

Break Free from Your On-Premises PBX

De-risk your move from Avaya to the cloud with 8x8



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The evolution of enterprise communications is happening at a breakneck pace. Your customers demand reliable, high-quality communication experiences, and employees need the tools to exceed those expectations and remain productive at the office, at home, or on the go. Outdated, inflexible on-premises communications systems that tether your workforce to their desks are no longer an option. It can be tempting to adopt an “if it ain't broke, don't fix it” attitude, but telephony is a mission-critical service—and the cost of doing nothing can be even more expensive than making a change.

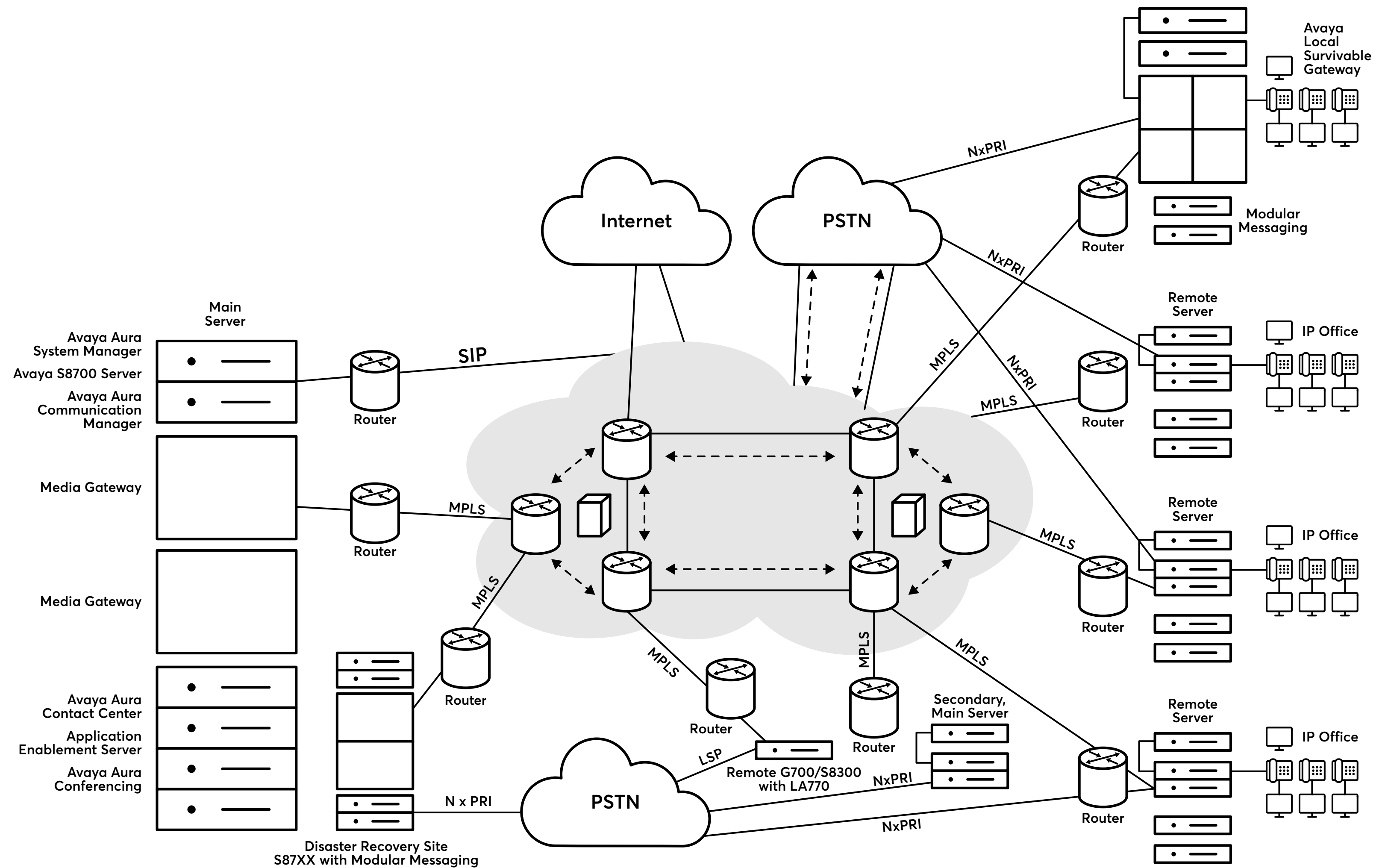
This document will be your guide for transitioning from on-prem providers such as Avaya to a fully integrated cloud communications system with 8x8. You'll learn about the fundamental differences, what you can expect, and the simple steps you can take to upgrade to 8x8's cloud-based solution. Our specialized upgrade plan for Avaya customers makes it easy to upgrade your communications and contact center infrastructure to an 8x8 cloud-based solution that reduces risk and uncertainty, all with little to no disruption.

