

THE ESSENTIAL POCKET GUIDE TO DIGITAL TRANSFORMATION IN THE CLOUD



A guide from Mitel

 **Mitel**[®]
Powering connections





Introduction

In today's fast-moving business landscape, the convergence of mobile, social and cloud technologies is disrupting how work is done and quickly changing the expectations customers have for the companies they do business with. To stay competitive, businesses need to connect people, devices and data in ways that increase productivity and deliver exceptional customer experiences.

Unified communications and collaboration (UC&C) play a central role in helping organizations achieve these goals. They serve as the link not only between employees but also between businesses and customers or other external stakeholders.

This guide includes practical tips to help your organization accelerate digital transformation and make the best choice when it comes to UC&C.

Contents

- 1 | Digital Transformation in Today's Market
- 2 | Why Digital Transformation is Driving the Move to the Cloud
- 3 | Which Cloud? Comparing Cloud Models
- 4 | Finding the Right Fit: Factors to Consider
- 5 | Solutions & Resources

Digital Transformation in Today's Market

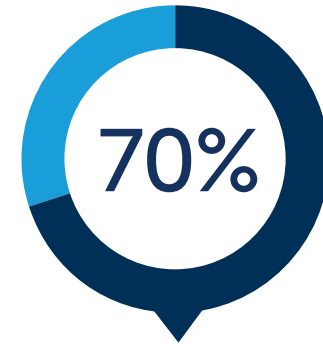
Customer Expectations are Changing

You don't have to look far to see how quickly customer expectations are changing. Consumers expect the companies they do business with to respond instantly, personalize offers and deliver goods almost immediately.

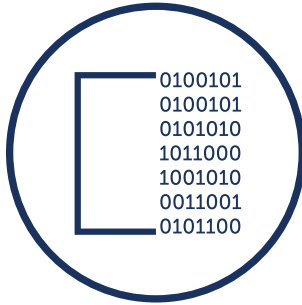
These types of expectations have a big impact on how businesses need to operate to effectively compete in today's market. Business and IT leaders are being asked to do more, faster than ever before—and often with fewer resources. Speed is the new driver of success.

So it's no surprise that IT decision makers cite increasing operational efficiency, enhancing overall business efficiency and improving customer experience as their top priorities.*

**Source: MuleSoft Connectivity Benchmark Report 2018*



of IT leaders say
increasing business
efficiency is a key
priority.*



The Case for Digital Transformation

The need to strategically rewire operations to support a broader variety of customer interactions is driving the need for digital transformation—the process of using technology to connect people, devices and data.

And the rationale behind it is simple. Effective use of technology increases efficiency. This improves employee productivity and frees up time to address customer expectations. From there it is easier to differentiate the value your business offers compared to your competitors. Better service and more value leads to happier customers, more revenue and faster growth.

The Role of Communications and Collaboration

At the heart of every successful digital transformation plan is a UC&C strategy, and logically so. Communications and collaboration are the link not only between employees themselves but also between employees and devices that drive operational workflows and, most importantly, between employees and your customers.

Questions to Ask: Aligning Your Team for Digital Transformation

Digital transformation requires a cross-functional plan, particularly when it comes to something as central to your business as communications technology. Ensure alignment with key teams and decision makers in your organization by using questions like these to drive conversation.

1. What are your organization's top 3 short- and long-term priorities?

It may seem obvious, but a clear understanding of your organizational priorities is a key starting point for any technology decision. Are you looking to drive growth? Is a top-notch customer experience your differentiator? Do you need to maximize the productivity of a growing remote staff?

2. What are the top 3 communications challenges that could hinder your team from achieving those priorities?

Know how your communications impact organizational priorities. Where are there currently gaps or inefficiencies? What is the impact on productivity? How do they affect the experience your customers have? Do they help/hinder your organization's ability to differentiate itself? Do they help/hinder your bottom line?

3. What other digital transformation initiatives does your organization have in progress or planned?

Remember, digital transformation is about connecting people, devices and data to make your organization more productive and efficient. Make sure your communications and collaboration strategy aligns with and enhances other technology and workflow initiatives to become a value multiplier.

An effective UC&C strategy can help businesses recoup up to **\$11,000 PER EMPLOYEE PER YEAR***

**Source: Webtorials Workplace Productivity and Communications Technology Report*

Why Digital Transformation is Driving the Move to Cloud

Every business is moving to some type of cloud.

