Cloud calling - overcoming technology and people challenges

Your phone system is no longer a stand-alone solution. It is part of your integrated communication and collaboration suite. At least, it should be.

Technological change can take years to rollout and as such PBX (phone system) technology is no exception. Given recent challenging times, those timelines for change are being drastically reduced in order to facilitate the working practices an organization needs to operate today. Decisions that would have taken many months to consider, need to be made quickly.

With this ebook we aim to help you with these decisions and guide you through the different aspects you need to consider when moving your communication to the cloud.

Before diving into the details, let's first take a look at the situation many businesses currently find themselves in.

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Current needs and challenges of organizations

Of course, the primary need for any organization during the pandemic was and still is to enable a fully remote workforce. But more than just enabling employees, the challenge is to keep them engaged. According to **a study conducted by Gallup**, businesses with engaged employees outperform their counterparts considerably with 17% higher productivity, 21% higher profitability and 10% higher customer ratings. With the right tools you can ensure your employees stay engaged by enabling them to interact with colleagues and seamlessly connect with clients, partners and prospects.

Many organizations today work with multiple point solutions, using different technology for messaging, calling and meeting. This complexity makes a fully empowered remote workforce nearly impossible. Not only is it extremely complicated, unnecessarily costly and needs lots of customization. But it creates a disjointed experience for your employees who can't stay up to date on what's happening where. Ultimately, this ends in frustration and disengagement.

Remote workforce

Point solution

Disjointed experience
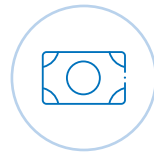
Cost / complexity

Investment protection

Secure communication

A fully remote workforce also poses a major challenge in terms of security. You want to be certain that the information you and your employees share with each other as well as with external partners in remote locations are secure and protected. Enabling a secure remote workforce is challenging but essential for most organizations.

67%
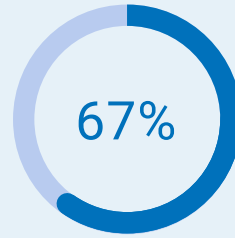
67% of organizations are finding it more difficult to spot IT security or business risk brought about by employees when they are working remotely

2020 Intelligent Workplace Report, NTT Ltd.

And, of course, there is the financial aspect. Traditionally, most organizations use on-premise PBX solutions and are liable for the numerous associated costs. These include the setup of PBX servers, telephones, and cabling as well as expenditure for the technical team to keep the PBX system running. Additionally, there may also be telecommunication contracts for each country with a physical location.

During the past months, businesses have realized that they do not necessarily need this traditional infrastructure anymore.

The question now is how to permanently move all communication to the cloud and optimize costs depending on what is truly needed.

These are challenging times for any organization. But it is also an immense opportunity in terms of business change. Never has there been a disruption to our way of working as big as the current one. And never have employees been as prepared to change towards a new way of collaborating.

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Where does calling fit in the modern collaboration landscape?

Full collaboration suites such as Cisco Webex offer everything your employees need to work from home, including messaging, meeting, document sharing, video and so much more. However, traditionally, telephony has been separated from most collaboration solutions, resulting in challenges to adapting to ever evolving business needs.

Calling is still a fundamental first for businesses. It is the preferred way of many to communicate with prospects, partners and customers. The first thing many businesses did as part of their business continuity program was to enable employees to make and receive calls.

The smartest way to do this is to add calling to your cloud platform. This leaves you with a single platform and user experience offering agility and cost-effectiveness instead of complex multiple-point solutions. Your employees will save time, become more satisfied and more productive. At the same time, you will cut costs, improve operations and security, and ensure a high return on investment (ROI).

Moving your calling to the cloud means your employees are no longer tied to a physical location or device to make or receive calls with their landline number. All that is required is a laptop or mobile device and your workforce can securely connect with each other, clients and partners whenever, wherever.

> **Organizations who make the move to Cloud Voice see 40-60% savings on average.**

Benefits of moving calling to the cloud

Reduce total cost of ownership

Global reach with local presence
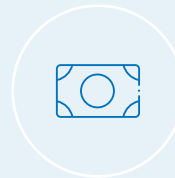

Higher quality of service

Reduce global carrier management

Advance your journey to the cloud

Plan and budget accurately


Consolidate billing

Intelligent fraud protection

Considerations when migrating to the cloud

Moving your communications to the cloud is no small undertaking. There is no shortcut. It is always a journey. And this journey is different for every single organization. It depends on factors such as your business needs and focus, countries of operation and the level of institutionalization within your workforce.