Staying with a service provider is easy, but a lack of confidence in their cloud roadmap and looming uncertainty about their financial viability can be a serious threat to your success.

Say goodbye to on-prem complexities



We don't need to tell you that a traditional on-premises enterprise communications infrastructure is complicated. Typically, a massive infrastructure like this would consist of a centralized PSTN trunking at a HQ location, a backup at a disaster recovery site, and connection of remote sites to the PSTN via an intricate web of private connections (MPLS, SD-WAN, VPN etc) requiring complex configuration.



The complicated web of traditional on-premises communications infrastructure

When it comes to maintaining outdated technology, many of the risks are magnified, upgrades are never simple, and even patches for critical vulnerabilities can take months to be pushed to production.

No matter the footprint of the installation, there are almost always threats and complexities. Scalability is a real challenge, with no easy path to migrate to a larger platform when they outgrow the current system. Deploying a new site means more specialized skills, hardware, complex system management, and higher risks. With no redundancy built in, the platform and your business is always at risk. And while your business is tangled in this complex web of risk, on-premises infrastructure, and technical restraints, your competitors are likely gaining ground by circumnavigating these hurdles.

An Avaya on-premises installation for a large enterprise includes:

- A central location with media gateways, call center software, CTI, and conferencing software.
- Remote sites with local gateways, small to midsize hardware, and software to support analog, proprietary digital, and VoIP handsets.
- All locations utilize designated PSTN trunking for local dialing.
- Voicemail servers may also be deployed at each location to support voice mailboxes.
- An additional financial and technical investment for high availability.

Small and medium sized organizations may have an IP Office with local hardware to support digital handsets as well as IP handsets and IP Office Contact Center for agents.

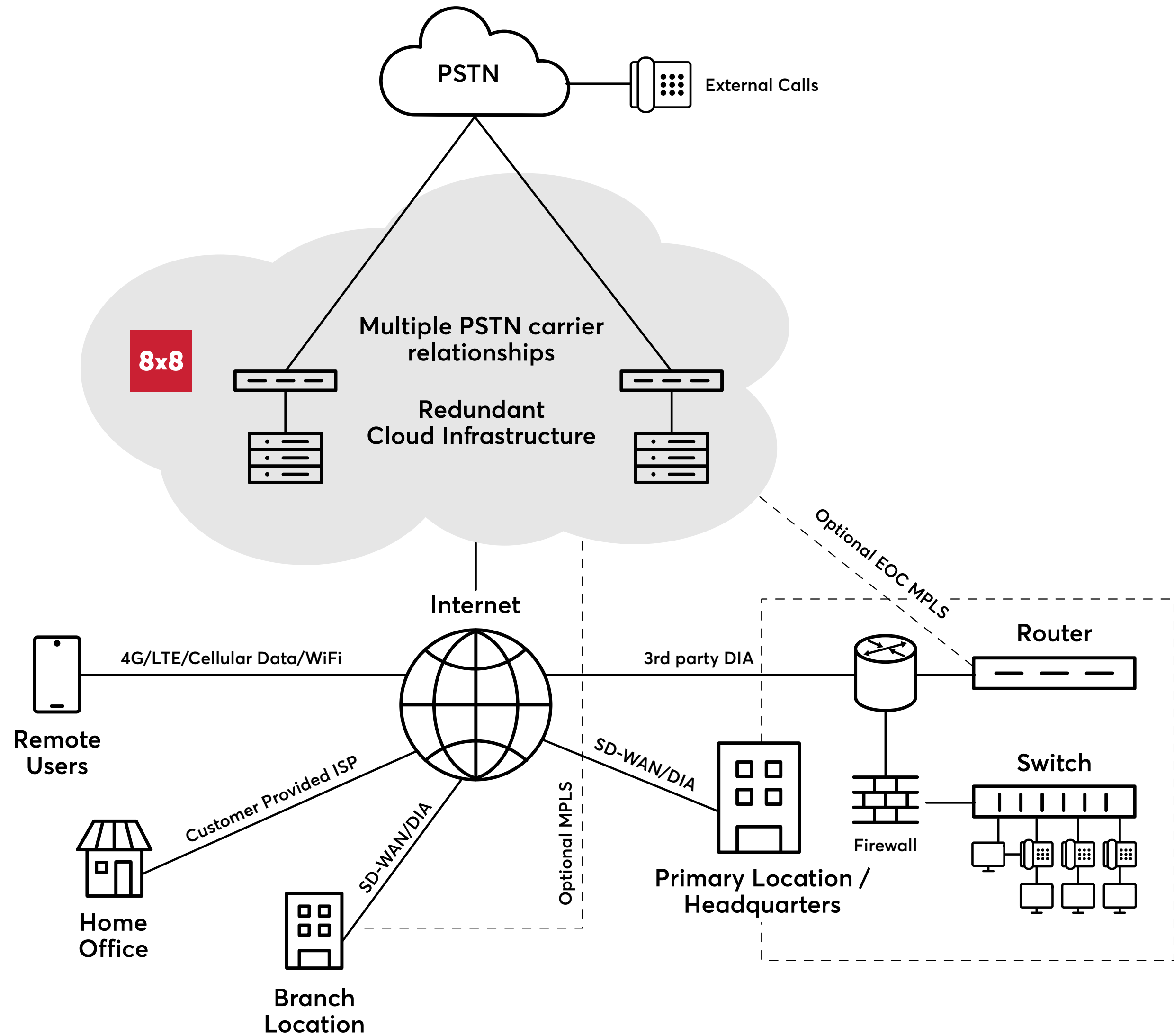
There's a better way. Experience the power of the cloud.



