

## Cloud Solutions

# Why Move Your Business Communications to the Cloud?

Discover why customers are moving to modern business communications systems like Avaya OneCloud™

Businesses have been using on premise solutions for many years, but the rapid development of new technologies has many customers wondering about modernization. For customers considering the cloud, it's important to understand the differences between an on premise system and communications platforms like Avaya OneCloud™.

### The Limitations of a Traditional Phone System

Your existing system likely:

- Uses physical hardware installed in your data center to route calls.
- May use traditional phone lines or trunks that lack the flexibility required for modern, multimedia communications.
- Requires hardware upgrades to increase capacity and extension count.

But there are several challenges to the on premise approach:

- Hardware needs to be purchased or leased.
- Hardware must be protected by a maintenance and support contract.
- Capacity increases require additional capital investment.
- Once added, capacity cannot be reduced again.
- Systems may eventually reach a capacity limit.
- Trunks are expensive to install and rent.
- The system consumes space and power in the corporate data center, limiting growth of other in-house systems.



Though they may be reliable, older platforms don't support Unified Communications or Digital Customer Contact when compared to alternatives like Avaya OneCloud™

## Why Businesses Are Moving Their Communications to Avaya Cloud Solutions

The move away from on premise systems is not solely because support may be waning on older platforms. After all, these solutions may continue to provide acceptable voice communications.

But business communications is changing rapidly — modern communications capabilities such as mobility, messaging, video, and improved customer experiences, are creating demands for completely new kinds of solutions. Why shouldn't your business address these changes and take advantage of better communications capabilities at the same time?

### Scale Up or Down More Easily with Cloud

To increase capacity on traditional platforms, you must invest in additional hardware and trunks. With a cloud system, virtual extensions can be added with a few mouse clicks — and the process completes in seconds. This gives you the flexibility to shrink and grow based on seasonality or organizational requirements.

### Reduce Operating Overhead

By doing away with the physical phone system, you can gain immediate savings in terms of hardware, support, maintenance contracts, and even the electricity needed to keep the platform running. The less physical hardware installed onsite, the lower the operating costs.

### Improve and Future-proof Your Business Communications

Traditional platforms are reliant on aging, expensive lines. Switching to a cloud-based system allows your business to take advantage of low cost broadband SIP network connectivity. And because the physical hardware infrastructure is included as part of the service, any upgrades or capacity increases are the responsibility of the service provider.



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## Manage Communications Functionality Centrally

Through one intuitive interface, your administrator can view all users on a single site or across multiple locations. This gives your business the ability to monitor and address issues that might have affected system performance.

## Enable Your Staff to Communicate from Anywhere

Your employees can communicate and collaborate from any location on virtually any device with comprehensive Unified Communications, powerful virtual meeting capabilities, and the ease of use normally only found in consumer applications.

## Upgrade the Customer Experience Your Business Offers

With Avaya IX™ Digital Contact Center, you can provide a seamless customer experience. You can start with simple recording, reporting and call routing for your agents. Then, grow the experience with customers as needed – across channels such as chat, email, SMS, and video.

## Manage Costs Better

Older solutions may require significant upfront investment to add blocks of extensions. The pay-as-you-use nature of cloud means that extensions can be added one at a time — and that you never again invest in unneeded redundancy. This operational expense approach facilitates predictable, month-by-month pricing without large upfront costs.

## Cloud-based Communications Systems from Avaya

Avaya OneCloud™ solutions offer reliable, high quality business communications services using a different delivery model:

- Rather than operating an on-site communications system, functionality is provided by a virtualized equivalent hosted in the cloud.
- Aside from the handsets installed on end user desks, there is no physical hardware installed on site.
- Space is released in the data center for other IT hardware. And there's no need for hardware maintenance contracts.
- Calls and communications are routed across low cost broadband SIP trunks.
- Virtually limitless capacity is provided, scalable as needed, so you never pay for unused capacity.
- The cloud system is managed via a web-based console.
- A physical handset is not required for making and receiving calls – apps and software provide virtual extensions for calling on any device.
- Unified Communications functionality also provides communications beyond voice such as messaging and video.



**Business communications are changing rapidly. Modern communications capabilities such as mobility, messaging, video, and digital customer contact are creating demands for completely new kinds of solutions.**

## How to Join the Cloud Revolution

Moving to an Avaya OneCloud™ solution for business communications will be much easier than your last upgrade — there is no need to co-host two on premise systems during the transition. The migration process looks like this:

### On-site Audit

Your Avaya Partner will assess your existing business communications environment to collect key data like active extension count. This team can also capture your current call configurations (call groups, routing rules, etc.) to pre-configure your system. Armed with these observations, your Avaya Partner Sales Engineer will identify the number of SIP trunks required to provide a good quality of service for the new solution.

### Cloud Pre-configuration

Your Avaya Partner will carry out pre-configuration of the cloud solution, replicating the existing set-up in readiness for go-live. By copying the current configuration, your users should notice very little difference following the switch-over. This will help dramatically reduce the learning curve and effect on productivity.

### Initial Testing

Avaya Partner experts will then work alongside your in-house team to test configuration and call quality, ensuring both meet your requirements. Upgraded phones will be deployed (if required), or updated configuration packages will be created to upgrade phone settings following go-live. If additional / new SIP trunks are needed, they will also be installed during this project phase.

### Go-live

Once testing is complete, a switch over date will be confirmed. On this date, the systems will be switched over, with all incoming and outgoing calls routed via the modern Avaya cloud platform you've chosen. Engineers can remain on site to assist with any teething issues, and to make the transition as smooth as possible. Following the switch over, your business can begin the process of de-installing unused phones. You will also be able to cancel your costly lines.

Migrate to the cloud at your own pace while taking advantage of a full suite of Unified Communications applications that integrate seamlessly and flexibly with the rest of your business.

# Don't Delay – It's Important to Get In Touch.

## To learn more, get in touch with your Avaya Partner right away. If you don't know who your Avaya Partner is, contact Avaya and we will help you.



### Takeaways

- On premise business communications systems seem practical – but there are many hidden costs.
- Avaya OneCloud™ solutions are fully scalable, cost effective, and future-proof.
- Avaya OneCloud™ solutions meet the changing needs of your business, your industry, and your customers.
- Migration to your customized Avaya OneCloud™ solution is actually one of the easier IT upgrade projects you will ever complete.

### About Avaya

Businesses are built on the experiences they provide, and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win — by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration — in the cloud, on-premise or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

