



EVALUATING AVAYA & MICROSOFT UNIFIED COMMUNICATIONS OFFERINGS

A Whitepaper Publication

May 2011

About Evangelyze Communications

Evangelyze Communications (EC) is a Unified Communications (UC) Communications Enabled Business Process (CEBP) Independent Software Vendor (ISV) and Professional Services consulting firm that creates business applications that run on software-based Unified Communication platforms and provides guidance to enterprise organizations assisting with overall strategy, design, deployment, and extendibility of their UC environment inclusive of global infrastructure, mobility, applications, cloud-based services, enterprise voice, Contact Center, and business application development and integration. EC is a Microsoft Gold Certified Partner and former Nortel Communications, now Avaya, Inc. partner who has worked closely with both providers in their development and marketing of each Unified Communications platform in the UC marketplace. Since 2008, EC has become a trusted name in the IT industry and has produced several award winning CEBP applications and has deployed over 60+ Communications environments for enterprise organizations across the globe.

Founder and Chief Executive Officer, Joe Schurman, is a six-time Microsoft Most Valuable Professional (MVP), international speaker and consultant, and globally published author, who has worked within the Unified Communications marketplace since 1999 with UC providers and systems integrators including IBM, Nortel, HP, Accenture, Microsoft and Microsoft Research with extensive experience in Unified Communications & Collaboration technologies across multiple platforms and environments. As head of Research & Development and Marketing for EC, Joe provides industry-leading guidance to enterprise organizations pertaining to UC strategy and innovative development and inception of CEBP applications as a pioneer in UC CEBP technology.

Introduction

A closer look at Unified Communications offerings from Avaya and Microsoft.

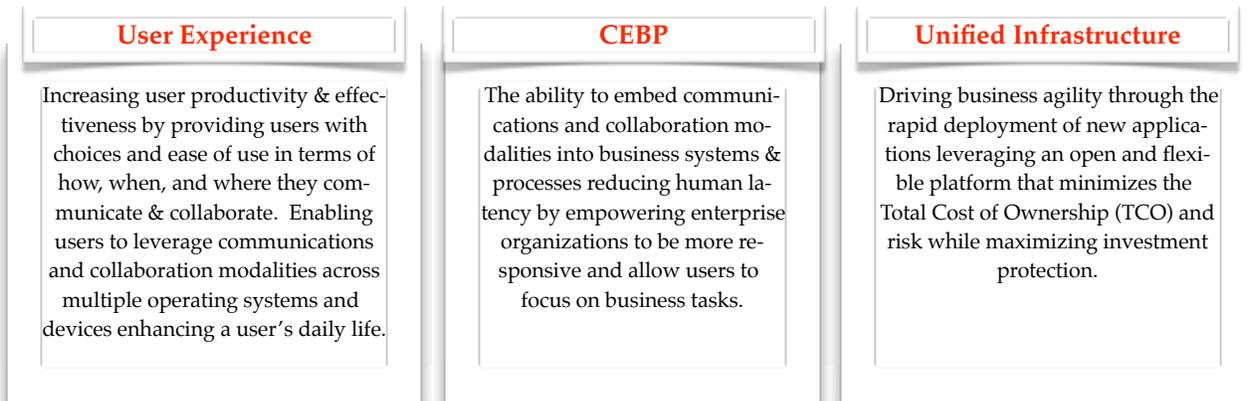
With a broad series of new Unified Communications and collaboration offerings by Avaya and Microsoft including the announcements of both the Avaya Aura® and Microsoft Lync™ product suites, enterprise organizations have been prompted to evaluate their Unified Communications strategy. Microsoft promises to lower the overall Total Cost of Ownership (TCO) of a Unified Communications platform by leveraging an all-encompassing software-powered communications environment integrated with its Microsoft Office™ suite through the release of Microsoft Lync, while Avaya introduces its newly released Unified Communications platform through Avaya Aura continuing the company's investment in the future of Unified Communications software.

The purpose of this whitepaper is to clearly identify the comparisons between both provider's Unified Communications offerings through a process of evaluating key centers of value that matter to enterprise organizations in selecting the right Unified Communications platform.

