

eBook

# The Business Case for Webex Calling

Considerations for migration to cloud calling and collaboration.



Collaboration

## Cloud calling meets collaboration

Today's modern workforce expects a modern workplace. They require a comprehensive collaboration solution that gives them the flexibility to connect their own way. They're tech savvy and "multi-device", hopping between their computer, mobile device and desk phone as they collaborate. Their jobs are done in multiple locations, working from the office, at home, at desks, in conference rooms and on the road.

Most IT teams find it difficult to meet these expectations. The typical large enterprise supports a complex and often dated mix of calling and collaboration solutions. Many find their vendor list growing across calling platforms, video conferencing solutions, and messaging apps. This complexity is often expensive, hard to manage, and delivers a sub-par user experience; too many tools dampen productivity.

Worse, this mix of sanctioned and unsanctioned apps poses a serious security risk. What data is being captured? Where is it stored? Who has access to it?

### Key challenges

Unified Communications (UC) can provide organisations with an advanced and flexible communications framework providing the end-user with a suite of messaging, audio, video, content sharing, and meeting functionality. Integrated across apps, devices, personal and shared meeting spaces, and integrated into their daily business workflow. Leading cloud UC solutions enable organisations to deliver features and integrations faster and more securely than premise-based architectures allowing microservices, centralised security, monitoring and analytics, and extensive API's to combine to create a more reliable service with a rapid feature delivery tempo. The end-user gets a modern communications and collaboration experience, and the organisation gets a complete, secure and cost-effective service, with better and simpler management.

Today, the majority of organisations calls flow through PBXs, gateways and devices located on-premises in the data center. Premises based calling systems represent a significant investment and often include complex integrations.

### Where Cisco fits in

Cisco has a unique perspective on these challenges, thanks to its market leading position across both on-premises and cloud-based UC. Its mission is to deliver a path to the cloud by leveraging on-premises solutions providing a fast track to an advanced and fully unified communications experience, with some workloads and locations remaining supported on-premises until they are ready to move.

Webex Calling delivers a fully cloud-native, enterprise-class calling platform, integrated with the latest Webex Meetings, Team Collaboration and meetings feature sets, underpinned by Cisco's security and admin experience. It combines years of learning and related technologies across well known, proven and trusted solutions, all anchored in the Webex cloud.

## Market Trends

While the majority of workforce communications remain on-premises this is changing rapidly as the cloud now represents the fastest growing segment of the UC market. Cloud has matured rapidly over the last ten years, providing richer functionality, greater security, better uptime, and rapid delivery of user experience enhancements required by today's modern workforce. The result is a market in transition as seats are moving from the data center to the cloud at a rapid pace.

The UC cloud is set to grow from 46M to 113M seats by YE 2023, with over 67M new calling enabled cloud users entering the market.

(source Wainhouse 2019 UC Forecast).

## Not all cloud providers are built for every organisation

The increased demand for cloud collaboration services has driven an explosion in the number of vendors competing for attention. The growing number of solutions can create confusion and difficult tradeoffs for organisations and their stakeholders. Careful evaluation across features, support models, and total project costs is warranted.

UC market share estimates indicate that most vendors cater predominately to one market segment and or a limited number of vertical markets. Cisco, however, leads in the small and medium-sized business (SMB), Mid-market, and mid to large enterprise (MLE) segments through a broad product portfolio.

### Cloud Share SMB <100 seats

Vendor	Share
Cisco	73%
Metaswitch	9%
Ring Central	7%
Mitel	4%
8x8	3%
Other	4%

### Cloud Share Mid-market 100 1k seats

Vendor	Share
Cisco	52%
Mitel	17%
Huawei	8%
Avaya	6%
Microsoft	6%
Other	9%

### Cloud Share MLE >1K seats

Vendor	Share
Cisco	43%
Avaya	23%
Mitel	13%
Huawei	11%
Microsoft	7%
Other	3%

## End-user requirements

A unified calling and collaboration platform is a critical element of transformation strategy, accelerating individual and team productivity and effectiveness, improving customer engagement, and improving the value of information through business process integration. Today's end-user expects more.

