



## **Eсна Technologies, Inc Launches Business Value Certification Program To Dealers**

*Esnatech adding more value and productivity to Partner Program with new Business Value Certification Program.*

For Immediate Release

RICHMOND HILL, Ontario/EWORLDWIRE/June 13, 2006 --- Esnatech, a leader in real-time communications platforms, recently launched its new Business Value Certification Program (BVC) to both new and existing dealers, and is being incorporated with the already successful Partner alliance Program. The objective of the certification program is to show partners the value of unified communications through mobility, presence, messaging and how to properly position the technology with new and existing customers.

“Eсна Technologies is committed to the Unified Communication products and services, and to the partners and end users who buy them. The goal of the BVC certification is to show the benefits to both our partners and end-users and provide them a clear understanding of Unified Communications technology and its™ business value,” said Davide Petramala, vice president of sales and marketing, Esnatech. “We are keen to encourage a better understanding of the emerging real-time communications industry and how everyone can use it to their advantage.”

Additional value for Eсна Technologies partners includes:

- Providing partners with product expertise and excellence.
- Successful completion of BVC certification by Partner staff members will receive discounts on products.
- BVC Sales Professionals will be eligible for special product programs and sales spiffs and contests.

The program consists of the following elements:

- Weekly 45 minute Webinars followed with group Q&A
- Weekly certification exam for successful completion of each module
- Only three sessions over three weeks
- Only one Exam

### **About Eснаtech**

Founded in 1989, Eснаtech™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 their products through OEM and VAR partners in 28 countries worldwide.

Note to editors:

If interested in viewing additional information on Esnatech, visit the Esnatech Web page at <http://www.esnatech.com/products/> on Esnatech's product pages.

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