Before you start your journey, though, you'll need to figure out where you want to move to.

The enterprise's dilemma: Innovation without chaos

Current on-premises

Transition zone

Cloud transformation

No simple path to the cloud
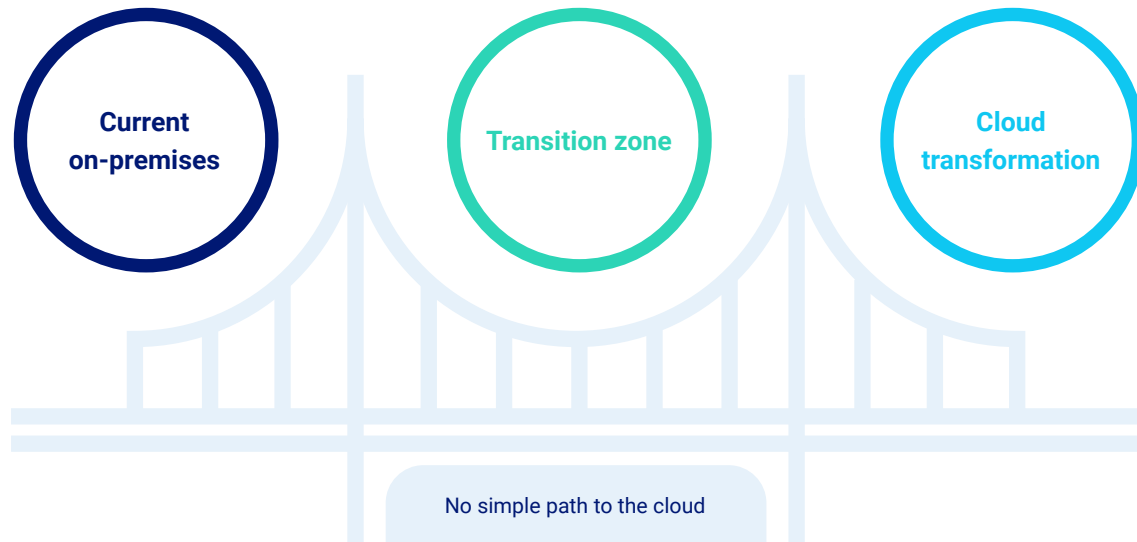
Choosing the technology

Whilst all cloud communications solutions tend to perform the same basic functions, they are not all equal in terms of functionality, flexibility, management complexity and resilience. Some offer little more than a basic communications capability, others are far more advanced and effectively provide a platform for the digital business of the future.

Before you select your new cloud communications solution, it's important to evaluate your own requirements and put together a list of criteria that will give you the solution that's right for your business. The following checklist can help you find out what you need.

Key questions checklist

Collaboration needs
- What types of activities do your employees need to work on together remotely?
- What tools do you need to improve collaboration within the business?
- Who do you need to collaborate with in the wider business environment?

Core Voice functionality
- What PBX features do you currently use?
- What are the features that you cannot live without?

Ease of Management
- Who will be managing the service and how skilled are they in IT and telecoms?
- Which tasks do you want to manage in-house and which do you want to outsource to a third- party provider?
- Do you have the capacity to manage an environment where you use different providers for different services?

Integration capability
- What other business applications do you need your solution to integrate with?
- Do you have the resources to manage bespoke integration projects or do you need something which is 'out-of-the-box'?
- Do you need to run with a hybrid model for a period of time as part of a phased transition?

Your mobility requirements
- What communications and collaboration tools do your mobile workers need to be effective when away from the office?
- How important is it that your mobile workers are fully integrated with your business' communications network?
- What devices and platforms (such as Android and iOS) do you need your solution to support?

Scalability and flexibility
- How 'peaky' is demand in your business?
- How much flexibility do you need to quickly scale up or down?
- Do you have a need to regularly add and remove users (such as large numbers of short-term contractors)?
- How much growth should you allow for if you achieve your business goals?

Resilience and service levels
- What level of resilience does your business require?
- What's your tolerance to occasional downtime?
- How essential is consistent, guaranteed quality of service for applications such as voice and video?

Security
- What level of security do you require for your communication?
- How will you manage governance of your tool(s)?