- **Consistent experience:** pivoting between different access methods (e.g. dial in, click in, sign in), user interfaces (UI) and overall user experiences (UX) creates numerous points of friction, kills productivity and delays and disrupts calls and meetings. Today's unified platform approach enables a consistent user experience for calls, meetings, team collaboration, whether on personal devices or in the conference room.
- **Intelligent collaboration:** modern UI and UX experiences are being driven by Artificial Intelligence (AI) and Machine Learning that learns and anticipates user's needs and habits. Offering a seamless flow of intelligent information to reduce calling and meeting friction points and provide meeting insight.
- **Integrated workflow:** today's modern workforce requires collaborative toolsets beyond voice calling and conferencing that adds more comprehensive and integrated functionality that is much easier to achieve in the cloud. Business process integration into your cloud calling and collaboration platform brings critical data and communication together where they belong.
- **Agility innovation:** keeping functionality and user experience up to date requires feature velocity, costs and workflow automation that only the cloud can provide. The cloud delivers a modern experience with a faster pace of innovation than is possible with a premises based solution.



## Cloud calling deployment priorities

The focus on cloud calling and collaboration is driven by IT priorities that align with their primary workforce goals: productivity, reduced complexity and cost, and increased security and quality IT.

IT leaders quote the following objectives as they evaluate a transition to the cloud:

- **Consolidate and effectively manage:** platforms complexity and solution fragmentation create an unmanageable environment. The cloud represents an opportunity to consolidate these disparate solutions into a common framework, providing end to end analytics and control over the user experience and solution adoption.
- **Comprehensive security:** most IT teams acknowledge they have a range of known and unknown security gaps within their environment. They also acknowledge that today's enterprise cloud delivers a higher level of security than they can implement cost-effectively.
- **Cost and scale flexibility:** the move from hardware to software for communications has driven a shift from CAPEX to OPEX based consumption models. This requires a cost model that scales up and down as needs change, all the while delivering a continuous stream of feature and service improvements with support and maintenance costs included.
- **Advanced intelligence:** the key to workplace transformation is the cloud's massive compute and storage resources. There's a reason enterprise AI was born in the cloud and IT decision makers see the opportunity to apply this evolving intelligence to calling and collaboration.
- **Support flexible workspaces:** with the move to remote work and flexible workspaces, communication and collaboration must be adaptable to provide a consistent user experience and performance anywhere. Collaboration devices must support meeting spaces of every size and individuals wherever they are working from. This requires supporting a range of devices, granular management and analytics with real-time quality assurance and innovative space utilisation and environmental performance management.
- **Simplicity and openness:** the average enterprise has two or more different PBX vendors in production, numerous UC capable solutions, and often uses 2 to 3 (or more) meeting solutions. These solutions also require ongoing integration with multiple other business systems to support integrated workflows. For IT to meet their security, quality, and cost mandates, they need to simplify their communications environment and integration capabilities.

## Cloud calling evolution

Most IT decision makers find themselves at a crossroads either upgrade the outdated PBXs in their data centers or make the move to the cloud. The answer always includes a cost benefit analysis what are my costs to upgrade on premises, how do they compare to the cloud, and what else will I get by moving to the cloud?

The Webex cloud solution offers compelling benefits: fully integrated collaboration and operational simplification.

## Why consider Webex Calling?

Cisco is unique in that they are an early leader in both on-premises and cloud-based calling; with an estimated 45% on-premises market share and 61% in cloud calling. They also recognise enterprises with an on-premises estate have both a desire to move calling to the cloud, and a challenge due to cost, complexity, and extensive existing system integrations.

Four Cisco collaboration pillars guide strategy, development, and client engagement:

→ **1. Connecting is more than a meeting**

A complete and intelligent business collaboration should accelerate productivity.

→ **2. Work is not where you go**

A broad and intelligent device portfolio should enhance user experience and management.

→ **3. Create customer delight**

AI in the contact centre platform enhances customer engagement.

→ **4. Make IT hum**

A secure, reliable and scalable global platform lowers complexity and total cost of ownership (TCO)

## Cisco collaboration strategy

### → 1. Unified user experience

A single app with an intuitive and consistent experience across platforms and applications enables easy integration and migration of workloads and deployment models.

### → 2. Flexible cloud migration

Support existing on-premise estates while enabling hybrid deployment and gradual transition of workloads to the cloud.

### → 3. Open integrations and an app ecosystem

Provide interoperability within and outside the Cisco portfolio. Critical integrations such as Microsoft Office are built-in, while an app ecosystem and API's support hundreds of additional integrations.

### → 4. Commercial flexibility

Make the customers journey with Cisco simple and flexible easy, e.g. simplified agreements and buying flexible plans across on-premise and cloud deployment.