Unified Communications Core Values

Choosing the right Unified Communications platform based on the user experience, CEBP (Communications Enabled Business Processes), and unified infrastructure.

A successful Unified Communications platform is based on the foundation of three key pillars; the user experience; the ability to develop and integrate communications software into line of business applications, and providing a cost effective, flexible, and innovative Unified Communications infrastructure.



Based on these areas of focus, we will compare both the Microsoft and Avaya Unified Communications platforms identifying key differences and outlining critical areas of concern that matter most to enterprise organizations when evaluating a Unified Communications environment for their organization focusing on key capabilities offered by both vendors.

User Experience

To provide the ultimate user experience within a Unified Communications environment, communications and collaboration software must be seamless and integrated into users' daily lives enhancing the way they work, not dictating it or prohibiting it. The Microsoft Unified Communications solution presumes the existence of a Microsoft operating environment preferred by the user. However, there are many trends that point to this not being the case. Due to the maturity of solutions provided by Apple and Google, users have more choices in how they communicate within the enterprise or outside of it. Converged devices and software solutions have changed the way users communicate and collaborate through a blended environment consisting of enterprise and social media technologies and evolving device choices. Tablets are not new, but the success of the Apple iPad and the appeal of devices based on Google's Android operating system and RIM PlayBook are changing the way people will work in the future. Some IT departments have come to realize that a laptop is no longer a mobility device and look to compliment desktop PCs with these next generation tablets. Likewise in mobile communications, users are increasingly being given the option to choose their preferred smartphone device which may mean a wide mix of platforms being used by the enterprise including RIM BlackBerry, Apple iPhone, Google Android, and Windows Phone. Even on the desktop where Microsoft has dominated, Microsoft is now challenged as evidenced by the growth of Apple and Linux operating systems and with users moving to a virtual desktop infrastructure (VDI) with operating system-independent applications. With the emergence of social collaboration technologies such as LinkedIn, Twitter, and Facebook users are spending

more time communicating and collaborating via the Internet than ever before. All of these factors create concern for enterprise organizations as in choosing the right Unified Communications platform heavily depends on the ability to support a user's choice of devices, operating systems, and access to cloud-based services while being able to communicate and collaborate with other users leveraging mixed enterprise and social environments.

Focusing on the Unified Communications user experience, the following information provides a comparison between Avaya and Microsoft and how they affect the overall user experience with respect to Enterprise Messaging & Collaboration, Enterprise Voice, Mobility, Video Conferencing & Telepresence, and Contact Center.

- **Desktop User Experience.** Microsoft has built a very strong franchise with its Office suite of productivity tools and they have shown wide acceptance of their SharePoint and Instant Messaging applications as well, all of which provide complete integration which provides significant user satisfaction and greater response time for business users. Avaya does not offer an equivalent Office suite or team space/portal offering. However, Avaya does integrate with Lync, Office Communicator, the Office Suite, including Outlook, and SharePoint. Avaya offers their own IM and presence capabilities which can be used with their own clients or can be federated with OCS and Lync. Avaya has also introduced the Avaya Flare® Experience which is designed to provide a unique collaboration experience that aggregates access to a variety of communication tools and services. The Flare Experience was originally developed and implemented upon the Avaya Desktop Video Device --- designed to replace a number of desktop appliances --- with plans to introduce it and port to Windows, iOS, and Android platforms in the future.
- **Enterprise Messaging & Collaboration.** Microsoft provides a rich and full Enterprise Messaging and Collaboration experience through the integration of Microsoft Lync and the Microsoft Office System, driven by applications including Microsoft Outlook leveraging Presence based on a user's schedule or activity on the desktop through a feature-rich and intuitive Microsoft Lync Client and Microsoft Office-enabled Lync Contact Card. Microsoft has also extended this capability even further leveraging the integrated capabilities of the Lync Server platform to business applications via CEBP (Communications Enabled Business Process) integration enabling business applications to share Presence and Instant Messaging functionality through existing or newly developed applications through the provided Lync Server APIs and SDKs. The question, however, comes in to play when discussing the initiation of a conversation. Microsoft initially focused on Microsoft Outlook as the UC initiation point, but not all users are driven by Email and for those that are and given the productivity drain associated with Email; one must ask if the desire is to perpetuate this model as a means to achieve maximum user effectiveness. Increasingly, consumer-based applications, devices, and communication patterns are influencing how enterprise users communicate. Social networking applications have now surpassed Email as the preferred means to communicate. Hence, while recognizing the current usage of Microsoft Outlook is an important factor in how people communicate, one must question the sensibility of building a long-term Unified Communications strategy based on Email, Outlook in this case, as the driver. Avaya has taken the approach to provide Enterprise Messaging & Collaboration services to users across a range of operating environments and devices, supporting Microsoft Office and IBM Lotus suites for Email, Instant Messaging, and Collaboration, while maintaining true Presence of the user through Avaya Aura Presence Services which aggregates presence across multiple operating systems, devices, messaging platforms, and portal suites. By enabling users with choice and true user Presence, Avaya provides a flexible Unified Communications presence engine supporting the tasks required by users in their daily lives and not forcing them to conform to a specific platform. Furthering this experience, Avaya has launched the Avaya Flare® experience that will enable enterprise users in an on-premise or mobile environment to be able to leverage a full suite of UC modalities across multiple platforms and devices.

