

# You can get **there** from **here**



Profiles of a  
Cloud Migration  
Candidate



A MITEL E-BOOK



 **Mitel**<sup>®</sup>  
Powering connections



## **ALL ROADS** Lead to the cloud

**To cloud or not to cloud, that is the question.**

With apologies to William Shakespeare, when it comes to business communications systems, that really is the question many business managers find themselves wrestling with every day. The increasing number of cloud-based communications solutions available and the sheer volume of content explaining the benefits of the cloud have made it difficult to manage a business without dealing with the cloud question.

**In many ways, it's difficult to avoid the reality that all roads on the business communications technology journey eventually lead to the cloud.**

## Migrate to accelerate growth

The right cloud-based communications system can be a strategic business asset. As the foundation of an enterprise operation, an agile, cloud-based communications system enables all the interactions that fuel business success.

**It allows employees to maintain that vital connection with each other, suppliers, partners and customers at any time, from anywhere, on a variety of devices and with any application they choose. Used effectively, it can streamline internal operations, improve sales efforts and enhance customer service.**

Beyond the day-to-day operational benefits, a cloud-based communications system can also be the anchor of a digital technology strategy. As noted by ZK Research in a recent white paper, “traditional infrastructure is too rigid to offer the required agility for digital organizations. To achieve success in the digital era, businesses must evolve their communications to a cloud delivery model.”

Mitel’s latest EU Cloud Survey confirmed that conclusion, revealing that 35% of European IT executives said that gaining the agility to grow their company is the top benefit of moving to the cloud. These executives have realized that the cloud enables them to do more with less and extend their reach. Further, it makes it easier for them to adopt next-gen technologies that free resources for investment in other growth areas.

## **UNDERSTAND** the value of cloud systems

Cloud-based communications systems tick all the boxes on the value chart of what enterprises need from a 21<sup>st</sup> century communications solution:



**AGILITY:** Cloud-delivered services can be rolled out as fast as an organization needs them. This enables rapid innovation and reduces time to market with new offerings that meet market demand.



