

Evaluating Conferencing Solutions  
**A Buyer's Guide**

Sonexis: A Compunetix Brand | 2018



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## INTRODUCTION

Today's enterprises are confronted by a dizzying array of seemingly contradictory communication responsibilities. Your business success depends on investing in new growth opportunities, but you're also under pressure to reduce costs. You need to communicate regularly with all constituents – employees, customers, partners, suppliers, and shareholders – but without incurring the expense of off-site meetings and events. Your strategy requires that you collaborate more with remote partners – but you're being driven to keep travel to a minimum. You want to deliver high quality, responsive customer service – but you also want to reduce support costs. And with the renewed focus on profitability and the need to increase shareholder value, you're being asked to achieve more with fewer resources.

If your company is like many others, these forces are driving you to seek better and more efficient ways to communicate, collaborate, perform business processes, and deliver services. That's why conferencing has emerged as one of the most effective ways to enhance and improve productivity, control costs, strengthen communications, streamline business processes, and collaborate more effectively, enterprise-wide.

Organizations worldwide are discovering that conferencing is much more than simply a feature of their business phone systems; it has become an essential collaboration tool driving new levels of productivity, competitiveness, and profitability.

But what type of conferencing is **best for your organization**?

Is **audio-only** conferencing adequate – or are there **extra benefits** that only the combination of audio and web conferencing can deliver?

Is there a role for videoconferencing?

Does it make more **economic sense** to purchase conferencing services on a per-usage basis – or to invest in an **in-house conferencing** solution?

This white paper is intended to help you answer these and other questions so that you can choose the best conferencing solution for your organization's needs – and derive maximum value from it.

## THE GROWING USE OF CONFERENCING

Over the last several decades, changes in the business environment have made it increasingly difficult for organizations to manage their time and business relationships efficiently. Markets have become more global. Companies have expanded internationally. Strategic alliances, partnerships, and joint ventures are proliferating. Workers are more mobile than ever. Conducting business in a virtual workplace is an everyday reality, and business has become a 24x7 activity.

In today's world of the "cloud" a growing array of technologies have emerged to help bridge the gaps between people, time, and geography. These include both synchronous and asynchronous technologies, such as:

- **Email:** began as a departmental text-messaging tool and now the dominant form of global asynchronous communications for business.
- **Voice mail:** originally a simple answering machine, now the preferred tool for distributing audio messages.
- **Audio conferencing:** interactive, real-time audio communication among three or more people.
- **Web conferencing:** interactive, real-time desktop/application sharing between two or more people via the Internet.
- **Video conferencing:** interactive, real-time video, audio, and data communication between two or more locations via voice and/or data networks.
- **Webcasting/streaming media:** one-to-many, minimal to non-interactive audio and/or video communication conducted in real time or near-real time via the Internet.



Unlike email and voice mail, conferencing technologies support synchronous communications, bringing greater interactivity, immediacy, and a more natural collaboration experience to their users. The characteristics of each conferencing technology make it suited to its own set of applications and uses.

## TYPES OF CONFERENCING

### *Audio Conferencing*

Audio conferencing is the most widely used and adopted collaboration technology today, for a number of compelling reasons:

- **Ubiquity:** Audio conferencing is universally available via conventional telephones and/or mobile networks.
- **Ease of use:** Audio conferencing does not require users to learn a new device or interface.
- **Interactivity:** Audio conferences are fully interactive, and all parties can participate equally.
- **Scalability:** Audio conferences have the flexibility to accommodate a variable number of participants.
- **Immediacy:** Audio conferences can be convened quickly.

Audio conferencing can handle a broad range of communication and collaboration needs – from brainstorming sessions to unstructured staff meetings. However, audio conferencing does have one significant drawback compared to conventional "in person" meetings: it does not support the sharing of visual information. This makes audio conferencing insufficient for many common business applications that require visual information, including:

- Formal presentations with slide support
- Product demonstrations
- Project management
- Engineering discussions
- Training classes
- Press and analyst briefings



## Web Conferencing

With the advent of the Cloud and broader network bandwidth, organizations gained a new way to share visual information, unconstrained by time or distance. By about the year 2000, web conferencing had begun to emerge as a complementary technology to audio conferencing. Web conferencing offered all the same advantages of audio conferencing; plus, it provided a new way to bring participants closer to the experience of an in-person meeting by offering:



- **The ability to collaborate visually** – with tools such as shared whiteboards and annotation.
- **The ability to manage collaboration** – with tools such as chat and polling.
- **The ability to display and share PC application files** – including presentations, spreadsheets, and documents among participants without requiring participants to have those applications installed on their PCs.