- Enterprise Voice.** Microsoft provides voice communication services through Enterprise Voice and VoIP via the Microsoft Lync Client, but due to basing the solution on proprietary protocols and codecs, Microsoft limits the user to the PC and select handset devices. While Microsoft initially prophesied the end of the desk phone, it quickly realized that enterprise organizations and users were not in line with this same vision and thus has had to work with vendors such as Polycom and Aastra to deliver a limited choice of handset devices. Even so, only these certified devices will integrate directly with the Microsoft Lync solution forcing enterprise organizations to replace their existing handset devices. Further, in cases where the PC is going to be used, Microsoft Lync Certified headsets are required. Hence, these incremental hardware requirements dramatically raise the overall cost of a Microsoft Lync environment. In addition to this concern, one must question the upgrade, provisioning, and management of these devices relying on third party support. In contrast, Avaya leverages industry standards for both Enterprise Voice and VoIP communication and has deployed enterprise grade handset and conferencing devices. Enterprise organizations should also be primarily concerned with call quality. Although VoIP can be subject to network degradation, especially when running on a PC, Enterprise Voice should not. Enterprise users demand excellent call quality and should be concerned about Microsoft's management of a software-based voice solution running on a Windows Server. Unlike Microsoft, Avaya extends voice communication beyond the desktop to mobile devices including Fixed Mobile Convergence (FMC) solutions through Avaya Aura and the Avaya one-X® platform as well as integrated application services through Avaya ACE™ (Agile Communication Environment) for line of business solutions providing the enterprise user with greater flexibility and choice of devices and applications to manage voice calls. Most importantly, call quality via VoIP and Enterprise Voice is maintained throughout the voice experience leveraging a secure and stable server platform that does not have to contest with conflicting applications, security concerns, or degradation issues that affect this most critical Unified Communications modality. In addition and due to vast experience as a communications global leader and provider, Avaya has enabled advanced features out of the box including Call Accounting, Message Retrieval, Message Waiting Indicators, and enterprise phone devices that offer a multitude of Unified Communications features to further enhance the enterprise user experience.
- Mobility.** Extending to mobile devices, there is currently no solution available today, though it is expected that the Microsoft Lync Client will eventually be supported on Windows Phone and iPhone devices by the end of 2011. However, Microsoft is more focused on providing remote access through these devices than required enterprise features, namely Fixed Mobile Convergence (FMC) placing Microsoft significantly behind other providers in terms of enterprise mindshare and market share regarding Unified Communications mobility. Avaya continues to innovate to mobile and cloud based services by extending Enterprise Voice communication and management across multiple mobile devices including iPhone, Windows Mobile, and Google Android. Avaya's FMC solution works such that when calls directed to the user's enterprise voice number are answered on the mobile device, the "on the phone" presence status is preserved. Likewise, when users make an outbound call from this range of mobile devices, their presence and enterprise identity is appropriately displayed offering users a choice of devices and mobile operating systems while leveraging enterprise Unified Communications services.
- Video Conferencing & Telepresence.** Through the Microsoft Lync Client, Microsoft provides video communication, but again uses proprietary codecs and protocols to do so. By not conforming to the H.264 standard and not providing a video service that allows all users to experience the most optimum level of video performance throughout the session, the user experience is quickly affected. Users who pay for and are equipped with HD video devices and applications should be able to experience optimal video quality throughout a multi-party video conference and not be limited due to one participant not having an optimal device or network connection. Through the Microsoft solution, if one single participant, who may be at an airport or remote location, joins a video conference with other users who are in an optimal video networking environment, the entire party is affected.

