



Professional Services

Avaya Cloud Transformation Services

Formulate the Right Communications Strategy, Migration Path and Integration Approach

By 2018, at least half of IT spending will be cloud-based, reaching 60% of all IT infrastructure, and 60-70% of all software, services, and technology spending by 2020¹. Additionally, 74% of Chief Financial Officers (CFOs) say cloud computing will have the most measurable impact on their business in 2017².

These findings make it clear that enterprises have recognized the value in flexible communication ownership and delivery models. Rapidly changing 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 transformational communications and customer engagement applications. As a result, there are numerous paths companies can take to arrive at their optimal solution, whether it involves a premise, cloud or hybrid approach. Whichever path a company chooses should align with its broader digital transformation strategy.

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.

1. IDC FutureScape: Worldwide Cloud 2016 Predictions—Mastering the Raw Material of Digital Transformation, November 2015, IDC #259840
2. 2017 BDO Technology Outlook Survey



Avaya is the Market Leader in Communication Services and Has Significant Experience in Cloud Delivery.

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. Whether it be a hybrid approach within specific areas of the business or a complete transformation from premise to cloud we have the skilled resources who can work with you to develop and implement the optimal solution.

A Look at Avaya Cloud Transformation Services

Avaya is the market leader in communication services and has significant experience in cloud delivery, 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, public cloud, private cloud, 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.

There are numerous paths companies can take to arrive at their optimal communications solution, whether it involved a premise, cloud or hybrid approach. Whichever path a company chooses should align with its broader digital transformation strategy.

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.

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.
- 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.

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.



We Help You Understand and Map All the Integration Points and Design Elements Necessary to Arrive at the Desired End State.

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 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, email, collaboration suite, and contact center applications. These services are available regardless of which type of cloud communications solution you choose—public, private 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 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.

Avaya Professional Services is a global organization, trusted by enterprises around the world to help maximize their investments in customer and team engagement solutions.

Through a Global Services Ecosystem of Avaya Employees and Authorized Partners in 37 Countries

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 innovation within your organization.

Through a global services ecosystem of Avaya employees and authorized partners in 37 countries, we execute thousands of 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.

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.