Cloud technology has come a long way, and is capable of new innovations and features that aren't possible with an on-premises system like Avaya. Small businesses and multinational organizations alike benefit from more rapid innovation, reduced IT overhead, and better user experience. On-premises solutions might offer the perception of "being under your control" but there are too many points of failure to manage, and working to juggle all of their issues may be holding your business back.

Small businesses and multinational organizations alike benefit from more rapid innovation, reduced IT overhead, and better user experience.

Cloud communications offer rich functionality and great performance, irrespective of the device, mode of connection, or user's location. They are also able to adapt to changing traffic patterns and user behaviors with no impact to quality and experience. In addition, with the evolution of technology, cloud solutions support high availability and quality of service, and even offer financially-backed uptime SLAs, even on public internet connections, simplifying connectivity requirements for branch and remote users.



Introducing the 8x8 eXperience Communications Platform™

For Avaya customers like you, 8x8 offers a variety of cloud-based solutions that may better suit your business needs. 8x8 brings the customer and employee experience together with voice, video, chat, contact center, and APIs on one cloud-native platform. The 8x8 eXperience Communications Platform empowers enterprises with modern communication experiences, eliminates organizational silos, boosts employee productivity, delights customers, and unifies data to reveal deeper insights for smarter decisions and a more agile business.

With a single integration framework that connects with customer and service management apps and productivity tools like Microsoft Teams®, you can save implementation time and maintenance dollars. Embeddable APIs enable low-code/no-code customized experiences, especially in the contact center with more robust omnichannel possibilities.

The 8x8 solution for your business needs



Business need	The 8x8 solution
Product and roadmap ownership	We believe that a common platform for communication and collaboration drives more efficient employee and customer engagement and greater business productivity. Our proprietary technology is the driving force behind our services such as: voice, video meetings, contact center, chat, and team collaboration and communications APIs. We believe having control over our entire platform enables us to deliver a more consistent and seamless experience for our customers across all aspects of the service from the user interface to the technical support experience.
Deployment agility	Business agility in the global, modern economy is a competitive necessity, and we embrace the notion that communication services should be deployable as quickly as possible, including across highly distributed businesses with multiple facilities or remote workforces. Our services can generally be provisioned in minutes from web-based administrative tools, and we continue to increase the automation across our deployment, billing, and support systems to provide greater speed and flexibility for our customers. Our focus is to align 8x8's custom upgrade plans with our customer's long-term strategic plans.
Resilience and high availability	<p>8x8 XCaaS sets a new industry standard for platform reliability with a financially backed, platform-wide 99.999% uptime SLA across both UCaaS and CCaaS. Our proprietary platform is designed from the ground up to assure the highest possible availability to customers with four levels of redundancy:</p> <ul style="list-style-type: none"> ▪ Infrastructure: Fully redundant infrastructure provides the foundation for high availability ▪ Platform: Highly available platform with elastic scale, self-healing capabilities, and multi-region active-active redundancy ▪ Data: Fully mirrored data sources offer high availability and complete consistency of data across redundant platforms ▪ Geographic: Infrastructure, platform, and data layers are all fully replicated across geographically diverse locations in each region