Cloud technologies are both enabling and accelerating the ability to drive digital transformation. Their ability to allow workers to be productive and work more effectively regardless of location, device or time zone is hard to ignore. They can be deployed rapidly with minimal to no maintenance, making it possible for businesses to respond more quickly to changing market and customer dynamics.

With 80% of today's global workforce working in a deskless environment*, cloud-based solutions are both useful and pervasive. Chances are, your business is already using cloud technologies for one or many aspects of your daily operations for that very reason. If you're using solutions like Salesforce, Office 365 or Google Analytics, you're already in the cloud. It would be a natural continuation of your digital transformation process for your communications and collaboration capabilities to follow suit.

**Source: desklessworkforce2018.com*



of today's global
workforce is
deskless.*

Which Cloud? Comparing Cloud Models

Which Cloud?

How companies leverage cloud technologies plays a critical role in the speed and scale of their success.

So the question to ask is not *if* you'll move your communications and collaboration to the cloud, but *which cloud* is right for you?



Public Cloud – UC&C solutions are hosted in a multi-tenant architecture model on the vendor's network and managed by the vendor



Private Cloud – UC&C solutions are hosted in a single tenant, multi-instance environment that can be managed by the vendor, the customer or a third-party partner



Hybrid Cloud – A customer leverages an existing premise-based UC&C solution while utilizing a public or private cloud model to support satellite sites or specialized applications

Why Businesses Choose Public Cloud

Public cloud, or unified communications-as-a-service (UCaaS), offers businesses an easy to use, end-to-end solution that requires minimal IT involvement or expertise. Public cloud solutions are often favored by small-to-mid-sized businesses (SMBs) or large organizations that are looking to ensure their UC&C follows a cookie-cutter approach across many locations, for example in a retail store or franchise environment.

Public cloud (UCaaS) solutions are an ideal fit for businesses that need:

- **Speed:** Public cloud architecture supports fast deployments and rapid growth, plus regular, automated feature and security updates
- **Ease:** Plug-and-play design creates a simple, streamlined experience for end users and reduces maintenance for IT
- **Built-in Integrations:** Frequently includes standard integrations to common SaaS solutions via pre-built APIs
- **Flexibility:** Multi-tenant architecture can provide greater flexibility around network resources to support business changes, seasonality or growth
- **Predictability:** Out-of-the-box solution means predictable monthly expenses

Why Businesses Choose Private or Hybrid Cloud

Private and hybrid cloud offer the flexibility of cloud services with the control of a traditional on-site solution. Private and hybrid models are often popular with mid-sized businesses to large enterprises that have more complex requirements and a greater need to support those requirements at scale.

Private and hybrid solutions are an ideal fit for businesses that need:

- **Control:** IT team requires a greater ability to manage features, security, compliance and users
- **Support for Complexity:** Enables advanced call control, contact center and SaaS integration capabilities to support more complex workflows or specialized requirements
- **Customization:** Supports more customized experiences for different users or locations with customizable APIs
- **Reliability:** Single-tenant architecture provides greater control over compliance requirements, plus optimal network resources to minimize potential downtime
- **Need to Leverage Existing Investments:** A hybrid approach can be great for organizations that recently invested in an on-site solution yet are looking to take advantage of the flexibility and latest innovations offered through the cloud

Finding the Right Fit: Factors to Consider

Factors to Consider in Choosing a Cloud Deployment Model

Now that you have perspective on why businesses might prefer one approach over another, it's time to consider these factors in context of your business. To give yourself a quick idea of which model might be right for you, read through each factor in the table below and select which statement better suits your business needs.

	Public Cloud (UCaaS)	Private or Hybrid Cloud
Control	Prefer features, security and compliance being regularly and automatically released	Need control over when and how features, security and compliance measures are released
Deployment Speed	Fast deployment is a key benefit	Speed of deployment may be traded to support customization
Customization	Built-in integrations with popular software applications	Ability to support custom integrations (e.g., proprietary apps, specialized industry software)
Contact Center	Minimal or standard contact center needs	Advanced or complex contact center needs
Architecture	Comfortable in a multi-tenant architecture model	Prefer a single-tenant architecture model
Legacy Considerations	Non-existent or not a factor in the decision process	May be looking to leverage an existing premise investment in a hybrid approach

Questions to Ask: Which Cloud is Right for You?

As you work through the evaluation process to consider the UC&C strategy for your organization, it will be important to have in-depth conversations with internal stakeholders and your prospective partner or provider. Use these starter questions to begin looking at how your communications solution aligns with your organizational priorities:

1. If you were to rank the factors of consideration, which two are most critical to your organization's success?

Since the benefits of public, private and hybrid cloud solutions are distinct, your team's answer to this question will likely aim you in the right direction. Use it as a means of prompting further conversation with your partner and/or provider to understand their capabilities in the areas that matter to your business.

