressions last. UC Direct's Receptionist Operator Console allows your receptionist to deliver an exceptional customer experience through caller pre-screening, easy drag-and-drop call forwarding, call parking and direct-to-voicemail capabilities. Automatic Queuing increases throughput and reduces hold times, while presence reporting allows reception to confirm a staff member is available before sending a customer or lead their way.
- Enterprise-class equipment.** UC Direct uses leading communications technology to deliver reliable telephone and unified communications. NEC's Univerge SV8100 IP Communications Server (PABX) brings data, multimedia and voice services to your network in combination with a 48 Port HP POE Switch, while NEC's powerful DT730 24D handset brings UC capabilities to every desk.

## Benefits

Designed to deliver enterprise-class UC features to SME's of 45 seats or less, UC Direct delivers:

- Increased productivity through more efficient internal and external communications and real-time presence and availability reporting.
- Improved customer service through faster and more effective call reception, forwarding and transfer.
- Reduced costs through the elimination of wasted time, 'phone tag' and call handling delays.
- Increased revenues through less call abandonment and better routing.

To discuss how UC Direct can benefit your business, call **1300 500 000** or visit: [www.brennanit.com.au](http://www.brennanit.com.au)

