

ODiN Launched, Automating BroadSoft Service Provider's Enterprise Voice Into Google Apps

/EINPresswire.com/ Park Bench Solutions LLC teams up with gUnify and launch their [Unified Communications](#) platform, ODiN, automating BroadSoft Service Provider's Enterprise Voice integration into [Google Apps](#).

Cloud Communications are evolving and businesses of all sizes are evaluating their Unified Communication options to provide the necessary productivity tools for their fast pace environment, and if they aren't, they should be. As it turns out the great minds at Park Bench Solutions and gUnify have been hard at work on a single solution for businesses looking to adapt to the ever-changing IT landscape.

"Having seen the rapid movement towards cloud applications and [hosted voice](#) communications, we realized that there was a gap between them that needed to be filled. Unified Communications is very versatile and our goal was to make it simple, manageable and most importantly, tie it all together" says Marc Tribbe, Co-Founder and Managing Partner of Park Bench Solutions LLC. His company's platform, ODiN, 'Organizes Development and Integrates Networks' together. "We are very excited to announce our strategic partnership with gUnify LLC. They not only bear the bridge into the quickly growing Google ecosystem, but they have provided a tremendous growth engine for Google Apps Resellers around the world."

gUnify announced their integrated product for Google Apps Resellers and Broadsoft Service Providers earlier this month, but it became clear that a solution was needed for customer self-administration and automatic provisioning. "ODiN solves the huge struggle for Service Providers to on-board the many different cloud-based applications their customers use daily, such as Google Apps and different CRMs. In addition, ODiN provides the missing "lync", as I like to say, in fulfilling the end customer experience around the Unified Communications they are expecting", explained Crisantos Hajibrahim, Co-Founder of gUnify.

Everyone's business profile is unique, but many are learning the benefits of both a web suite like Google Apps and an enterprise-class hosted phone solution via Service Provider's BroadSoft's BroadWorks VoIP application platform. The Park Bench Solutions and gUnify strategic partnership allows Service Providers to easily on-board a complete integrated Unified Communications solution, leveraging their existing infrastructure for the end customers. Both Tribbe and Hajibrahim agree, "End businesses and users should have complete control of what

they want to see, manage, and integrate. We just make that process what it should be: simple.”

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