### → 5. Security: built-in, not bolted on

Provide deeply integrated end-to-end security - encrypting all data 'in transit and at rest' - for apps and devices deployed both inside and outside the enterprise.

### → 6. Collaboration intelligence

Guide interactions to make work more productive on the individual and the organisational level. AI and voice recognition provide contextual data and insights based on user profiles, preferences, and past interactions to support peer-to-peer and group workflow.

## The Cisco Webex calling value proposition

**Capabilities:** Cisco Webex Calling is an integral part of the Cisco Webex Collaboration suite which delivers the following benefits:

→ **Full collaboration stack**

Complete integrated suite of calling, video meeting and collaboration applications and devices.

→ **Unified user experience**

A single modern user interface and experience via the Webex Teams modular client. One app that can be configured for any combination of workloads calling, video meetings, team collaboration and integrations with popular business applications like Microsoft Office, Google and Slack.

→ **Unified management**

A single portal to monitor and manage the full stack of apps, devices, security, network, and space utilisation from the Webex Control Hub.

→ **Openness/Integrations**

120+ Webex Teams integrations and fully supported developers' program for integrations and bots, API/SDK, workflow connectors, and custom development.

→ **Intelligence**

Provides people insights, device connectivity assistance, speaker tracking in video meetings, and more to assist and ease collaboration.

→ **Integrated devices**

Video collaboration, headsets, desk phones, mobile, and desktop PCs are integrated and work together seamlessly through the Webex Collaboration suite.



Scale, reliability and security are key enterprise concerns when assessing cloud deployment. Cisco Webex Collaboration offers the following deployment benefits:

→ **Dedicated, real time optimised Webex Cloud**

Webex has been a pioneer in cloud-based collaboration, supporting enterprise meetings for almost 25 years. During this time, Cisco has been busy updating, augmenting, and evolving its Webex Cloud to become a complete real-time enterprise communication and collaboration platform. It is supported by a global network of redundant data centers connected by a managed dedicated network optimised for the latency and throughput required for real-time communication performance.

→ **Cloud-native**

Cisco has built calling technology directly into the Webex cloud; this is a native service, not a hybrid integration between disparate clouds. This native integration creates a unified architecture for Calling + Meetings + Team Collaboration experience, leveraging common microservices and compatible with a broad range of Cisco's existing audio and video endpoints.

→ **Security from the ground up**

Webex Collaboration Cloud is protected by physical and network access controls, infrastructure monitoring and management controls, with end to end encryption. In addition, it maintains industry certifications for ISO 27001, SOC 2 Type II, FedRAMP, C5 attestation, and Privacy Shield Framework.

→ **Reliability**

Extensive redundancy and performance monitoring with a single enterprise view of Quality of Service (QoS) via Webex Control Hub end to end monitoring of apps and devices across various telcos and service providers to ensure a consistent quality of voice and video calls.

## A flexible path to the cloud

Given Cisco's experience and insight into both on-premises and cloud collaboration, Cisco has put a lot of thought into the cloud transition and migration path. At the core of this is an optimised strategy that evolves on-premises Cisco Unified Calling Manager (CUCM) and other PBXs with Webex cloud calling (Webex Calling), collaboration, and control.

### → Hybrid deployment and cloud transition

Webex Edge for Calling allows Cisco UCM and third party PBXs to be connected to the Webex platform and Webex Calling enabling a hybrid deployment with a single unified user experience. It also provides cloud-based integration and management of enterprise wide dial plans, least cost routing, user profiles and third-party app integration. It protects on premises investments while enabling a path to the cloud at an organisations own tempo migrating some locations/users/workloads to the cloud while keeping some on-premises. Webex Edge for Meetings allows enterprises to significantly reduce PSTN expenses and provides hybrid on-premises and cloud video solutions.

### → Flexible commercial model

The Cisco Collaboration Flex Plan and the Webex Work Plan include calling, meeting and contact centre functionality and provides access to Webex Teams at no charge (depending on subscription selected). Each subscription can be provisioned on CUCM, in the enterprise data center, or the Webex Cloud. All of which drives consolidated procurement and billing, while users migrate from on-premises to cloud over time.

### → Flexible PSTN options

Enterprises can purchase a voice plan or leverage their existing provider through bring your own carrier (BYOC) option. BYOC is supported either through a local PSTN gateway or through a direct connection via the Webex Cloud. Webex Edge for calling and Webex Control Hub provide centralised management of dial plans and features across premises and cloud.

