

Powering clients to a future shaped by growth

A Frost & Sullivan White Paper

Balancing a Structured Approach and a Sense of Urgency Is Essential to Ensure Cloud Migration Success



Table of Contents

- 3** Introduction
- 4** Sustainable, Successful Cloud Migration Requires a Holistic Approach
- 5** The Right Partner Effectively Bridges Technology and Transformation Goals
- 7** Cloud Services are Powering Business Transformation: Act Now or Risk Being Left Behind

Introduction

Communications, collaboration and customer experience (CX) management solutions are the lifeblood of an organization. Moving these capabilities to the cloud must be performed with a keen eye on key business objectives and technology requirements. Cloud migration must be aligned with a holistic digital transformation vision and performed thoughtfully and methodically. A structured, step-by-step approach can help optimize the cloud migration journey; however, a sense of urgency is paramount to ensure that your business is not left behind as others in the industry move ahead with digital transformation and enhance their competitive capabilities.

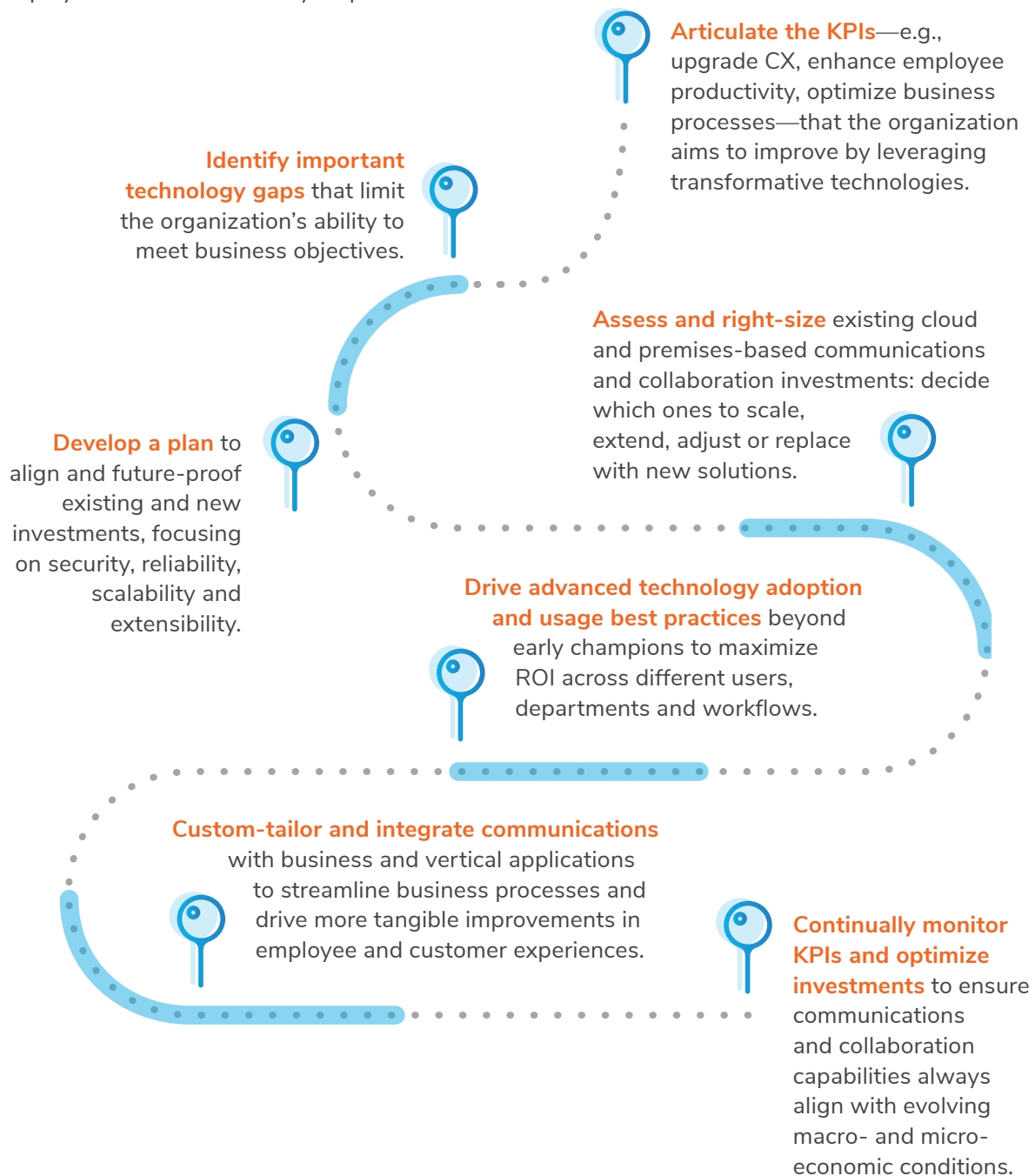
Cloud migration success is highly dependent on finding the right partner. A cloud solution provider with a broad services portfolio; robust communications, collaboration and contact center expertise; flexible commercial models and experience in technology transitions can ensure that cloud migration leads to a sustainable competitive edge.



