Avaya Cloud Transformation Services

Formulate the right communications strategy, migration path and integration approach

In a recent survey of enterprise clients, nearly half of respondents (47 percent) said they are planning or evaluating their cloud strategic options. Yet at the same time, more than a third of the respondents (35 percent) indicated they were “less than prepared” or “not prepared” to decide what the right strategic option is for their organization.1

These findings aren’t all that surprising when you consider the decisions many enterprises must make regarding communications ownership and delivery models. Business and economic requirements, end-user needs, and communication technology advancements of the past 10 years have driven businesses to this inflection point, and they now face an array of options for unified communications, collaboration and contact center applications. As a result, there are numerous paths companies can take to arrive at their optimal solution, whether it involves an owned, premise-based approach or cloud-based managed services. Whichever path a company chooses should align with its broader corporate and information technology strategies.

Cloud-based communications offer enticing benefits, potentially allowing enterprises to speed their adoption of today’s sophisticated communications capabilities through an operational expense model. Yet there are many considerations to be assessed and weighed in the context of each organization’s situation, including security, service reliability, privacy, network readiness and performance, operational control, and integration with legacy systems.

If your organization faces such a decision, Avaya understands and has experience with these critical business and technology factors. We can help with Avaya Cloud Transformation Services: consulting services that can guide you toward an appropriate strategy for communications ownership and delivery — one that meets your organization’s needs, fits your culture, and aligns with your business goals and strategies.

1Avaya Cloud Communications Readiness Survey, May 2013.
A look at Avaya Cloud Transformation Services

Avaya has significant experience and presence in the Communications as a Service (CaaS) market, offering communications consulting services to both enterprises and cloud service providers (see sidebar discussion). Avaya Cloud Transformation Services can help you answer these critical questions for your internal stakeholders:

- Which communications ownership and delivery model is most appropriate—traditional customer premise equipment, managed cloud services, fully hosted cloud services, or a hybrid approach?
- How do you address your list of challenges and concerns to achieve your return on investment and total cost of ownership objectives?
- How do you integrate the delivery strategy with your current business applications?

Answering these questions will help you refine your investment priorities, determine your return on investment expectations, and show you additional strategic benefits of the chosen approach over time. We help you do this through:

- Financial modeling based on real-world benchmarking.
- Application of best-in-class architecture design that leverages our market-leading and proven reference architecture.
- A cost-benefit analysis approach that justifies future investments in various communications ownership and delivery models.

In this way, not only will you validate your infrastructure investments and start creating a road map for the most appropriate communications ownership model, but you will also understand all of the steps necessary to reach that future state.

Avaya Cloud Transformation Services include: communications delivery strategy, cloud transformation strategy, and cloud design and integration services.

- Develop and present an executive summary of the business case for your key stakeholders.

These services help your internal stakeholders make informed decisions about your communications ownership and delivery model based on empirical evidence and the advice of our highly experienced strategic consultants.

Communications delivery strategy

*Is cloud the right decision for your organization?* Avaya strategic consultants help answer this question by assessing and determining the optimal communications delivery model for your organization based on your business, financial and operational needs. Through a consulting engagement, we:

- Conduct a cost/benefit analysis of communications delivery options in the context of your business.
- Produce a communications infrastructure optimization and recommendations report.

Cloud transformation strategy

*Which of the many cloud options is best for your organization?* If your decision is to move from a capital expenditure to an operational expense model for communications services leveraging cloud-based
communications, we offer this service to help you formulate the optimum approach and identify the steps necessary to move in that direction. Over the course of the engagement, we:

• Analyze business, financial and operating factors.
• Prepare detailed recommendations around the type of cloud communications solution and delivery model.
• Develop operational plans and detailed migration steps.

These activities help address your questions and concerns about cloud services, including issues around security and privacy, service levels, integration of cloud with your existing systems, and network readiness, performance and reliability. They also include the operational steps necessary to migrate to cloud services.

### Cloud design and integration

*How do you design an optimal cloud solution and integrate it with your existing business applications?*

When you are ready for an architectural design and integration plan, our Advanced Solution Architects respond to gather requirements. We prepare designs for communications integration of the recommended cloud solution with your business process and back-office applications, such as your enterprise resource planning (ERP) and customer relationship management (CRM) systems, databases, e-mail, collaboration suite, and contact center applications. These services are available regardless of which type of cloud communications solution you choose—managed cloud, fully hosted cloud or a hybrid of these approaches. In this way, we help you understand and map all the integration points and design elements necessary to arrive at the desired end state.

### Avaya Cloud Transformation Services for cloud service providers

Avaya Cloud Transformation Services additionally support cloud service providers in their efforts to host cloud-based communications applications for enterprise clients. We assist these providers with developing a hosted model and designing a specific solution that meets their business needs and the needs of their enterprise clients. We also support the implementation and launch of that solution. The suite of services includes:

**Cloud communications discovery.** Our strategic consultants identify gaps and opportunities in the service provider’s cloud-hosting strategy and business requirements.

**Cloud communications services strategy.** We perform an in-depth analysis of selected gaps and opportunities in the service provider’s hosting strategy. We also prepare recommendations to address the gaps and opportunities and create a clear set of business requirements to help build a successful and profitable hosted communications business strategy.

**Cloud communications design.** Our Avaya Advanced Solution Architects prepare a design for a cloud communications solution, aligning the service provider’s business requirements and Avaya reference architecture.

**Cloud communications enablement.** We help the service provider implement the hosted solution design, complete the solution documentation, conduct testing and assist in launching the cloud-hosting service.

Through this suite of services, Avaya provides consulting and enablement services that take communications service providers through the process of refining their hosting strategy, defining an architecture that meets their clients’ business requirements, and fully enabling the solution with the client in mind.
Benefits of Avaya Professional Services

Avaya Professional Services is a global organization, trusted by enterprises around the world to help maximize their investments in collaborative communications. We provide an array of consulting services, delivered by 1,500 Avaya specialists with more than 1,000 industry certifications, designed to help you accelerate your return on investment in communications solutions. Whether you are considering new capabilities or simply refining what’s already in place, we can help you enable the full benefits of your communications solution, optimize your current investment and leverage technology to drive innovation within your organization.

Through a global services ecosystem of Avaya employees and authorized partners in 37 countries, we execute more than 2,000 projects of different size and scope each month. This experience enables us to scale our resources to meet your needs. It also gives you access to leading best-in-class practices.

In this way, Avaya will help you refine your communications investment priorities, determine your requirements for return on investment and total cost of ownership, and understand all the potential benefits—both strategic and tactical—available over time from the solution you choose.

Learn more

For more information about Avaya Cloud Transformation Services, please contact your Avaya Account Manager or Authorized Partner or visit us at avaya.com/professionalservices.