

Innovative Communication Platform Enters the Baltic Market

An innovative Alcatel-Lucent OpenTouch™ unified business communication platform has entered the Baltic market. Such IT platform will provide its users with the opportunity to implement productive collaborative team work despite the communication tools available – Skype, analogue phone, tablet PC, mobile phone and personal computer. Introduction of OpenTouch™ platform in companies is a significant investment in the collaborative teamwork of employees and in raising the effectiveness of company internal processes. The unique software is offered by Adventus Solutions that offers business communication solutions in cooperation with the system developer – a leading innovator in the field of communication technologies Alcatel-Lucent.

According to a report by the *Yankee Group* the total productivity of employees increased by 40% when employees are provisioned with mobile form factors such as tablet PCs and smartphones. Such devices provide the opportunity to use e-mail, receive instant messages and participate in video conferences, also while out of office. Implementation of *OpenTouch™* platform in companies is the driving force for increasing the level of communications and teamwork, and creates larger yield, assisting employees in reaching more productive results and making your clients more satisfied.

Such platform unites multiple communication devices, several participants and multimedia platform support as part of everyday work. Such modern technologies as smartphones and tablet PCs enrich communication with the support of video conferences, integration in social media, receiving of instant messages, and applications, which make communication easier.

“Implementation of *OpenTouch™* in your workplace is an investment that pays off. We have been working in the field of communication, technologies and client service for many years. The accumulated experience helps us understand the wishes of potential clients. It is important for any entrepreneur that the internal communication of a company is productive, qualitative and that employees develop with technologies. Also one of the primary aspects in developing company competitiveness is creating relations with potential and existing clients, which can be provided by video conferences, making them more personal. Although the description of this platform sounds rather complicated, in its very basis it is surprisingly simple and also provides excellent productivity,” tells Armands Bunkovskis, *SIA Adventus Solutions* Project Manager.

For any company that uses conference calls in everyday communication, employees are located in different countries, the offered system helps to solve possible communication problems. In the case of an urgent task, people can immediately organize and work with maximum productivity, leaving the necessity to gather in the same room. The conversation does not have to be interrupted, even if colleague who is late wants to join after the conference has begun. A very large number of potential users is provided, and all options are available on different communication tools (smartphones, computers, fixed line phones, etc.), which make the conversation process more fluent. Also each user of such device can personalize it according to his or her own needs, thus actually proving the flexibility of the *OpenTouch™* platform and the wide spectrum of its options.

***OpenTouch™* communication provides:**

- **Usage of different communication devices.** Employees can implement their external conversation really simple, when each uses the device available at the particular moment – mobile phone, tablet PC, fixed line phone or computer. The diversity of the tools provides comfort and choice in various situations – while at the particular moment at work, at home or in a café, etc.
- **Involvement of multi participants.** Conference calls, when several people from various places in the world can communicate with each other, without feeling any discomfort or technical problems. Along with the mutual interaction of the options and conference calls offered by *OpenTouch™*, it makes internal and external communication easier for any enterprise, thus increasing the company work effectiveness.

- **Multimedia platform support.** High quality video, receiving instant messages and web-conference options offers any user of this device the opportunity to enjoy rich and qualitative communication service. Employees can maintain constant connections, form uninterrupted cooperation with colleagues, partners, as well as share information in a more effective way. It is very important that internal company communication can be implemented via social media networks – beginning with various messages and recorded (ad-hoc) videos, and ending with video communications that have been planned in advance, which makes their cooperation even more profound and interactive.

The biggest advantage of **OpenTouch™** is that this is a unified software solution, which does not require additional devices – it can be easily installed on one server or placed in a rented location in a data centre. And this software is also easy to integrate with other company IT solutions that are already implemented for the communication of employees and for teamwork – for example, *Microsoft Lync* applications, which can be supplemented with participant audio-conference systems and telephony base.

The software platform offered by *Adventus Solutions* makes everyday work easier, the former difficult communication, when one communication tool conflicts with another, is left behind. Users can choose themselves, how and whom they are willing to contact, adapting to the particular situation and personalizing communication for their own convenience – for example, while on the road to connect to mobile phone or tablet PC.

The growing pace of business communications demands the opportunity for employees to communicate with other colleagues at any time, and despite the devices that are available at the particular moment. The software offered by *Adventus Solutions* helps to create such environment in the company that provides the opportunity to form an effective, as well as efficient mechanism for adopting decisions, thus providing the company with its operation quality and providing unlimited space for promoting its development.

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