## Integrated Audio & Web Conferencing

Audio and web conferencing are typically used in tandem. Without an integrated audio and web conferencing system, this means holding duplicate, parallel conferences (one audio, one web) with separate interfaces, scheduling methods, and service providers.

Integrated audio and web conferencing helps avoid dealing with the unwieldy approach of scheduling and managing dual conferences, one audio and one web. Organizations interested in conferencing now have newer conferencing solutions available that integrate audio and web capabilities into a single, seamless conferencing experience. These integrated solutions enable users to schedule and run integrated audio/web conferences from a single point, via a single interface, and without multiple service providers. Integrated audio/web conferencing solutions create a more seamless experience that leverages the capabilities of telephones and the web in a complementary way.

## Video Conferencing

Video conferencing is two-way interactive communication delivered using telephone or Internet technologies that allows people at different locations to come together for a meeting. The video conference can be as simple as a conversation between two people in private offices (point-to-point) or involve several sites (multi-point) with large groups of people.

Video conferencing allows multiple participants and site locations to communicate face to face in SD or HD video. Multiple screen displays may be used and site captions identify the video sites.

A basic video conference setup has a camera and a microphone. Video from the camera and audio from the microphone is converted into a digital format and transmitted to a receiving location using a coding and decoding device, often referred to as a "codec". At that receiving location is another codec device that decodes the receiving digital stream into a form that can be seen and heard on monitors or televisions. At the same time, video and audio from the receiving location is sent back to the first site.

Attendees can see and hear all other participants and communicate both verbally and visually, creating a face-to-face experience. Downtime is reduced and productivity gains are achieved by removing the logistics of flight preparations, airport delays, hotel stays, and all the other inconveniences of business travel. In distance education, video conferencing provides quality access to students who could not travel to or could afford to relocate to a traditional campus. People use video conferencing when:

- A live conversation is needed.
- Visual information is an important component of the conversation.
- The parties of the conversation can't physically come to the same location.
- The expense or time of travel is a consideration.



## Webcasting:

Webcasting is the method of broadcasting live audio, video and data via the Internet to audiences all over the world. A "webcast" might be a simple audio stream, or include visual aids, such as PowerPoint slides, recorded video clips, or live software demonstrations. Using streaming media, there is no need to download the content before viewing.

Vendors often focus on providing specific kinds of webcasting services. Some webcasting is done in a pre-recorded and pre-arranged series, which end users access on-demand. Other webcasts happen in real-time.



Specific types of webcasting include **lecture webcasting**, where an on-location lecture can be distributed over the Web, and **event webcasting**, which involves capturing and presenting event-related audio and video, often in real-time. Other kinds of webcasting may feature presentations combined with real-time audio from the primary presenter or a presenting team.

In the United States, many large public companies webcast the audio from their investor calls each quarter to review financial results and provide a commentary from management. Other industries, such as telemedicine, usually webcast live video and audio.

Webcasting is typically a one-way flow of information, where the audience cannot contribute content. When looking at webcasting technology, companies are usually interested in the capacity for handling large numbers of viewers. Ease of connection and flexibility in supporting many different computer systems is also important.

## Webinars:

A "webinar" is a type of webcast that has been expanded into a more interactive format. Webinars attempt to reproduce the benefits of attending a live seminar. Audience members can ask questions of the presenter, and the speaker can survey or poll the audience to get feedback as he or she speaks. Consequently, webinar technology providers need to support these interactive elements in addition to the basic delivery of the audio and video streams.

Many software packages also include the ability to schedule events with automated attendee registration and integrated billing and payment processing to support seminars with registration fees. Features like keyboard chat and Q&A are usually subject to more control, enabling presenters to see messages from the audience and choose whether to broadcast them to all participants, reply privately, or disregard.