Even with the Microsoft-approved setup leveraging Microsoft HD Webcam devices, video conferencing is still degraded due to lack of industry standard compression models. However, Microsoft has made recent strides with the Lync release working in tandem with Polycom, Cisco-Tandberg, and Lifesize to establish interoperability with these video market leaders. Avaya provides the most optimal level of video compression and quality providing all users with the most optimal video experience through the Avaya Aura platform. Leveraging standards-based video codecs and protocols for communication, Avaya also extends video to line of business solutions through Avaya ACE providing video communication to users throughout their working environment especially within industries such as Healthcare and Education. Avaya has relationships with Polycom and Lifesize and also works with Cisco-Tandberg to establish interoperability with the video market leaders. Avaya also offers their own line of room-based video systems and Avaya Aura Communication Manager acts as a SIP/H.323 gateway to allow legacy video endpoints to co-exist with the build out of SIP based video.

- **Contact Center.** Enterprise organizations that offer customer service via 1-800 dial-in or online chat require Contact Center solutions. Instead of requiring customer support agents to use separate communications software to support customers than they do for normal inter-company communication, Avaya provides unified Contact Center solution offering one solution through one vendor enabling customer support agents to use a single platform to support customers as well as communicate and collaborate normally. Avaya has also pioneered developments in customer experience with solutions including Interactive Video & Voice Response (IVVR) which is available in countries like Korea today due to the nature of their mobile networks, enabling communication and content to be pushed to the phone. As with phone devices and Telepresence solutions, Microsoft again relies on third party solutions for Contact Center support as Microsoft does not offer a Contact Center solution thus increasing cost for enterprise organizations to require third party applications, infrastructure and support to manage customer service and further complicating agent-based communication by enabling multiple applications on the desktop. Avaya continues its success as the leading Contact Center provider enhancing agent-based communication by extending Contact Center to home-based agents and offering mobile agent communication and collaboration solutions offering not only a unified, but mobile Contact Center platform. Through Avaya Contact Center, agents are provided with a unified experience for all forms of contact.



Did you know Avaya provides Contact Center solutions as part of the overall Avaya Unified Communications platform?

In summary, Microsoft provides a UC user experience with a combination of third party solutions focusing on a Windows environment for a full feature set, while Avaya provides a full Unified Communications and collaboration experience across multiple desktop and mobile operating systems and devices as well as enterprise communication features with Telepresence and Contact Center solutions.

CEBP

Communications Enabled Business Processes (CEBP) is the next step in Unified Communications technology. By embedding communications into systems and processes, organizations reduce human-induced latency from those processes to improve responsiveness, enabling users to focus on the task at hand instead of thinking of communications as a separate and supporting activity, thus making them more effective and efficient.

