Siemens Communications Go "Unify"

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Siemens Enterprise Communications changes its name to "Unify" and it announces further details on Project Ansible, the communications and collaboration platform first announced back in June 2013.

"Unify is uniquely positioned to lead our customers and the industry toward the emergence of a new way to work that will transform how enterprises communicate and collaborate, where technology will amplify the collective effort of information workers, energise teams and processes, and enhance business performance," Unify CEO Hamid Akhavan says. "Our Siemens history is rich and the connection to our heritage as market innovators remains strong. Our new brand brings to life our vision, backed by dedicated employees around the world, a strong partner community, and an unwavering commitment to help our customers and more than 45 million users find positive returns on their technology investments."

As for Project Ansible, Unify touts the platform as the first supporting four simultaneous communication channel-- voice, video, text and remote screen sharing-- with users able to move multichannel conversations intact from device to device using a gesture the company calls "call swipe."

A 2-year frog co-development delivered as in SaaS form, Project Ansible will be compatible with a number of existing solutions including Unify's own OpenScape portfolio and solutions from Cisco and Avaya.

"The Project Ansible user experience is a great example of how enterprise communication should work and how we as users want to work," ZK Research says. "It will redefine how we all interact, communicate and collaborate as part of daily work."

Go Unify Announces Details for Project Ansible