## THE BUSINESS VALUE OF CONFERENCING

### *The Value of Existing Devices and Familiar Interfaces*

One of the strengths of audio and web conferencing is that they employ devices – telephones and personal computers running web browsers – which most business users already have. This means:

- They are easy to learn and use
- Organizations can gain additional value from their existing applications
- Organizations can better leverage their existing data and telecommunications infrastructure
- There is no need for yet another application on each user's desktop
- Organizations can adopt audio and web conferencing enterprise-wide, thereby sharing large-scale benefits – lower costs, higher productivity, and improved communications – throughout the enterprise

The business value of conferencing varies from industry to industry and company to company, but it generally falls into two categories:

#### Doing things better

- Supporting customers more effectively
- Managing projects and programs more effectively
- Prospecting and qualifying business opportunities
- Making staff meetings more efficient and productive
- Training employees and customers more quickly and efficiently
- Sharing information more fully with remote employees, partners, and customers
- Turning simple conversations into more productive collaborations
- Responding faster to emergencies
- Making decisions more quickly
- Responding to market changes more rapidly

### Doing things you could not do before

- Delivering new or enhanced services to customers and partners
- Delivering new or enhanced services to customers and partners
- Reaching prospects and markets that were previously inaccessible
- Delivering presentations from a distance
- Demonstrating new products to customers and prospects at any time
- Bringing high-level experts into sales calls or negotiations – anywhere, any time
- Presenting and reviewing proposals and contracts with a geographically-dispersed team
- Presenting, reviewing, and modifying concepts, designs, products, and marketing materials without anyone leaving their desks
- Conducting brainstorming sessions with other departments and remote offices
- Convening company-wide meetings on short notice and with greater frequency
- Delivering seminars at a fraction of the cost, and without requiring attendees to travel
- Increasing the number and frequency of training sessions without incurring additional expense
- Conducting regular customer feedback sessions and user group meetings
- Expanding into web services, enabling application integration via corporate web portals

This explains not only why conferencing is growing, but also why it is becoming critical to organizations' ability to function. In fact, many organizations are now making conferencing an essential, integral component of their long-term business strategy. For companies considering conferencing, the next two questions are **critical**:

- **How should one evaluate** different conferencing solutions?
- Which type of conferencing solution **delivers the most value**?

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## CONFERENCING & COLLABORATION OPTIONS

Organizations today have four basic options for their conferencing and collaboration:

- **Conferencing Service Providers**
- **On-Premises Conferencing Platforms**
- **Managed Services Offering**
- **Hybrid Conferencing Solution**

Once the conferencing requirements of your organization are determined, you will be able to analyze which solution best fits your company's short and long term needs.

### *Conferencing Service Providers (CSPs)*

Historically, most organizations have relied on Conferencing Service Providers to provide the services necessary to enable multi-party audio and web conferencing. Today, many 'Cloud' based services function like CSPs with pay-as-you-go, hosted services. In the CSP model of conferencing, organizations can either arrange a conference via an operator or establish a contractual arrangement with the service provider that allows participants to set up conferences on-demand.

Both operator-attended and unattended calls are billed by levying a per-minute charge for each participant and/or charging a monthly license fee per user. The longer the call and the more participants, the more the call will cost. Costs can also grow as users add extra features such as recording and playback, toll-free access, polling, or additional required security features. Overall, this can be a wildly fluctuating cost per month.

In addition to the cost associated with usage and extra features, service providers are faced with a number of taxes and fees that are levied by the US Government. One such fee is the Universal Service Fund. The Universal Service Fund (USF) is a government administered program to support the provision of telecommunications services in rural and high cost areas, low income consumers, schools, libraries and healthcare facilities nationwide. All telecommunications service providers contribute to the federal Universal Service Fund in an equitable and Non-discriminatory manner.

On June 30, 2008, the Federal Communications Commission issued a ruling stating that audio conferencing fell into the same rules and regulations as telecommunications as it applies to the assessment fees for the USF. The FCC ruling applies to all conferencing services providers in the United States.

The USF fee has risen steadily from a rate of 9.5% in Q1 of 2009 to its recently announced rate of 16.7% (as of Q4 2015). Any on-demand reservation less or operated-assisted audio conference call conducted to or from the United States is subject to the USF fee. In addition to the federal USF fee, state USF fees as well as state and local taxes apply to telecommunications services. Service providers transfer these costs to their customers in the form of long-distance surcharges to make up for the lost revenue that is imposed by the FCC. These charges add up to a much larger cost than is generally believed to be paid by users of CSP's. This can equate to thousands of dollars per year just for using a service provider for conferencing.

### ***Customer Premised Equipment (CPE)***

With an on-premises conferencing solution, organizations invest in their own conferencing platform by either purchasing or leasing equipment, installing it in their location, and connecting it to their corporate voice and/or data network. These premise-based solutions then perform the necessary conference bridging services to enable multi-party calls and support either audio only conferencing or an integrated audio and web solution.

