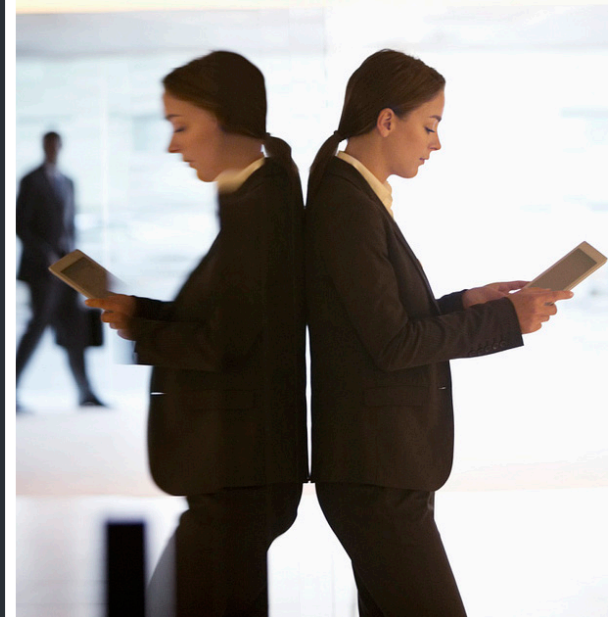




# Are you leading a double life?

Harmonize your communications experience



Bring your own device.  
Embrace flexible work lifestyles.  
Be mobile.

## Welcome to the era of the anywhere worker.

Recently, ZK Research found that 80% of enterprises offer some level of support for 'bring your own device', and Morgan Stanley research says in Q2 2013, the installed base of mobile devices exceeds laptops and PCs.

But can today's anywhere worker be more responsive, more productive and more collaborative than ever before? Our own research shows 79% of users work mobile or remotely at least some of the time, but 56% feel less productive. And, 43% of users feel frustrated with the tools and technologies they use to communicate and collaborate.

At the root of this productivity challenge is the frustration of working within two different communication worlds - your office tools work one way, but your mobile tools work a different way. People trying to reach you have to make multiple calls to different numbers, or leave multiple messages on different systems. Worse yet, the two systems operate in tandem, don't integrate with each other and create a range of complexities and frustrations that hinder the performance of the anywhere worker.

Office communication tools work one way ...	While mobile tools work a different way ...
Desk phone and conferencing systems	Smartphone and tablets
Office phone number and presence status	Mobile phone number and presence status
Corporate voice mail or unified messaging	Mobile voice messaging
Instant messaging applications	SMS and mobile texting service
Desktop interfaces and applications	Mobile apps and touch gestures
Corporate logins and security	Mobile authentication and network access
Office user directories and address book	Mobile contacts and contact history
PC and server-based storage	Device and cloud-based storage

### Are you and your teams acting as 'human middleware'?

Chances are, users are acting as 'human middleware' - not only navigating through all these different elements but reconciling and stitching together their communications and content across the two fragmented worlds. This results in multiple and redundant communication attempts and messages, lost productivity, disjointed team collaboration and user frustration.

### Unified communications is the answer.

Real-time conversations are happening everywhere - on voice, instant messaging, video, web collaboration and more. But simply adding mobility isn't enough. It must be integrated across your enterprise. So how do you embrace the benefits of mobile device and application diversity? And with increasing pressure to reduce network expenses, how can you cut costs while improving communication and collaboration for your anywhere workforce?

If your enterprise's communication systems are fragmented and disconnected from your mobile workers, then adding unified communications (UC) can make a big difference. Our OpenScape solution can harmonize your disparate systems, improve the user experience and overcome the challenges and frustrations of coping with two disconnected communication worlds.

Now, imagine if ...

*You had just one number to be reached at, anywhere, on any device*

*You can seamlessly transition live conversations from one device to another*

*Your presence and availability are synchronized automatically*

*Your voice messages, texts or IM's are consolidated in one place*

*Your applications look, feel and work the same way*

*Your login credentials are synchronized and automated*

*Your contacts, history, directories move with you on any device*

*Your content is easily available to you no matter where you are*

And, unified communications can significantly reduce communications costs by intelligently using the lowest cost network available (e.g. WiFi) for multimedia conferencing and collaboration on mobile devices.






Enter Unify.

We unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. Across virtually any communications channel. Using virtually any device.

The result? A transformation of the enterprise that amplifies collective effort, energizes the business and dramatically improves business performance.

Experience the new way of working.



<p>Enterprise-grade IP voice</p> 	<p>Web, audio and video conferencing</p> 	<p>Multimedia mobile collaboration</p> 	<p>Customer contact centers</p> 	<p>Professional and managed services</p> 
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## About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

[unify.com](http://unify.com)



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