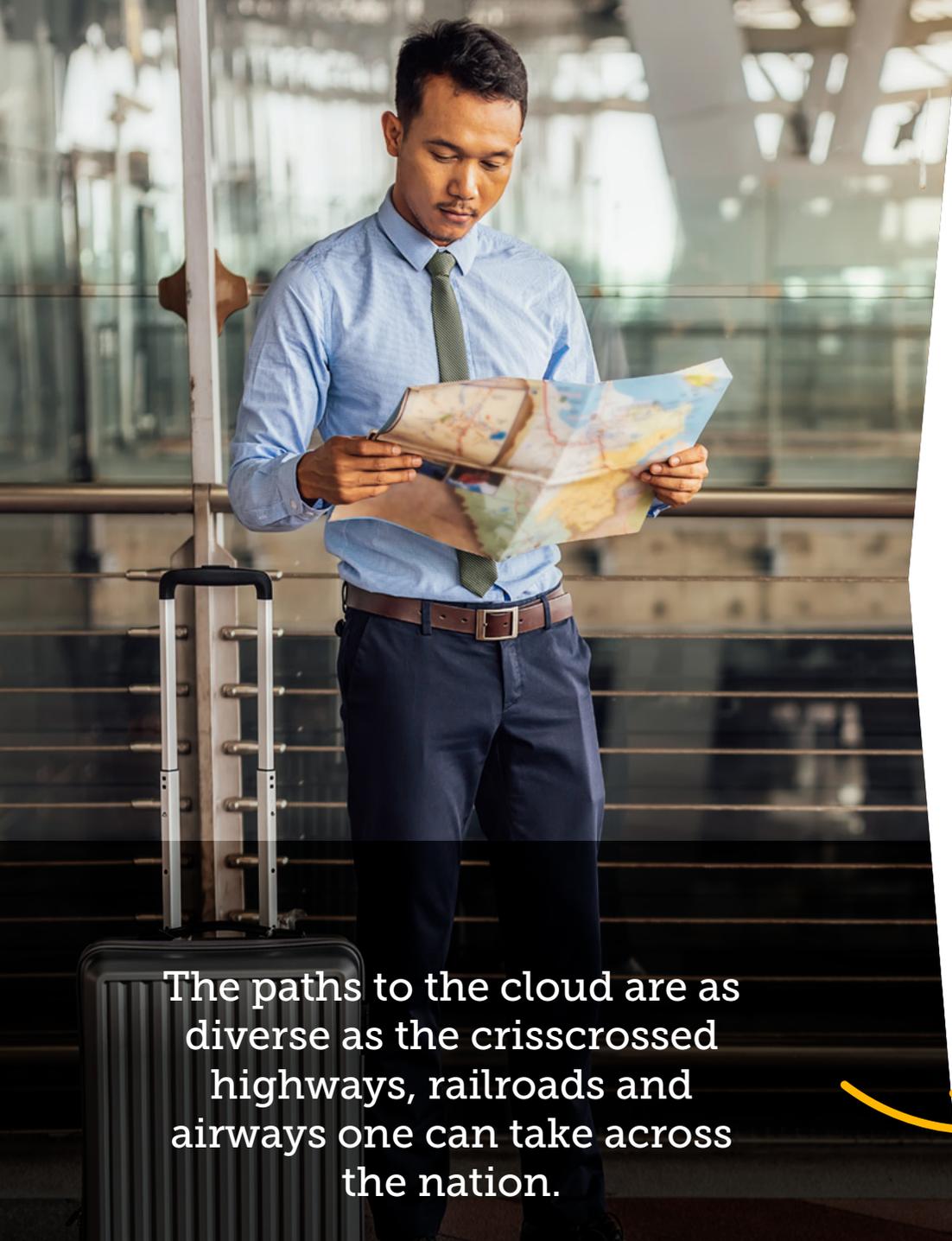
**COST EFFICIENCY:** Enterprises can provision what they need today and then add new features and applications when they need them.



**INSTANT ACCESS:** Employees can use new features as soon as they are available instead of having to wait months or even years to go through testing and refresh processes.



**ADVANCED FEATURES:** By leveraging the virtually limitless processing power and reach of cloud-based systems, new features that harness the potential of AI, IoT, facial recognition and feature-rich video collaboration technologies can be added easily.



The paths to the cloud are as diverse as the crisscrossed highways, railroads and airways one can take across the nation.

## **PLAN** the journey

So, if the cloud is the ultimate destination on your communications technology journey, the question is:

### **“How are you going to get there?”**

The paths to the cloud are as diverse as the crisscrossed highways, railroads and airways one can take across the nation. Since each business is unique, with its own personality and communication system requirements, the path to the cloud will be different for each business. And it will be structured to meet the unique communications needs of the business along the way. Some organizations are unencumbered and can go directly to the cloud, others may require a more scenic route.

Whichever path to the cloud you take, you’ll want to plan your journey carefully. Afterall, you wouldn’t go across the country to start a new life without knowing how you’re going to get there. So why embark on a business communications technology journey without a plan?

And since you can’t know everything about the communications technology that can improve your business, a Mitel Certified Partner can make the planning process a whole lot easier.

**All you have to do is pick a path.**



## **NEED RATHER THAN SPEED** should define the journey

Regardless of which path you take to the cloud, you can't be competitive along the way without a fully optimized communications system. If your employees can't communicate effectively and efficiently with each other, customers and partners, chances are you are missing out on important customer service requirements and potential revenue opportunities

**That's why the journey to the cloud is just as important as the destination.**

### Think strategically

Your journey to the cloud should be an evolutionary modernization process defined by your unique business communications needs. As your business requirements evolve, your business communication system should be a strategic asset that evolves with your business until it makes sense to take that final step to the cloud.

With a strategic approach to your communications system, you can plan to modernize what you already have to meet the changing needs of your employees, your customers and your business. You can reap all the benefits modernization enables from your communications investment. And you can control how technology evolution will affect your operation on your journey to the cloud.