Some solutions (such as ConferenceManager2 from Sonexis) are network and PBX independent and install easily in any environment. They also require little to no administration so as not to tax an already lean IT department. In the case of Sonexis ConferenceManager2, the platform scales easily from 12 to 1,000's of concurrent licenses, and can be configured to support PSTN or VoIP.

When using on-premises conferencing, costs are fixed; they do not vary by the number of conferences or the number of participants. As organizations deploy the solution, they can allow more users to collaborate without incurring additional per user, per minute conferencing costs.

Advanced solutions can accommodate large spikes in usage by supporting temporary bursts in conferencing capacity beyond the limit licensed on the conference bridge.

### ***Managed Service Offerings (MSO)***

If most of your conferencing traffic is off-net, a managed services offering can help you avoid incremental infrastructure costs (like additional T1s or PBX expansion) by hosting your conferencing platform at an off-site facility. Most times, the hosting facility will do a larger volume of calls and they might have more aggressive T1 and long-distance rates than you are currently seeing today from your carrier. You simply purchase a conferencing platform, lease the T1's from the facility and the hosting company takes care of the ongoing backup, maintenance and support of the bridge. Most small-to medium sized organizations find this solution — you own the equipment, and a conferencing equipment vendor provides the provisioning and administration — to be the optimal way to maximize savings.

## ***Hybrid Conferencing Solutions***

While owning your own bridge invariably provides a compelling economic story, capacity can be an issue. To maximize your return, you need to minimize your investment. If your organization's conferencing usage is consistent, purchasing a bridge for your average requirements will ensure a high level of availability for your end users while avoiding unnecessary expense. If, however, your conferencing usage is highly variable, striking the right balance between capacity and cost can be challenging. A hybrid conferencing solution, combining an on-premises solution with outside conferencing services, might be an excellent way to strike this balance.

The on-premises solution is typically used for routine conferences, where there are fewer than 200 users per conference and participants are familiar with the conferencing procedure. Examples of routine conferences would be weekly sales calls, new hire training, and marketing project status updates. The outside conferencing service would be used for webinars, larger more formal presentations where operator assistance is required, or large lecture-based "all hands" calls.

## COMPARING COSTS OF CONFERENCING SOLUTIONS:

Since most organizations interested in conferencing solutions are seeking to reduce expenses, cost is one of the most important factors in their decision-making processes.

There are a number of costs – fixed and variable, one-time and ongoing – that determine the overall total cost of any conferencing solution.

These costs include:

- Audio cost per minute for accessing a conference bridge (long distance costs)
- Audio conferencing cost per minute per participant
- Web seat license fees or cost per minute per participant
- Equipment
- Installation
- Maintenance

To assess which type of conferencing solution – service provider or in-house – is better for their needs, organizations need to consider current and future usage patterns:

- The number of employees using the conferencing solution;
- The amount of time spent conferencing within a given time period; and
- The number of concurrent seat licenses they will need.

## Additional Cost Considerations

In addition to the direct expenses associated with conferencing, it's helpful for organizations to consider other, less obvious, but no less important, conferencing-related costs when evaluating their conferencing choices.

Variability of Costs	Opportunity Costs
<p>One such consideration is the variability of conferencing costs. When conferencing is delivered by an outside service provider, costs will vary month-to-month, quarter-to-quarter, depending on the number, size and length of conferences. The organization needs to accommodate this unpredictability.</p> <p>By contrast, if an organization owns its own in-house conferencing system, it will incur a predictable monthly cost for management and support.</p> <p>If it leases the system, it will also incur a fixed monthly lease expense. These on-going monthly costs, however, are fixed, predictable and completely unaffected by the number of conferences held.</p>	<p>Before choosing any conferencing solution, organizations should consider the opportunity costs of not conferencing. While harder to quantify, these costs can be considerable.</p> <p>For example:</p> <ol style="list-style-type: none"> <li>1. What's the cost of not holding an important sales meeting in order to keep expenses down?</li> <li>2. What's the cost – in lost time and lost business – when organizations and their partners can't respond quickly to new market opportunities?</li> <li>3. What's the cost of not communicating more frequently and fully with customers?</li> <li>4. What's the cost in competitiveness when employees cannot receive frequent training in new job skills?</li> </ol>

## OTHER PURCHASE FACTORS

In addition to cost, there are a number of factors organizations ought to consider as they evaluate conferencing solutions. The relative importance of these factors will vary from one organization to another.