## Summary

In summary, today's cloud calling integrated into a unified collaboration suite increases productivity, reduces complexity and costs, frees up IT resources to focus on your core business, increases security, and increases the value of your communication services.

- **Secure:** dynamically updated best in class security.
- **Complete:** seamlessly integrates calling, meetings, team collaboration and contact centre across all desktop and mobile devices.
- **Flexible:** supports all workspaces and devices with a unified experience.
- **Manageable:** provides real-time analytics and integrated control across all workloads.
- **Intelligent:** AI and machine learning enables constant learning to inform, advise, and improve.
- **Commercially flexibility:** reduce TCO by lowering CAPEX and optimising OPEX across both cloud and on-premises.

## Where Forfusion fits in

With a broad range of experience and accredited expertise, we help you visualise your collaboration strategy and turn it into a well-executed plan, whilst balancing risk mitigation and innovation. Combined with ADIOlogy®, our process-driven, measurable, integrated and customer-first method for all aspects of engagement and solution delivery, we'll uncover your needs and together we'll help fulfil your digital potential.

### Our Advanced Specializations are:



Advanced Enterprise  
Networks Architecture



Advanced Collaboration  
Architecture



Advanced Security  
Architecture



Customer Experience  
Specialized



Collaboration SaaS  
Specialized

Our engineering and support teams hold between them the following Cisco certifications:

61x CCNA

7 x CCNP

4 x CCIE

# ADIOlogy® tried and tested framework for digital transformation



## Assess

Our expert team will get to know your business to determine its readiness for new collaboration technology, applications and services, understanding your unique issues, objectives and infrastructure requirements.



## Design

Forfusions team of consultant's design solutions to address the ever-changing needs of your business, creating the ideal communications and collaboration environment for your organisation. We will take into account an environment that unifies the user experience yet accommodates different modalities of working: in-office, remote and mobile; individually, in groups, and each in different work modes: working meetings, presentations, creative collaboration, etc.



## Integrate

Working closely with our consultants and engineers and your internal teams, our highly skilled and experienced integration team ensures the accurate delivery of every design solution in line with your business requirements. On-premises, hybrid, and the cloud can be seamlessly mixed and matched to allow your organisation to migrate at their own pace. We provide the expert assistance you need to develop implementation plans that validate, migrate and integrate new technologies into your network.



## Operate

Our operational delivery will not simply focus on technical maintenance but continually innovating to maximise your investment value. We want to work with you in a way that best guarantees results that go the distance. We'll develop success metrics that include measurements covering ROI, operational and financial risk mitigation, compliance, and customer satisfaction and adoption. We'll work tirelessly to maximise the value that the transformation brings.

## Why Forfusion

We don't claim to do everything; however, where we proclaim expertise, we deliver impeccably and with incredible people. Whilst there are many compelling reasons our customers choose to work with us, we have listed the top nine below that we consider to be the most prominent.

- 01 Trusted by Cisco**  
We are one of the largest single resource suppliers to Cisco's Customer Experience team (formerly Advanced Services) in the UK.
- 02 Extensive Cisco accreditations**  
We have more Cisco accredited engineers and consultants than any other partner headquartered in the north.
- 03 Personnel profiles**  
We provide profiles of named engineers, consultants and project managers, highlighting skills and experience for review before our customers engage.
- 04 Trusted by Central Government**  
We have a proven track record of delivering solutions that run mission-critical and lifesaving services for NHS trusts and civil service.
- 05 Fixed priced projects**  
We are confident in our delivery, which means we are able to run fixed cost projects, meaning we carry the risk, instead of our customers.
- 06 Disruption through innovation**  
We have an impeccable track record in displacing large, and often global, cumbersome systems integrators.
- 07 The ADIOlogy® Method**  
We developed our own proven way to assess, design, integrate, and operate solutions, guaranteeing repeatable success, and maximising ROI.
- 08 Strict adherence to standards**  
We align with PRINCE2, TOGAF, ITIL and ISO, and deliver services with security cleared personnel where required.
- 09 Customer success plans**  
We don't walk away after project delivery; we provide and adhere to success plans to ensure our customers are confident in operating new technologies.



Discover the benefits of migrating to cloud calling and collaboration services today.

Register to watch our free on-demand webinar.

Free on-demand webinar →