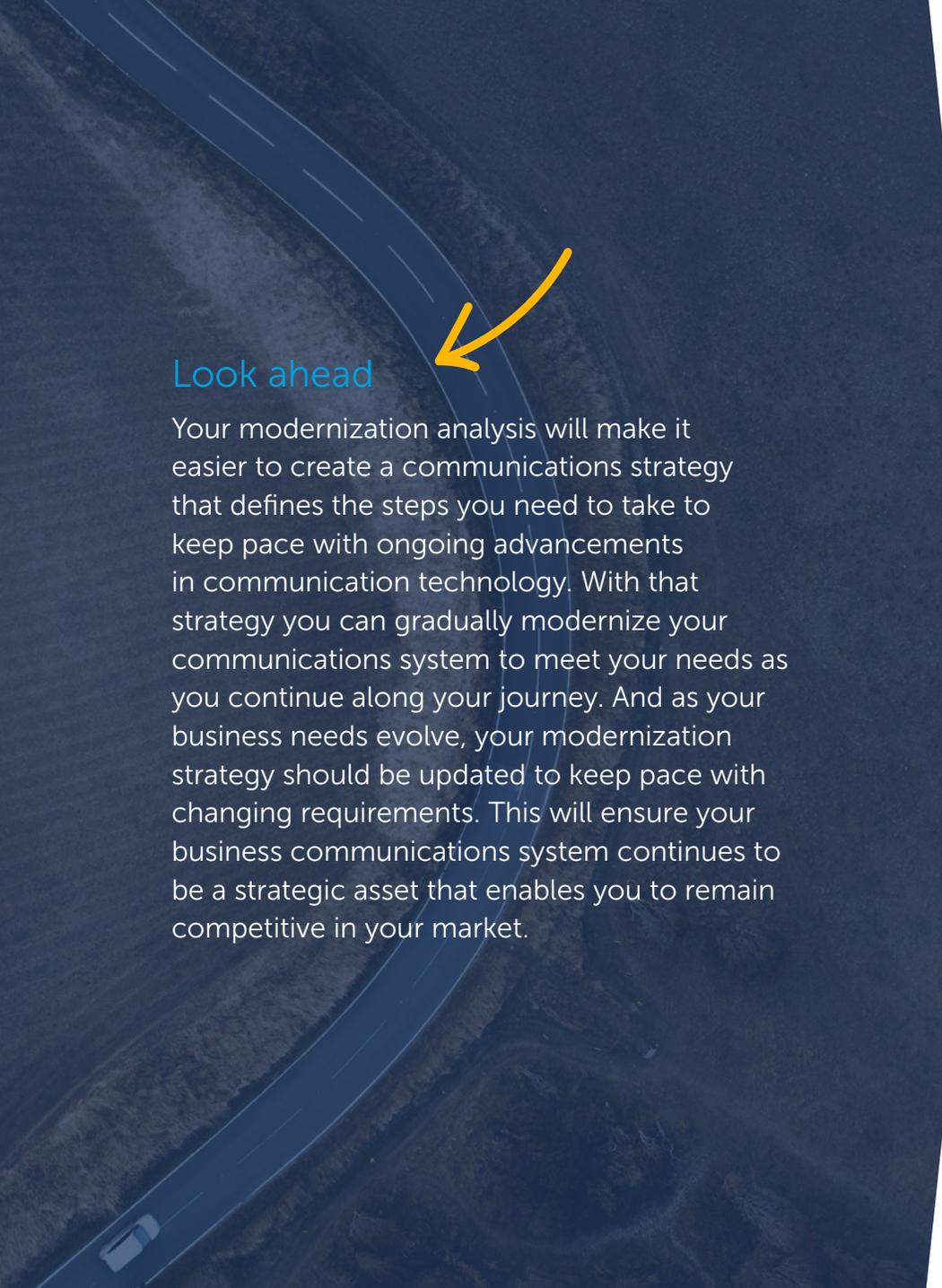
## Modernize to optimize

Start your modernization analysis by taking a hard look at what you have and what you should have to get you where you want to go. Many communications features that may have seemed unnecessary a few years ago are now table stakes in a modern communications system. Likewise, features you thought would improve operations may no longer be delivering the benefits they should be providing.