### Security

Security is a major consideration in choosing between service provider and in-house conferencing solutions. The equipment enabling service provider conferences rests outside the user organization's corporate firewall, making the transfer confidential information vulnerable to unauthorized viewing. This is a matter of concern to any organization that is serious about guarding the confidentiality of its business communications.

In contrast, an in-house conferencing platform exists within the user organization's facilities and behind its corporate firewall. As such, it remains as secure as any other device on the corporate network. Some in-house conferencing platforms also offer additional security features not available with service provider solutions, such as secure login, Class of Service assignment, and random PIN generation. These ensure that only authorized and identified users can join each conference and view material.

### Integration with Existing Data & Telecom Infrastructure

Because service provider solutions are outside the corporate infrastructure, it isn't possible to integrate them with an organization's internal applications. While this makes initial set-up easy, it prevents service provider solutions from delivering any of the benefits of integration, such as enhanced security.

When it comes to evaluating in-house conferencing solutions, however, integration is an important consideration.

- Can the system work with all of an organization's existing telephone and networking equipment and protocols?
- Can it be installed quickly and easily?
- Does integration require extensive customization?
- Will the conferencing system require specialized support or administrative overhead above and beyond existing needs?
- If the organization decides to change its data or telecom systems, for example, migrating to VoIP, will the conferencing system become obsolete?

*By answering these questions, an organization can gain a clearer picture of the impact and the total cost of ownership of an in-house conferencing solution.*



## Ease of Use

Setting up and conducting an audio or web conference must be easy for the host and the participant in order to be used widely. Ease of use is a significant factor when comparing web and integrated audio/web conferencing solutions.

Prospective buyers should begin by comparing the user interfaces of each solution to see how intuitive and easy to learn they are. Can participants schedule services for audio, web, or integrated audio/web conferences using a single interface?

Buyers should consider whether the solution enables users to schedule and manage conferences using their preferred desktop tools, such as email and calendar applications. Ease of use also extends to the flexibility of the solution.

- Does it work with familiar devices and applications?
- Does it support wireless devices and networks?
- Can users perform tasks from either a browser or a telephone?
- Does the solution provide complete reporting information detailing usage and exception reports for conference allocation and bill back services?

*By answering these and other questions, organizations can determine the likelihood that their employee populations will adopt the solution quickly and what resources will be required for training and support.*

## THE SONEXIS APPROACH TO CONFERENCING:

Sonexis developed its ConferenceManager2 to meet the emerging demand for conferencing with a more cost-effective and secure solution. ConferenceManager2 is a modular, in-house conferencing platform that is easy and affordable for any organization to install, deploy, use, maintain and expand.

The architecture of the **ConferenceManager2** platform is based on de facto and industry-standard technologies, including:

- Internet Protocol (IP) and a variety of VoIP protocols - H.323 and SIP
- Microsoft applications, such as Internet Explorer, Outlook, Skype for Business, and Active Directory
- Other standards, such as iCalendar, HTTP, and SMTP

From a technical standpoint, this architecture offers many advantages. It enables Sonexis customers to:

- **Take advantage** of the growth of IP in business communications
- **Integrate** ConferenceManager2 **easily** with existing network infrastructures, including PBX, IP-PBX, PSTN, and VoIP
- **Deploy** ConferenceManager2 **enterprise-wide**
- Upgrade and **enhance** ConferenceManager2 quickly and easily **via software downloads**
- **Administer** ConferenceManager2 from a browser
- Add new users **without system upgrades** or service calls
- Provide **security** at the physical, network, application, meeting and content levels.

For organizations seeking to reap the benefits of conferencing enterprise-wide, the ConferenceManager2 architecture promotes easy and full adoption throughout the organization. The benefits of conferencing include:

- **Richer and more open** communication throughout the organization
- More **productive** meetings
- Better management of time
- **Reduced** travel expenses
- The ability to respond **more quickly** to issues and opportunities
- The ability to deliver **new and/or better** services to customers, suppliers, and partners
- The ability to collaborate more closely across distances ... and more.

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# SONEXIS CONFERENCEMANAGER2 FEATURES & BENEFITS

## *Conferencing Features*

The Sonexis ConferenceManager2 provides a broad range of rich media conferencing features in order to meet the conferencing needs of users throughout an organization.

- Sharing and annotation of spreadsheets, presentations, and other documents
- Sub-conferencing, up to 10 break-out sessions
- Hand raising and QA
- Whiteboarding of diagrams and notes
- Ability to add in documents during a conference in progress
- Chat capability to all participants or selected individuals
- Ability to add new participants to a conference in progress
- Pass control of conference from the moderator to selected participants
- Polling and tabulation tools.