Sustainable, Successful Cloud Migration Requires a Holistic Approach

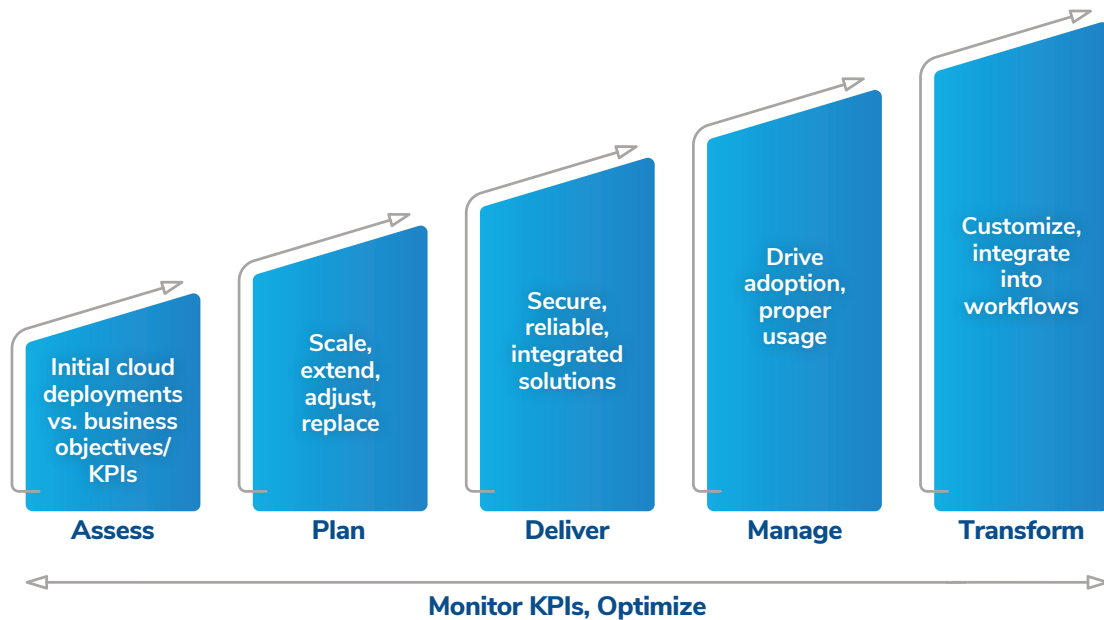
Cloud Communications and Collaboration Adoption Must Align with Broader Business Transformation Objectives

To enable effective transformation and long-term success, cloud communications and collaboration deployments must follow key steps:



Business Transformation Must Be Done Right

A structured approach to cloud services adoption ensures long-term success.