2. What is the bandwidth and expertise of your IT resources?

All cloud-based technologies can help to minimize the load on your IT team. However, a deeper IT engagement will be needed if your business has more complex integration or workflow requirements. Encourage transparency among your team on the level of expertise and bandwidth you have internally to support your requirements. Use it to guide your selection of both your technology solution and the partner or provider you choose.

3. What is the composition of your workforce?

Analyze the makeup of your employee base and their needs. Are employees centralized in one or a few locations or do you have a large contingent of remote and mobile workers? How do different groups of employees use communications or collaboration tools to perform daily tasks? Is the average employee a relatively sophisticated technology user or not?

Questions to Ask: Vetting Your Technology Partner

Whether you're tackling overall digital transformation initiatives or ready to enhance your UC&C strategy, a good technology partner will have the expertise to help you work through the considerations that go into making a smart investment. Here are a few initial considerations:

1. **Be clear on which features are important for you to see.** Will they support and enhance your most essential workflows? How easy are they to use? How frequently are new features released?
2. **Understand the integration capabilities.** What integrations are offered out-of-the-box? Has the partner or vendor done integrations with proprietary applications or a specialized vertical application that you rely on?
3. **Think ahead and be sure your partner is doing the same.** How easy is it to keep up with advancing technologies like IoT or chat bots as your business explores those capabilities? What experience does the partner or vendor have working with these types of solutions?
4. **Inquire about implementation and support.** How will the implementation process work? What will be required of your team and employees? What are the options and costs for ongoing support and maintenance?
5. **Ask to test it out.** Whether you trial a certain site or group of employees, doing a pilot program or proof of concept can help you and your partner work through any nuances in a contained manner and lead to a more seamless overall deployment.

DIGITAL
TRANSFORMATION

THE MOVE
TO CLOUD

WHICH CLOUD?

FINDING THE
RIGHT FIT

SOLUTIONS &
RESOURCES

Solutions & Resources

Partnering with the Right Provider

Mitel helps companies accelerate digital transformation by making communications and collaboration seamless. Innovation has been central to our DNA for five decades, enabling us to continuously deliver industry-leading solutions for call control, collaboration, contact center, advanced APIs and more.

#1 in cloud worldwide

Mitel is the only provider that offers the choice of public, private or hybrid cloud deployments, ensuring you get the cloud solution that's right for your business.

Future-proof solutions and architecture

With technologies like IoT and AI, Mitel solutions are built to help you be more efficient today, while ensuring you're set up for success tomorrow—regardless of which cloud path you take or when you take it.

Powered by Google Cloud

Through our partnership with Google Cloud, Mitel leverages the powerful Google Cloud Platform for greater cloud reliability and security while tapping into innovative AI and machine learning capabilities to deliver more intelligent customer experiences.

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THE MOVE
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Resources to Help Your Transformation

Interested in learning more? Download our free resources to help your business accelerate its digital transformation journey.

You'll find:

- Digital Transformation for Dummies
- Delivering a Digital Customer Experience for Today's Mobile Consumer
- MiCloud Flex vs 8x8 and RingCentral – Tolly Enterprises
- Links to helpful blogs and customer case studies
- And more

Visit www.mitel.com/roadshowresources or contact your Mitel partner for a consultation.

Summary

The fastest-moving companies collaborate better

As today's technology landscape and associated customer expectations continue to rapidly evolve, businesses are accelerating their digital transformation efforts to increase operational efficiency. The most successful organizations know that a smart UC&C strategy is not only central to ensuring effective digital transformation, but can also become a competitive advantage.

Cloud communications are helping businesses realize this potential faster than ever before. With options for public, private and hybrid cloud deployment models, you have the ability to choose how your business moves forward in the cloud. Choosing experienced technology partners and providers that can offer the full range of cloud communications solutions, along with guidance throughout the consideration process and lifecycle of the solution, will ensure you make the best choice for today and your business' future.





About Mitel

Mitel is a global market leader in business communications, powering more than two billion business connections with our unified communications and collaboration (UC&C) solutions. Mitel helps businesses and service providers connect, collaborate and provide innovative services to more than 70 million business users in over 100 countries.

For more information, go to www.mitel.com and follow us on Twitter [@Mitel](https://twitter.com/Mitel)

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