While Microsoft offers a full suite of development platform solutions through its widely popular Visual Studio product line, it's unclear as to why this development focus has not been extended fully to their Unified Communications platform. Unfortunately for developers, ability to create unique CEBP applications or provide integration with the

Microsoft Lync platform is only made possible for Presence and Instant Messaging leveraging Microsoft's Unified Communications Managed API (UCMA). To create rich messaging, voice, and video solutions integrated with the Microsoft UC platform, developers must create solutions that require the Microsoft Lync Client SDK and runtime service to run on the PC, which limits development creativity. This situation, however, should be remedied in time as Microsoft is still new to the Unified Communications market and we should see Voice and Video API capabilities in the future and made available to a dominant Microsoft Visual Studio developer community as Microsoft partners today are already creating and deploying vertical industry and cross-horizontal use applications using the available Lync Server APIs today.

Avaya believes in offering developers a full development opportunity by enabling all Unified Communications modalities to be embedded into line of business solutions through the Avaya ACE platform, thus equipping developers to create unique and integrated applications. Avaya ACE supports common developer environments, including Microsoft Visual Studio and Java Eclipse. The Java SDL provides support for fine-grained control of SIP call flows within Avaya Aura. Since Avaya ACE is a middleware platform, it operates independently of the underlying communications infrastructure and thus easily supports a multi-vendor environment. As a product of this design, Avaya has deployed and delivered many state-of-the-art and case study applications within Healthcare, Education, Government, Financial Services, and Hospitality.

In addition to enabling applications with voice, video, and messaging modalities, Avaya also provides developers with the ability to create finely controlled sequence applications leveraging an Avaya ACE software development kit for Avaya Aura. A sequenced application is a communications workflow that follows a predetermined path throughout the network, enabling the routing of incoming calls to each sequenced application on the originating side and then onto each application on the terminating side of the call before finally routing the call to the called endpoint. Enabling sequence based applications within line of business solutions dramatically increases productivity of applications and with the full open development platform provided through Avaya ACE, developers can create unique and integrated Unified Communications and collaboration applications based on the Avaya Aura platform.

Unified Infrastructure

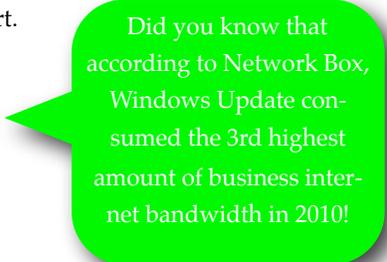
As enterprise organizations look for solutions to further consolidate application and systems infrastructure, minimizing Unified Communications infrastructure is of extreme concern based on past experience with PBX, gateway, and phone device hardware required on-premise throughout the enterprise. As important is providing a scalable, secure, and integrated Unified Communications architecture as well as the ability to easily migrate to that system with little cost and complexity. The promise of a software-based Unified Communications environment is to replace previous hardware-based communications equipment either through on-premise or hosted infrastructure without the requirement for a multitude of hardware based devices and servers. Both Avaya and Microsoft provide a software-based Unified Communications platform predicated on the ability to offer enterprise customers voice, video, and messaging services, but both vendors take entirely different approaches to their solutions.

Microsoft provides Unified Communications services through the Microsoft Unified Communications platform and through third party vendors, both of which are required to complete a Microsoft Unified Communications solution. To enable Unified Messaging and Email, customers require Microsoft Exchange Server, while Enterprise Voice and VoIP, Instant Messaging, Presence, Voicemail, and CEBP solutions require the recently launched Microsoft Lync Server platform and finally to provide Enterprise Collaboration, Microsoft provides SharePoint Server. These three server platforms complete the Microsoft Unified Communications & Collaboration suite, but what customers do not

realize until digging deeper into the Microsoft solution, is the requirement to implement third party solutions to enable phone devices, fax, Telepresence, and Contact Center solutions.

By requiring third party solutions to complete Microsoft's UC offering, enterprise organizations must implement additional systems infrastructure, integration services, management and must rely on third-party implementation, licensing and support which creates overall architectural complexity as well as concern for maintenance and upgrades. Also shocking is the amount of servers required to deploy even the Microsoft-provided Unified Communications suite. For example, Microsoft requires a minimum of three servers to provide Enterprise IM with remote access and integration with Public IM services; one to provide the Instant Messaging service, one to provide remote access, and another to act as a gateway to allow communication with Public IM providers. As a result, enterprise organizations are left with a less "unified" and more complicated environment.

