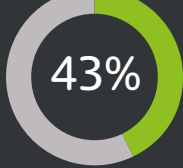


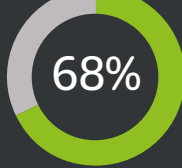


The changing face of SMB Communications

Staff are struggling to collaborate effectively

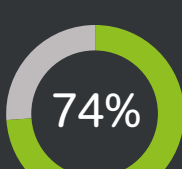


feel frustrated or overwhelmed by the team collaboration and the communications technologies they work with ¹



have trouble coordinating communications with team members ²

On average they spend **2 hours or more** dealing with unwanted communications³



receive negative customer comments or complaints because they can't be reached in a timely fashion ⁴

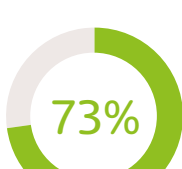
Working practices are changing...



of SMB staff are now mobile workers ⁵



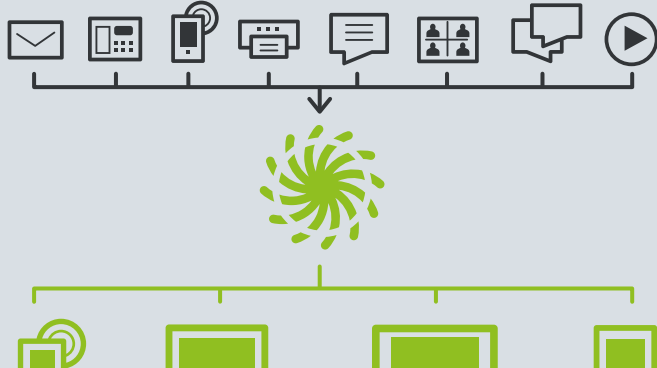
of staff employees always or frequently work as part of a virtual team⁶



of SMBs unofficially permit staff to use personal devices for work⁷

An opportunity?

Bring all the ways your staff communicate together in a single place



Accessible on any device

A communications systems that:



Serves customers better



Boosts productivity



Accelerates mobility



Maximizes your limited budget

Take the easiest path to all-in-one unified communications

www.unify.com



References: 1) Siemens Enterprise Communications Global Research, Sept/Oct 2012 2) SIS International Research (for SEN), 2009 3) SIS International Research (for SEN), 2009 4) SIS International Research (for SEN), 2009 5) SIS International Research (for SEN), 2009 6) Siemens Enterprise Communications Global Research, Sept/Oct 2012 7) SMBs: The Ongoing BYOD Trend. iGR, February 2013

About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world's largest communications software and services firms. 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 dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

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