Focus your efforts on identifying how your system can be optimized to address your current and future business communications needs. This will help you determine when and how to maximize the potential of existing features and technologies with incremental updates that deliver the integrated email, text, chat, screen-sharing, unified communication, collaboration and video capabilities your employees need to stay connected with colleagues, customers and partners. It should also help you determine exactly when it makes sense to make the move to a cloud-based solution.



**Your journey to the cloud should be an evolutionary modernization process defined by your unique business communications needs.**



## Look ahead

Your modernization analysis will make it easier to create a communications strategy that defines the steps you need to take to keep pace with ongoing advancements in communication technology. With that strategy you can gradually modernize your communications system to meet your needs as you continue along your journey. And as your business needs evolve, your modernization strategy should be updated to keep pace with changing requirements. This will ensure your business communications system continues to be a strategic asset that enables you to remain competitive in your market.

## **BUSINESS NEEDS** should dictate your route to the cloud

As technology and your business evolve, your communications strategy should, too. It should be an ongoing strategic effort enabled by the key questions that will inform your decisions on the road to the cloud:

- How do my employees collaborate?
- How does my organization handle customer interactions?
- Do our systems integrate well and do they improve efficiency?
- Are we taking advantage of our system by staying current with all the new features available or are we behind on updates?
- Do we need to move to the cloud to improve efficiency or can we do more with what we have?
- How are we prepared to harness cloud technologies when it is time to make the move?



## **PREPARE FOR THE JOURNEY,** not the destination

As with any journey, there will be specific signposts on your path to the cloud that will help you determine exactly where you are and how far you still need to go. These signposts make it easier to determine if you are on-track or whether you have strayed from your strategically chosen path. Most of these signs will be easy to understand, while you may need to work with a technology partner to navigate others.

### Know where you are before you leave

Before you can create an effective communications strategy that maps your journey to the cloud, you have to know where you are. Since each business is unique, with its own personality and communication system requirements, your starting point will be different than everyone else's. So, you will want to structure your journey to fit your unique situation and your business communications needs along the way.

**A strategic assessment of your communications system will make it easier to map your route using Mitel's hierarchy of telecom needs.**

Based on your starting point on the hierarchy pyramid (found on the next page), you can determine how your business communications systems should evolve to contribute to your daily business operation.

## Start with the basics

Typically, at the beginning of their journey, organizations start with voice service anchored around a phone system that provides table stakes voice communications features and functions, such as dial tone and call handling capabilities. Since today's phone systems are built on software, forward-thinking organizations will add a software assurance program that provides ongoing access to software concurrency updates, standards compliance updates, security fixes, online training and proactive performance monitoring.

## Modernize with collaboration

As the business evolves and more efficient interactions between employees and partners become more important, collaboration features can be added to modernize the system and simplify the way employees talk, meet and share information by bringing together communications and collaboration tools into a single solution.

This makes it easier for employees to connect, communicate and collaborate, from any place and at any time. Video capabilities can be integrated, if required, to enhance team communication with seamless transitions between voice, video and chat capabilities, and enable a true, real-time collaboration experience when it is needed.