Business need	The 8x8 solution
Global Availability	With a global footprint spanning six continents, 8x8 lowers the total cost of ownership and reduces complexity while optimizing communications quality, reliability, and security. 8x8 offers PSTN replacement services in over 50 countries, enabling remote staff and regional offices to make calls just as if they were connected via a traditional local landline, but with the value-added benefits of the 8x8 open communications platform.
Business continuity	8x8 offers a platform-wide 99.999% uptime SLA, using fully mirrored top-tier, state-of-the-art data centers across 35 geographically diverse locations running on global public cloud infrastructure. 8x8's unique architecture reaffirms our long-term customer commitment to stability and performance. In the event of a significant disruption, such as a natural disaster, failover between data centers for 8x8 communication services happens instantly.
System management	The 8x8 Admin Console is a self-service portal that can be used to manage your entire phone system from anywhere. This tool provides full access from setup to configuration and puts complete control of the 8x8 service in the hands of the IT team, and requires no specialized skills or external vendors. It is easy to use and visually interactive and ensures speed and agility for effective system management.
Software upgrades	8x8 offers a pure multi-tenant cloud environment that ensures that we can support a robust roadmap, build the latest and greatest features, and roll out frequent upgrades, updates, and patches fast and with little or no impact on the customer's uptime. And upgrades are not considered special, "for-a-fee" projects—8x8 offers upgrades as part of the solution, at no additional cost.
Support	8x8 has built a global network of operations and customer service centers in the United States, United Kingdom, Singapore, Australia, Philippines, and Romania to provide 24/7/365 follow-the-sun support. The support team can be contacted by phone, chat, and web case. Much like deployment, the ongoing support and training needs of businesses vary greatly, so 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

Business need	The 8x8 solution
<p>Training and Adoption</p>	<p>8x8 offers a myriad of training options that promote fast, sustainable learning. The 8x8 University training team will build a training program that meets your specific requirements. Training options include:</p> <ul style="list-style-type: none"> ▪ Self-paced online training modules for easy consumption and quick knowledge uptake. This is often enough for end-users to familiarize them with the use of the desk phones, soft-phones, the mobile application, and service features. ▪ Adoption kits in SCORM, PowerPoint, HTML5 and/ or PDF formats. These kits contain email templates, quick start guides, user manuals, and video tutorials, branded eLearning material, multimedia end-user guides, and more. ▪ Virtual, instructor-led classes allowing disparate teams to learn together ▪ On-site training <p>Additionally, 8x8 offers a variety of self-help tools for both administrators and end-users that include the 8x8 website, online training, user guides/documentation, and videos via the 8x8 University or 8x8 YouTube channel. A detailed list of training options, including training curriculum samples is publicly available here.</p>
<p>Desk phones</p>	<p>8x8 offers a cloud-based solution and does not require hardware or physical phones. A softphone application (8x8 Work) for computer, mobile, and web is included with each license. Our customers typically find significant cost-savings in moving users to such applications, instead of relying on hard phones. We do offer a wide variety of deskphones to meet simple knowledge worker needs, as well as more complex receptionist needs. These phones don't have complex cabling requirements and further simplify IT and networking complexities that come with an on-premises system.</p>
<p>Mobility</p>	<p>The 8x8 Work applications (desktop and mobile) give you the freedom to take your 8x8 service with you, wherever you may go, increasing productivity and efficiency. It is possible to use it at the office or connect over Wi-Fi at home or on the go. All the advanced features of your 8x8 desk phone are also available at any time to conduct business. With the 8x8 solution, all users will have the ability to take advantage of the 8x8 Work apps at no additional charge.</p>

Business need	The 8x8 solution
Microsoft Teams interoperability	8x8 Voice for Microsoft Teams is a cloud-based direct routing service that enables Teams users to make and receive calls over the public switched telephone network (PSTN) using the native Teams desktop or the mobile or web app.
Security and compliance	<p>8x8 has prioritized security and compliance certifications to meet the demanding needs of our customers across all industries. 8x8 communications solutions have strong data-in-motion encryption and use AES 256 encryption for data at rest to protect customer data. As a result, national and multinational organizations choose 8x8 to help them comply with strict standards, protect their reputations, and secure their customer data. And product security and industry compliance don't come at a separate cost but are included in the per-user per-month subscription.</p> <p>No other major communications provider has achieved 8x8's level of advanced, third-party annual audits and verification. For more details, please see: 8x8 Security and Compliance</p>
Connectivity options	With the cloud, all locations are connected to the 8x8 cloud infrastructure via a variety of options including public internet, SD-WAN, 4G/5G/LTE, and MPLS. 8x8 will suggest voice failover options for the best redundancy possible. Whether it is a backup to an existing MPLS circuit to each customer site or dual ISP/4G/LTE circuits, primary and secondary traversal paths ensure uptime.
Voice quality and transparency	<p>8x8's services are designed from the codec up to provide enterprise-quality voice over a wide range of network conditions. As such, we do not require specific thresholds for these network parameters. Our endpoint audio stacks will dynamically adapt to changing network conditions, and our cloud-side Global Reach™ technology will dynamically change the routing of media to deliver the best audio experience to your users. Our Service Level Agreements guarantee voice quality, system uptime, and response time for support requests.</p> <p>To ensure complete transparency, the status of your communications services are always available on the public Service Status live dashboard.</p>