## *Security*

Sonexis ConferenceManager2 is designed to protect your sensitive corporate information and keep confidential information confidential.

- System and documents remain behind the corporate firewall
- Unique conference IDs and PINs
- Password security option
- Secure host login using advanced authentication protocols and encryption
- Host monitoring of participants via login identification, roll-calls, and conference locking

## ***Ease of Use***

Sonexis ConferenceManager2 is designed to allow everyone in your organization to set up and participate in conferences with minimal training.

- Easy to use conference controls from telephone or web interface
- Post and review documents created in any desktop application
- Automated scheduling and notification via integration with Microsoft Outlook, Lotus Notes and SMS
- Scheduled or ad-hoc conferences

## ***Integration***

Sonexis ConferenceManager2 adds value to existing and future network infrastructure investments.

- Operates in PSTN, VoIP, or mixed environments
- Integration with Microsoft Outlook, Lotus Notes, and SMS for automated scheduling and notification
- Integration with Microsoft Active Directory for easy end-user administration
- Post and review documents created in any desktop application
- Simple connection of ConferenceManager to PBX

## ***Financial Benefits***

Due to its premises-based architecture, the Sonexis ConferenceManager2 offers significant financial benefits over conferencing solutions from outside service providers. The result is proven cost savings and rapid ROI.

- Eliminates per-user per minute audio surcharges and monthly per-user web license fees
- Offers a fixed monthly costs, regardless of the number of conferences or the number of participants
- Investment protection due to support of multiple networking environments
- Upgrades delivered remotely to support expanded conferencing requirements

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## ***Administration and Support***

Sonexis ConferenceManager2 can be deployed quickly and requires minimal administrative support.

- Self-service requires no conference scheduling administration
- High reliability
- Simple connection of ConferenceManager2 to PBX , rapid deployment
- Thin client desktop requires standard browser
- Easy to use system requires minimal end-user training and help desk support
- Full call detail reporting to allow allocation of cost to multiple cost centers
- Easy upgrades, conducted remotely, to add users and features
- Telephone and web technical support available 24x7x365

## ***Scalability***

Sonexis ConferenceManager2 can be tailored to fit your current needs and it is expandable to meet future requirements.

- From 12 into the 1,000's of ports of Audio conferencing
- From 5 into to 1,000's of seats of Web conferencing
- Easy upgrades, conducted remotely (via software for most), to add capacity and new features
- Supports VoIP, PSTN and mixed environments to leverage existing environment and to accommodate future infrastructure investments

For more information about Sonexis ConferenceManager2, or a free custom ROI analysis to assess cost savings within your organization, contact Sonexis at 1-888-4SONEXIS (1-888-476-6394), email at [info@sonexis.com](mailto:info@sonexis.com), or visit [www.sonexis.com](http://www.sonexis.com).

## CONCLUSION

In the past several decades, business has become a 24x7 activity and with that, organizations worldwide are discovering that conferencing is much more than simply a feature of their business phone systems; it has become an essential collaboration tool driving new levels of productivity, competitiveness and profitability. As this whitepaper has explained, there is a plethora of tools available to satisfy this need using audio, data and video, but it can be a challenge to choose the right tools for your organization. To help tackle these challenges thankfully only requires a partnership with a skilled and experienced provider of these technologies that will guide you to the right collaboration tools. Businesses should look for a provider that will work with them every step of the way to first understand their requirements then design, deliver and support their unique collaboration solution.

## ABOUT COMPUNETIX

For 50 years, Compunetix has been a leading provider and manufacturer of multipoint collaboration equipment and web collaboration software in the world. Dedicated to customer-focused and innovative technology, Compunetix operates in both the commercial and government markets through its Communications Systems Division, Video Systems Division and Federal Systems Division.

Sonexis, a brand of Compunetix, as part of its Communication Systems Division, has been working side by side with businesses of all sizes to design and implement the best possible solutions to meet the customer's unique needs. While keeping ease of use and total cost of ownership in mind, Sonexis provides a best-of-breed conferencing solution for Audio, Web and Video collaboration for customers across all industries. These customers come from all industries: finance, manufacturing, education, government, technology, health care, insurance and more. The commonality among these customers is their desire to have one partner who can focus and deliver the best collaboration and unified communications solutions in the industry.



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