Managing the transition

Once you've chosen your technology, you can start the transition. You can see an extensive list of aspects that need to be considered in the graphic on the right. But all in all, there are two major areas of change.

First, there's the technological transition. You'll need to move your legacy system to the cloud which may include 10-20 year old PBXs with lots of customizations. It's essential to have the necessary knowledge of old as well as new technology on board to manage this transition smoothly. You'll also need to look at your other business applications to see what may need to be integrated and how.

Second, there's the cultural change. This one is just as complex as the technical one. Because moving your communications to the cloud does not only entail a new technology but a whole new way of working.

Global Voice design

- Voice estate audit.
- Contact center audit.
- Feature matrix.
- Site definition / user profiling.
- Site migration strategy.
- Telephony feature migration matrix.
- T-Minus schedule.
- Naming conventions.
- Call admission control.
- VoiceMail.
- MPLS re-design / QoS.
- Vendor / HW selection.
- Site transformation process.
- Emergency call handling.
- Assessments.
- Geographical scope.
- CX POC review.
- Call recording review and scoping.

Per region:

- PSTN consolidation strategy (SIP trunking).
- Country specific legal and regulatory requirements. (location based routing/toll bypass. Emergency call handling).
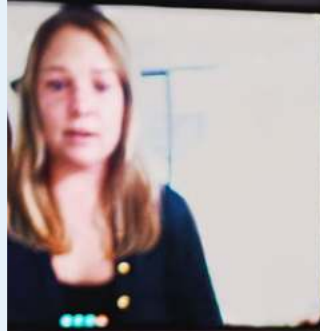
Site design:

- PSTN trunks.
- User lists and plans.
- Voice policies and dial plans.
- Number ranges.
- Site specific exceptions.

Voice transformation governance

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'Companies don't just need a technology. **They need to understand how it will be deployed and how it will be used.**'
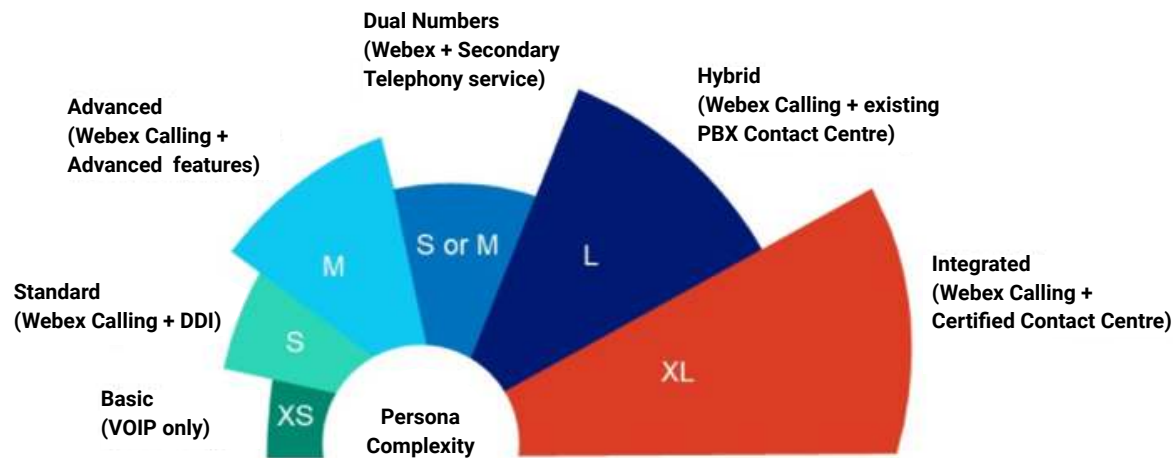
**Charlie Doubek,
VP Global Advanced Services,
Cloud Communications division
of NTT**

To implement this new way of working, you must be fully aware of the needs and challenges of your employees. Only then you can build the right infrastructure for the right people.

For instance, somebody working in sales will frequently need to make and receive calls from his own personal number, while a writer from marketing may not have a need for an own number to make or receive external calls at all. For customer service you may need a central number for customers to call around the clock and so on.

Personas configuration - complexity

**Dual Numbers
(Webex + Secondary
Telephony service)**

**Advanced
(Webex Calling +
Advanced features)**

**Hybrid
(Webex Calling + existing
PBX Contact Centre)**

**Standard
(Webex Calling + DDI)**

**Integrated
(Webex Calling +
Certified Contact Centre)**

**Basic
(VOIP only)**

**Persona
Complexity**

Once you understand your different personas, you can set up the infrastructure accordingly and ensure that your employees receive the appropriate training. Because only if they adopt the new tool and the new way of working will you reap the full ROI of your investment.