In addition to this overall concern, migration to the Microsoft Unified Communications platform requires enterprise organizations to "rip and replace" as the Microsoft solution is based the use of proprietary messaging formats, protocols, and codecs, prohibiting integration with existing systems and services. Microsoft provides little support in upgrading and migrating its own existing customer base from previous versions of the Microsoft UC environment so one must question the ability to move from an existing hardware or software based communications platform, especially with limited professional services support. Even post deployment, enterprise organizations should be concerned with the scalability and performance of a Microsoft and third party Unified Communications environment based on the general purpose server use of Microsoft's UC server software running on a Microsoft Windows operating system. By installing and supporting server software such as Microsoft Lync Server's Enterprise Voice workload, the service, which is supposed to support enterprise-wide users' voice calls while ensuring call quality is competing for system resources along with other Windows applications and services. As a proxy, it is also interesting to note that Microsoft's Lync Online solution, hosted in a datacenter and controlled by Microsoft, offers no integration with anything else including PSTN (Public Switch Telephony Network) and only offers a "three nines" commitment to high availability and support in their customer Service Level Agreements (SLAs). To add, administrative concerns mount with constant operating system and application updates required by Windows Update and general periodic product updates along with updating virus definitions to protect the industry's most vulnerable operating system. Enterprise organizations have enough on their agenda without having to worry about malicious attacks on their communications platform. This is most definitely and has continued to be a weak point in comparing Microsoft to existing Unified Communications manufacturers like Cisco, NEC, Siemens, and Avaya as these manufacturers place extreme importance on the server or appliance scalability and focus on key features such as voice and video which are so critical to an enterprise customer's ability to operate. We do not see Microsoft ever conforming to an appliance-based solution, but major strides have been made most recently with the Microsoft Lync platform through bandwidth testing, server hardening solutions from server manufacturers such as Dell and Hewlett-Packard, as well as intense testing by Department of Defense services.



Did you know that according to Network Box, Windows Update consumed the 3rd highest amount of business internet bandwidth in 2010!

Avaya, having brought a software communications environment to market years before Microsoft, delivers on its vision by providing a truly unified platform based on industry standards from a single source provider. Rather than depend on third party solutions, Avaya provides Unified Communications, Collaboration, Mobility, Contact Center, and Telepresence solutions all within the same brand with professional services support. Avaya's enterprise Unified Communications platform runs on a hardened and finely-tuned Linux operating system only deploying services to provide UC features to Avaya's enterprise customers through Avaya Aura. Leveraging Avaya ACE, Aura extends its

capabilities to applications and line of business solutions again under the Avaya brand supporting developers working within multiple IDE (Integrated Development Environment) platforms. Avaya also offers enterprise phone devices for user dedicated, hot-desk, and conferencing use as well as Telepresence devices and software using the same platform without reliance on third party providers. Leveraging standard messaging, video, and voice protocols and codecs, Avaya does not require additional server software or hardware to support integration with enterprise phone, video, and mobile devices. Extending actual Fixed Mobile Convergence (FMC) solutions and remote access to mobile providers including Apple, RIM, Google, and Microsoft, Avaya requires no additional equipment or gateway services providing enterprise users with choice and enterprise administrators peace of mind.

As a proven solution with an innovative software-based Unified Communications and collaboration platform, enterprise organizations are enabled with a consolidated, secure, and flexible systems architecture with support for mobile services.

Even more important, Avaya provides migration support between both Avaya and non-Avaya communication platforms assisting enterprise customers in achieving their innovation, cost, and efficiency goals through the most innovative Unified Communications and collaboration platform all supported by Avaya Global Services and Avaya-certified professional services providers and channel partners, providing strategic advice and consultation to help enterprise organizations realize a Unified Communications vision.

Avaya has also invested heavily within CEBP application development and the production of programmable APIs and SDKs that allow application developers to create unique and integrated Unified Communications solutions. This, however, has been a massive paradigm shift for the organization which has caused challenges in enabling a sales force that has predominantly focused on selling UC offerings as SKU-based systems rather than solutions of which Microsoft has taken the upper-hand as a software-based provider used to selling solutions rather than communications equipment. This, however, is a matter of training and education to a global sales force which will be overcome with time and understanding of what capabilities the Avaya Aura platform can provide and the solutions that will enable enterprise organizations to transform their unique business processes through CEBP applications.

