



## **Evox And TDE Del Norte Deliver Esnatech Unified Communication Solution For Novartis Pharmaceuticals In Mexico**

*Evoluciona Comunicaciones (EVOX) in conjunction with TDE del Norte streamlines Novartis Mexico's telecom network with EsanaTech's Telephony Office-LinX platform.*

For Immediate Release

RICHMOND HILL, Ontario/EWORLDWIRE/May 9, 2006 --- Esnatech, a leader in Unified Communications platforms, and Evox with the technical and commercial support from its wholesale distributor TDE del Norte, a provider of IP telephony solutions and applications, have partnered to streamline Novartis's voice network.

Novartis Pharmaceutical offers its products and services through its pharmaceutical outlets throughout Mexico. Novartis Pharmaceuticals focuses on the following therapeutic areas, Cardiovascular and Metabolism, Neuroscience, Respiratory and Dermatology, AGBU (Arthritis, Gastrointestinal, Bone, Hormone replacement therapies, and Infectious diseases)

The biggest issue Novartis was looking to solve was communications between customers and Novartis employees. As well, as providing staff with the tools to better access and respond to voice mail messages they received on a daily basis from customers across the country. Its goal in looking into a solution was to invest in a platform that satisfied its critical needs like better communication between customers and employees and the ability to have external and internal access to all their messages.

Novartis needed a solution that could offer immediate modularity, ease of use and complete integration with its current legacy PBX, a Siemens Hicom300. Novartis main criterion for the solution was PBX integration, ease of use, stability and cost value relationship to the investment.

Evox provided Novartis with a 28 port Esnatech Telephony Office-LinX Unified Communication platform including unified messaging, presence management, CTI and instant messaging desktop capabilities. The main immediate benefit Novartis realized from investing in this platform was the ROI of the solution. The fact is that this solution can evolve with existing voice mail needs and grow with its future feature requirements. It delivered future proof technology that satisfied its immediate requirements.

Telephony Office-LinX delivered a better solution to provide Novartis customer's access to any user within its organization and in effect reduce the amount of lost calls and messages Novartis would deal with on a daily basis. Telephony Office-LinX provides Novartis tools to access messages on a timely basis from e-mails and provides better customer service.

"We did a thorough research and analysis of different alternatives before making a final decision. The Telephony Office LinX from Esnatech totally met our expectations," said Arturo Ordoñez, directors of IT and telecommunications Novartis Pharmaceuticals in Mexico. "First of all it integrated seamlessly with our existing infrastructure. Additionally, it was very easy to configure and maintain not only for the administrator but also for the end users via the web client interface."

### **About Telephony Office-LinX(TM) Enterprise Edition**

It is a real-time communications solution for enterprise customers. Whether it's a large campus, distributed offices or a mobile workforce, this all-in-one unified communications platform features unified messaging, wireless connectivity, CTI call control, one-number 'Find Me' functionality, Web access, instant messaging, speech recognition, text-to-speech for e-mail reading and even enables callers to connect to anyone live when they are out of the office.

### **About Evox**

Evoluciona Comunicaciones is a Mexican company that resulted from the union between Tridex and Disitem. Its focus is on excellent customer service and worldwide class service. It is the number one company in Mexico on converging data networks, providing valued added services for the most important public and private companies in the country.

Being one of the companies with the higher number of ports installed in Mexico, today it supports more than 500,000 voice ports. Additionally, Evox are the main videoconferencing provider in Latin America.

Evox are a group of professionals highly experienced. Its continuous investment in training and education has made Evox one of the predominant companies in converged data network integration

### **About TDE Del Norte**

Founded in 1988, is a Mexican corporation that recognizes the importance of telecommunications for the development and competitiveness of companies. TDE del Norte ([www.tdedelnorte.com](http://www.tdedelnorte.com)) offers integrated solutions, from the initial design and implementation to the maintenance of a user's telecommunications system.

Its Mission is to be the leader in offering integrated telecommunications solutions to domestic and international organizations, supported by qualified personnel and world wide quality products and services.

### **About Novartis Pharmaceutical**

Novartis ([www.novartis.com](http://www.novartis.com)) is a world leader in offering medicines to protect health, cure disease and improve well-being. Novartis goal is to discover, develop and successfully market innovative products to treat patients, ease suffering and to enhance the quality of life. It also seeks to provide a return to shareholders that reflects its performance and to adequately reward those who invest ideas and resources in the company.

### **About Esnatech**

For more information on Esnatech's Telephony Office-LinX platform, visit [www.esnatech.com/products/enterprise/](http://www.esnatech.com/products/enterprise/). Founded in 1989, Esnatech's mission is to provide communication solutions that are simply the best way to communicate. Esnatech solutions empower organizations by giving them the flexibility to conduct business at any time, from anywhere, so they can manage the information they need, when they need it.

Esnatech markets and distributes its products through OEM and VAR partners in more than 28 countries worldwide.

### **Note to editors**

Additional information on Esnatech, visit the Esnatech Web page at [http://www.esnatech.com/company/corp\\_prof.htm](http://www.esnatech.com/company/corp_prof.htm) on Esnatech's product pages. Web links, telephone numbers and titles were correct at time of publication, but may have since changed.

For additional assistance, journalists and analysts may contact Esnatech's marketing department at [marketing@esnatech.com](mailto:marketing@esnatech.com)

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