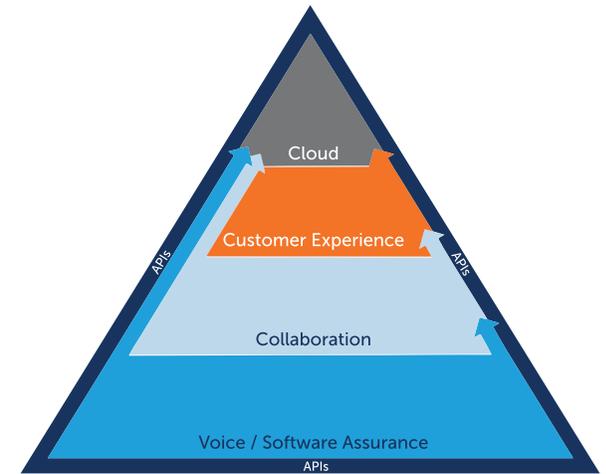
Migrate to Cloud



Do More



Stay Current



## **MOVE** through the hierarchy of telecom needs

Mitel suggests that by taking incremental, low-cost steps through the hierarchy of telecom needs, businesses can enhance and optimize existing communication systems to fortify their short- and long-term communication strategy until they eventually actualize communications in the cloud.





## Move up to omnichannel

Eventually, customer service interactions will have to be optimized to enhance that vital connection with current customers and to attract new customers. At this point, existing systems can be improved with contact center enhancements that offer customers the flexibility to engage with the business with their preferred media and from any device. This requires omnichannel capabilities that enable customers and employees to move between phone, email, SMS, web chat and social media communications tools as needed to create a personalized customer experience.

## Ease into the cloud

Finally, when all the pieces are in place and the business has evolved to the point that it needs more flexibility and scalability from its communication system, migration to a purpose-built cloud solution makes sense. The right solution will provide unified and scalable communications to anyone, anywhere and on any device. It will take communications capabilities to the next level by enabling more mobility, rich enterprise and team collaboration and exceptional customer experiences, without the cost and complexity of scaling traditional, premises-based communications systems to meet evolving business needs.

A woman with long brown hair and a man with a beard and glasses are looking at a laptop screen. The woman is in the foreground, looking intently at the screen. The man is behind her, also looking at the screen. The background is blurred, suggesting an office or meeting environment.

## Navigate with a technology partner

Moving up the hierarchy of telecom needs on your journey to the cloud is easier with a Mitel Certified Partner. As a trusted advisor, your Mitel Certified Partner will be able to clearly explain the various technology options along the way, the difference between an update and an upgrade, the reasons why you should be doing both and the best way to approach the process.

When you're finally ready to move to the cloud, your technology partner will be able to help you understand the different cloud deployment models and make it easier to choose the one that best fits your operation.

**Using the hierarchy of telecom needs as your guide, you can determine how your business communications systems should evolve to contribute to your daily business operation.**



## **CHOOSE THE PATH** that best suits your business

Once you know where you are in your technology evolution process, it will be easier to determine how you are going to make the journey to the cloud.

Since every business is unique, with specific communication system requirements, the road to the cloud is populated by a variety of travelers.

**While some organizations may be ready to go directly to the cloud, others may have to take a more scenic route.**

# Migrate like a college grad



say the cloud is the most critical part of their digital transformation strategy <sup>1</sup>

<sup>1</sup>Source: White Paper "The Only Certainty is Uncertainty" Frost & Sullivan

Organizations that can jump directly to the cloud are a lot like college grads with no roots who can easily book a flight across the country to start a new life in a new environment. Typically, businesses that fit this profile can go directly to the cloud because they are:

- A start-up with no pre-existing phone system
- Business owners who have recently acquired a business and have decided that, rather than trying to integrate the cloud with an existing on-premises system, it makes more sense to bypass the investment in integration and go straight to the cloud
- Organizations that can't afford large capital outlays and can go to OPEX models to get access to technology much more easily
- Businesses with limited IT resources, or highly mobile staff that operates effectively on mobile devices

If your business fits this profile, you can leapfrog to the cloud from your current position in the hierarchy of telecom needs without going through each step in the process because it makes business sense. The fastest route to the cloud will make it easier for you to empower employees with the most advanced communications tools so they can be more connected, efficient and productive wherever they work.

# Migrate like a growing family



of small businesses say that providing employees with efficient communications tools is essential to attracting and retaining talent<sup>2</sup>

Every business can't make that immediate leap to the cloud. Some may have to take a more structured approach to the migration process. These businesses are better off planning their move like a growing family that is going to relocate across the country to start a new life.