Besides the technical and cultural change, you will also need to think about legal requirements and local specifications as well as the governance of your new communication in the cloud.

Governance is of fundamental importance for your transformation. How can people use and share potentially sensitive data? What should be available by default to members of your organization? And how should this work for each division, team or individual? What access do guests have to documents that have been shared? Are your messages, calls, videos, files, transcripts, presentations too accessible? Or not accessible enough and frustrating your employees.

'We're not deploying an application, but **a way of working'.**

**Charlie Doubek,
VP Global Advanced Services,
Cloud Communications division
of NTT**

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The right partner for a rapid transition

All these aspects together are the reason why enterprises usually take several years for their cloud transformation journeys rather than weeks or months. But given recent challenging times, decision and rollout processes must speed up. This makes it essential to work with the right partners to help through this rapid transition and make sure you get the most of your investment in the shortest possible time.

NTT helps to enable full cloud communications for enterprises. We enable intelligent workplace solutions with a consulting-led approach to map the path forward. Our expert teams deliver and support you throughout your journey, taking the complexity out of your hands.

'A small business can change from on-prem to the cloud over a weekend. But an enterprise with thousands of employees cannot. That's why **the right transformation partner is essential.**'

Craig Decker, Managing Director, Cloud and Hosted World Wide Sales, Cisco

Cisco Collaboration Services delivered by NTT
A complete solution for the digital workplace

NTT Ltd. offer an integrated approach which encompasses everything you need to empower and engage your employees securely, wherever they may be. As an established Cisco Global Gold partner, we deliver Cisco Collaboration Services - enabling enterprises to transition to cloud communication services under the guidance and support of a proven, single partner.

Cisco Flex plan helps reduce complexity and connects your teams with a single collaboration solution in the cloud. It provides meetings, team messaging and calling in one simple subscription, with integrated voice services deliverd by the Cloud Communications division of NTT.

Webex Calling

Webex Calling is a complete cloud calling and collaboration solution that can reduce operational cost, improve productivity, improve team contribution and support flexible working practices.
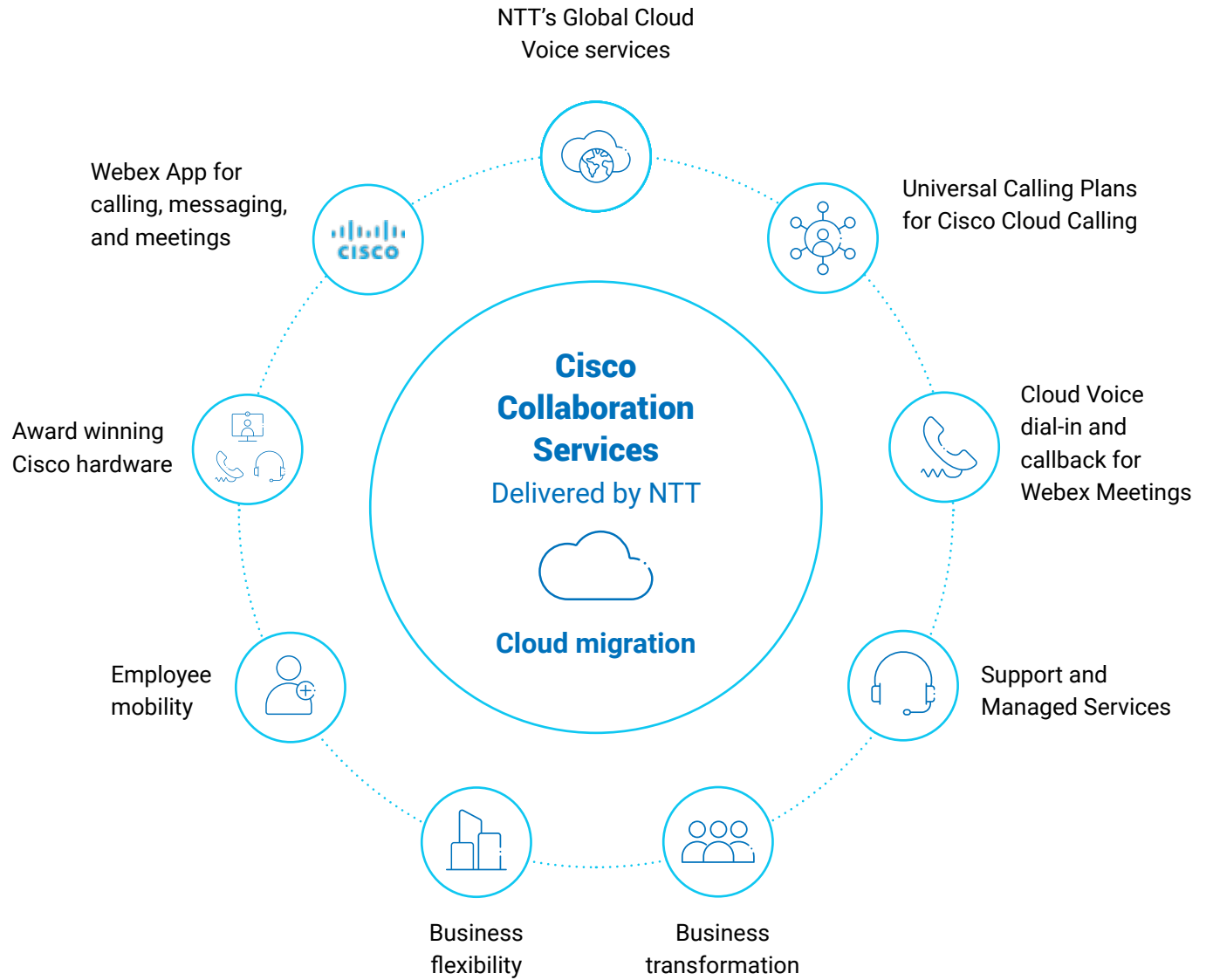
Webex Meetings