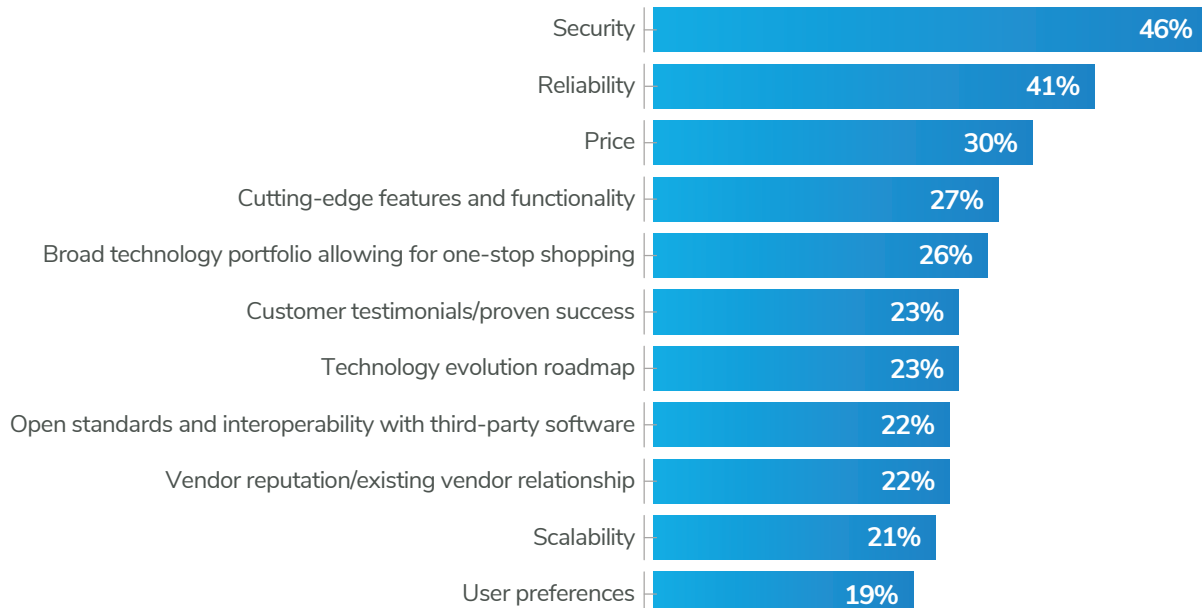
Source: Frost & Sullivan

The Right Partner Effectively Bridges Technology and Transformation Goals

An Innovative Cloud Communications Services Provider Quickly Adapts to Shifting Business and Technology Requirements

The right partner can successfully support each business's unique transformation journey. However, an effective transformation partner must also consistently address common cloud solution requirements, such as security and reliability. Cutting-edge features and functionality will provide the business with a competitive advantage today. A broad software and services portfolio and a visionary technology evolution roadmap combined with support for open standards and interoperability can ensure that a provider is well-positioned to address always-evolving customer needs.

Cloud Communications Provider Selection Criteria (% of IT/telecom decision-makers)



To enable broader transformation success, technology partners must also possess the following capabilities:

- ▶ Considerable expertise in communications, collaboration and CX technologies.
- ▶ Knowledge of businesses' existing infrastructure and solutions.
- ▶ Clear understanding of customer pain points and objectives.
- ▶ Existing expertise in technology transitions with the ability to support private and public cloud deployments, as well as hybrid environments.
- ▶ Compelling commercial models to enable smooth and cost-effective cloud migration, including subscription plans for both premises-based and cloud solutions.

“ For many organizations, the perfect partner offers industry-leading cloud solutions and a broad portfolio of communications devices, infrastructure, and professional and managed services. ”



Cloud Services are Powering Business Transformation: Act Now or Risk Being Left Behind

- ▶ Recent economic and social events have disrupted life as we knew it. It's time to reimagine business models and leverage transformative technologies to power the future of work.
- ▶ Forward-looking organizations are adopting advanced cloud solutions to enable a faster return to growth and enter the age of digital agility. Digitize your business processes and move your mission-critical capabilities to the cloud to withstand mounting competitive pressures, promptly address ever-greater customer expectations and effectively support workforce transformation.
- ▶ Visionary business leaders are building collaborative, CX-centric enterprises leveraging modern, integrated cloud communications, collaboration and contact center solutions. Capitalize on the flexibility of cloud services to enable a highly connected and adaptive workplace that fosters innovation, creativity and efficiency across distributed teams and operations.
- ▶ Not all cloud solutions are created equal. Invest in an integrated cloud services platform that supports multiple modalities—voice, messaging, meetings, mobility, contact center and more—to enable excellent user experiences, address diverse employee needs and empower IT admin staff with the tools to accurately measure service performance and business outcomes.
- ▶ The economic impact of communications upgrades is multiplied when they become part of a holistic business strategy overhaul. Leverage APIs to integrate cloud communications with important workflows and power the composable enterprise that adapts quickly and easily to changing market conditions.
- ▶ Business transformation is a monumental effort and requires the right technology partnerships. Choose a cloud services provider with a proven track record of technology innovation, service quality and reliability, and keen attention to customer needs.



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Growth is a journey. We are your guide.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.

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