

Firms 'go green' with unified communications platforms

Many businesses are choosing to take up unified communications platforms like VoIP and video conferencing as they can boost their green credentials, it has been suggested. Writing for Daily Commercial News, Korky Koroluk said the "green revolution" seen in IT in recent years is increasing levels of interest in voice and data services.

He explained that quality virtual conference rooms can allow companies to quickly swap information and take part in presentations and brainstorming sessions without having to pay for potentially costly travel expenses. "All a user has to do is log into a secure URL for visuals, and a standard phone link or VoIP for the audio portion," he added.

Mr Koroluk's comments have come after Robert Pose, editor-in-chief at news website VoIP Evolution, said many enterprises now regard VoIP phones as a vital mainstream technology. He added that the systems are also being slowly adopted by smaller firms. Check out Maintel for secure [business telephone systems](#).

Unified communications 'can be defined in different ways'. Different companies can look at unified communications (UC) in a number of ways, an expert has revealed. According to Art Wittmann of InformationWeek, some firms look upon the concept as the replacement of consumer-based chat tools with enterprise-related versions, while others see it as the deployment of major tools like video conferencing.

In a column for the website, he explained that many companies look at the idea as the ability to select what they regard as important. He added: "That requires having a strong IP and SIP infrastructure, so that implementing the desired technologies is cost effective while letting your architects leave off any app that doesn't benefit the organisation."

"That's making UC much more approachable this time around." Robert Pose, editor-in-chief at news website VoIP Evolution, recently suggested that VoIP phones have now become a mainstream IT technology, particularly due to the number of larger firms making use of the systems.

About the Author

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