Webex Meetings is the industry leader in web and video conferencing, enabling productivity for you and your contacts. Powerful meeting capabilities, high quality audio and many integrations all with simplicity in mind.

Webex App

The next step in the evolution of communication, Webex App users can message meet and share content on mobile, desktop or room systems regardless of their location, team collaboration is now continuous..

With NTT as your partner, we will make your migration experience seamless and frictionless. Our highly skilled and certified teams take the time to understand your business drivers and challenges, before designing and deploying a solution that is tailored to your needs.

From scoping your business and user requirements through to design and implementation, onboarding, end user training and ongoing adoption and support - our professionally certified teams ensure you get the high-quality communication experiences you need for business continuity.

NTT's Global Cloud Voice services

Universal Calling Plans for Cisco Cloud Calling

Cloud Voice dial-in and callback for Webex Meetings

Support and Managed Services

Business transformation

Business flexibility

Employee mobility

Award winning Cisco hardware

Webex App for calling, messaging, and meetings

Cisco Collaboration Services
Delivered by NTT

Cloud migration

The advantages of working with NTT

A single global provider
Transition to the cloud under the guidance and support of a proven, single partner. Present in 30+ countries worldwide, we are your single point of contact for implementation, support, account management and user training during your transformation journey.

Best-in-class service tailored to your needs
Our advanced services teams manage your project and work with you to ensure the right solution is designed to meet your company's goals. With more than 300 certified, in-house professionals, we work to understand your business and ensure a reliable and high-quality user experience with a full-service offering.

A partner you can trust
More than a third of all Fortune 500 companies trust us with their need for cloud communications. We've already enabled more than 3.8 million users, 11.9 billion minutes of Cloud Voice and more than 30 million meetings for organizations worldwide.

Strong Cisco partnership
We have been partnered with Cisco for over 10 years adding value and services to Cisco's cloud collaboration and calling offers. We have Cisco trained engineers on staff and can help you configure your licenses to reap the best return.

Cisco Cloud Certified
As one of only 7 partners worldwide we have been recognized and awarded the Webex Service Provider (Webex-SP) accreditation. As such we can outline the best implementation options for your business with your team.

Market-leading secure and reliable voice services
NTT Is a Tier 1 network provider, which means we own our own network. Your calls will run through our IP – an internet backbone that carries some 40% of the world's internet traffic. We back this up with a service level agreement guaranteeing 99.99% availability.

Help when you need it
We provide you with the call-in support you need: 24/7, 365 days per year in 18+ local languages.

Ready to embrace the Cloud?

Contact us now

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