Unlike a college grad, a growing family has grown roots in an area and must take a methodical approach to migration. It may want to consolidate and simplify before packing and driving to a new destination. It may decide to make frequent stops at key milestones along the way, and even stay a few days to enjoy the sights and recharge before moving on. And as part of its planning, the growing family may work with a variety of experts to find a home and get integrated into a new community.

Your business fits this profile if:

- You have an existing on-premises system
- You know you will eventually replace your existing system, but you are not ready to leave it behind just yet.

- Your immediate and short-term business needs can be addressed with updates and upgrades that modernize your system until it's time to take that final step to the cloud

This approach makes sense if you plan to keep your on-premises system current with software updates and upgrades that unlock new capabilities on existing hardware as they are needed, such as:

- Advanced telephony
- Mobility, team and video collaboration
- Contact center capabilities
- Communication integration functions

**To capitalize on this approach, work with your Mitel Certified Partner to extend the life of your system and continue to leverage its full potential until you are ready to take that next step to the cloud.**

<sup>2</sup> Source: *Workplace Productivity and Communications Technology Report, Mitel and Kelcor*

Some businesses need a hybrid approach to cloud migration. While they may be ready for the cloud, they know that their existing communications infrastructure can still provide value for years to come. These businesses will fare better if they plan their move like an established family.

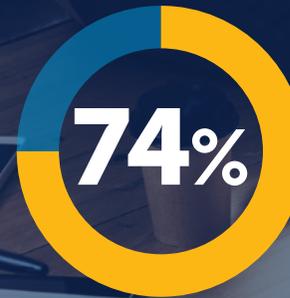
Unlike a growing family, an established family may choose to keep the residence it has lived in for decades and not migrate unless the home can also be moved to a new location. That's understandable. The established family has made a significant investment in the home, and it may not make sense to abandon it completely.

Your business fits this profile if:

- You have an existing on-premises system that has not reached end of life
- Your internal analysis shows your operation would benefit from integrating advanced cloud features with your existing system to leverage the agility, cost efficiency and instant access the cloud offers
- You can adapt your communications system to do more by adding applications that work with your existing system and provide the features and functions you need

**To make sure you get the hybrid solution you need, work with your technology partner to determine how emerging technologies and creative integrations can revolutionize the workflows in your organization to improve efficiency and increase productivity.**

# Migrate like an established family



**of small businesses say that implementing efficient communications and collaboration tools is critical to customer satisfaction <sup>3</sup>**

<sup>3</sup> Source: Workplace Productivity and Communications Technology Report, Mitel and Kelcor



## **CHOOSE MITEL**

### **as your guide to the cloud**

The path your business takes to the cloud and how long it takes you to get there is completely up to you. But whether you plan to migrate like a college grad, an established family or a retiree, Mitel and its Certified Partners are best equipped to guide you on your journey.

### **Trust Mitel partners**

**Our Mitel Certified Partners are trusted advisors who can match your business requirements with the right technology roadmap so that your business doesn't get stranded on the technology superhighway, and isn't left scrambling to add capabilities in an effort to catch up to the competition.**

They can clearly explain the technology paths available and the best way to approach your cloud migration journey. And they can outline the different cloud deployment models available so you can choose the one that best fits your operation.

## Leverage Mitel communication solutions

By working with your partner, you can leverage Mitel communication solutions to get current with your existing system, do more with that system and migrate to the cloud when you are ready.

### And Mitel offers everything you need to keep you on the right path to the cloud:

- **A software assurance program** that makes technology tune-ups easy by providing access to the latest communications capabilities to enhance the ways employees connect with others, provide software concurrency, enable ongoing standards compliance, apply security fixes, provide access to online training and deliver proactive performance monitoring
- **Applications and integrations** that can help businesses improve productivity and do more with their current systems by adding collaboration, contact center and mass notification features and functions
- **Subscription payment models** that make it easier to get current and do more with existing systems, or migrate to the cloud, by subscribing to PBX software bundles that enable private cloud capabilities as part of a strategic cloud migration