Making the right choice

Investing in a Unified Communications platform and foundation supporting existing and future innovations in communications and collaboration technologies and services for the enterprise.

After thorough review of both the Avaya and Microsoft Unified Communications platform offerings, enterprise organizations need to clearly analyze what is actually being provided out of the box and what is completed through third party integration. As identified within this whitepaper there are serious concerns that have remained constant through Microsoft's initial release of Office Communications Server with regard to leveraging proprietary codecs and protocols for communication messaging as well as reliance on a less secure server environment running ancillary applications such as Windows Update and other non-UC related software providing conflicting resource usage, and the requirement for a multitude of core services infrastructure to support a Microsoft UC deployment. But, what is most concerning based on the latest release of Microsoft Lync is the lack of change in system configuration to correct these identified issues and a lack in providing a full Unified Communications platform void of important applications such as Contact Center and development integration. As a core software manufacturer, one would think that Microsoft's development strategy would be much richer with their software-powered UC environment, but as identified, developers only have access to create unique and innovative UC applications through the Microsoft Unified Communications Managed API (UCMA) leveraging Presence and Enterprise Instant Messaging services, not ena-

bling developers the ability to create integrated voice, video, and advanced line of business solutions across multiple devices and operating systems. Void of a Microsoft-provided Contact Center, enterprise organizations must turn to third party vendors to provide customer service and agent solutions running on separate core services infrastructure and requiring third party support. Lastly, requiring a user experience bound to a Windows PC provides no flexibility for user choice or flexible mobile solutions which is top of mind with a wide range of devices and operating systems restricting a unified user experience.

Based on years of experience in developing and manufacturing enterprise communications software, hardware, and listening to enterprise customers requirements for a Unified Communications and collaboration user experience, infrastructure, and integration and support for line of business solutions, the Avaya Unified Communications platform provides a software-powered foundation enabling migration ease and flexibility to support the ever-changing communications capabilities required now and in the future. Enhancing that foundation with an integrated and enterprise Contact Center solution provides customers with a complete and well-rounded UC strategy and by enabling on-premise and mobile solutions giving enterprise users a choice of devices and operating system environments while providing an innovative and open architecture to integrate Unified Communications and collaboration functionality through business applications, Avaya powers the future of UC to enrich both human and system processes while lowering costs and providing a dramatic return on investment to customers on a global scale.

However, there are still lingering questions as to the Avaya UC offering. Concerns around Total Cost of Ownership (TCO) are at the top of this list of questions as enterprise organizations struggle to shrink their bottom line. Avaya Aura Presence services and Enterprise Instant Messaging services are also young to the market with Microsoft taking leadership in Enterprise Messaging and Collaboration. It also should be noted that Avaya, even though a multi-billion dollar organization, is a privately owned company. Regardless of Microsoft's lack of many UC features that Avaya provides in a consolidated UC offering, Microsoft continues to drive further investments in these missing capabilities and will eventually support these capabilities in the near future while supporting most required features of an IP-PBX today.

Bottom line, there is a lot to consider when comparing the Microsoft and Avaya Unified Communications platforms. Enterprise organizations need to focus on a platform that will service as a foundation for the future of Unified Communications technologies and reach as the ever-changing world of human communication continues to innovate and modify rapidly on a daily basis. New and unique ways of collaborating and communicating via device, web, and location evolving by the minute and a plethora of choices are being presented to users in both consumer and enterprise markets. These two UC providers offer unique capabilities with pros and cons on each side of the table. While it might come down to an either/or decision, one must also consider the options for an integrated multi-vendor approach. In making a sound and supported decision in investing in either platform, enterprise owners need to think about the future and which platform stands to provide a communications foundation that will support it.

For more information or further discussion, visit us at <http://www.evangelize.net>