

**Press Release:**

## **Actis Technologies to introduce Comprehensive Unified Communications to India**

The maiden offering to include AV, IT and Telephony infrastructure with maximum compatibility

Actis Technologies is introducing comprehensive Unified Communications to India. Actis, with a 40 year legacy, is a pioneer of high-end, high-definition Communication and Collaboration technologies like 3D Telepresence, HD Videoconferencing, Edge-blending, Interactive Training Centers among others. Actis will be incorporating Unified Communication Solutions with platforms like Microsoft Lync - an integration of Voice, IM, Presence, Video and Email, into its Enterprise Collaboration Solutions. This is a first-of-a-kind offering for the rapidly growing Unified Communication space. Currently Unified Communications is largely constrained to IT systems but now this offering makes it possible to seamlessly unify high-quality and face-to-face quality communication across your entire ecosystem which includes IT, AV (meeting and conferencing facilities) and Telephony infrastructure –with maximum compatibility.

Says Abhimanyu Gupta, Director, Actis Technologies, “Research shows that the value of the premises-based integrated UC market is set to reach \$2.3 billion by 2016. In 2010, the market registered 22 per cent year-on-year growth to reach \$674.4 million. Our UC offering will enable higher-quality audio and video collaboration with much more versatility and flexibility because of the presence of specialized hardware, as existing solutions are limited to software platforms.”

The offering will also enable for the first time, the integration of meeting and conferencing facilities to hardware platforms like Cisco and Polycom, thus preventing the obsolescence of the legacy hardware systems. Unified Communication Solutions uses the power of software to streamline communications between people and organizations, regardless of medium, platform, device, or location. For eg. You could

connect with an external organisation from lync-to-lync, lync to a web platform or lync to an external messaging service. Actis also provides a Room Scheduling system along with the UC system which is an important piece of the UC puzzle. Room Schedulers ensure that room bookings are managed without conflict, making life simple for facility management teams. This is also available for a demo at the Actis Experience Centre, where it has been deployed for the benefit of client who wish to see a proof-of-concept. Unified Communications is in its nascent stages in India but adoption is gaining momentum rapidly. Adds Abhimanyu Gupta, “Microsoft’s recent acquisition of Skype will make UC more prevalent. Organizations are viewing UC as a viable means for improving the quality of communication between the enterprise and the outside world and extending effective and versatile collaboration tools too. We are already deploying UC for government and corporate clients.”

Unified Communications is slated to streamline and bring down communication costs. Says Abhimanyu, “One of the primary advantages from a UC deployment is empowering employee-to-employee and information access. It has the potential to save significant costs, but also can deliver ROI by improving communications with customers, streamlining business processes and, ultimately, changing the way companies communicate”.