Business need	The 8x8 solution
Reporting and analytics	<p>8x8 Analytics offers a robust suite of web-based tools that provide enterprise-level analytics to make highly informed business decisions. This suite of services delivers easy-to-use, customizable, and rapid insights into the historical and real-time information associated with all extensions and devices in an organization, without having to rely on external vendors or third-party tools.</p>
Vendor selection and change management	<p>Change management plans and captures a wide range of information to understand and successfully move your communications to the cloud.</p> <p>Establish the experience you want your end-users to have with cloud telephony, video meetings, and chat. It is essential to tie features to the specific business outcomes you want to achieve.</p> <p>Reservations and questions about cloud starting with security, high availability, integrations, and mobility might persist. Migrating communications to the cloud is often a balance between risk tolerance and budget. Equally important is ensuring IT admin and end-user satisfaction.</p> <p>And while there is a comfort to be found in the familiar, focusing on the eventual outcome and how the cloud can help achieve long-term business and IT goals will guide the next steps.</p> <p>Typically, change managers and IT project managers conduct planning activities. We recommend early engagement with stakeholders from a wide variety of lines of business. They can provide input on how best to introduce cloud communications tools in their business area. Deeper discussions, including a deep dive into 8x8's tech stack, best practices, and running a pilot or proof of concept based on what meets your business needs, will alleviate most questions and help gain confidence in the migration plan. In addition, 8x8 can provide a slew of resources to ease the transition such as Project Managers, Line Number Porting Specialists, Solution Delivery Consultants, and API specialists.</p> <p>Actionable change management tactics like training and support are already covered above.</p>

Business need

The 8x8 solution

Integrated contact center

The 8x8 eXperience Communications Platform™ optimizes omnichannel customer experience with data-driven insights to deliver greater employee engagement in a work anywhere workforce. With one integrated platform for customer engagement and employee communications, businesses can now quickly react to customer inquiries and maintain the context and content of each engagement as it progresses through the customer journey across the organization, all from one unified desktop, with one-click access.

Upgrading from Avaya to 8x8 in eight steps



Every business is different, and we've developed a methodology to upgrade even the most complex Avaya installations to the cloud with little to no downtime. Our goal is to replicate the state of your Avaya configuration, including porting numbers and replicating or updating call handling rules and call flows.

8x8's custom upgrade plan for Avaya customers ensures that our team moves at your pace and aligns with your long-term strategic plans. We understand not every one of your locations may be ready to move to your new 8x8 solution at the same time. We collaborate with our customers to develop a comprehensive phased go-live approach. Whether it's five offices or thousands of retail sites, we will develop the right strategy for you.

Upgrade to the Cloud Methodology

Discover

- Determine scope and requirements
- Map users and use cases

Design

- Design solution
- Determine new business rules

Plan

- Develop implementation plan, schedule, and rollout strategy

Install

- Install equipment and configure system
- Number porting
- Test and validate

Go Live

- Training
- Deployment
- Transition to support

Migration Engine

Identify

- Identify source systems
- Extract data

Transform

- Map, transform, normalize, and validate data

Load

- Batch migration of data

- 1. Discovery:** To begin the process, the 8x8 team will partner with your organization to map out users and their different use cases. We realize that your business is unique, and that's why we take a personalized approach to your upgrade.
- 2. Solution Recommendation:** Next, we'll recommend appropriate packages to suit your needs. Just like Avaya, 8x8 enables organizations to mix and match use-case specific communications packages tailored for the needs of each type of user—all in a single platform, regardless of location.
- 3. Determine Roll-out Strategy:** As an example, you can start by replacing smaller Avaya PBXs at branch locations and moving them to the cloud. A phased migration can be accomplished by overlaying dial plans between the legacy footprint and the cloud, and utilizing SIP tie trunks or call forwarding to enable each set of users to seamlessly reach the other.
- 4. Contact Center Deep Dive:** We also realize your Avaya investment may span beyond telephony. Rather than adding complexity, the 8x8 unified platform breaks traditional silos between contact center agents and other employees. To begin shifting your contact center from likely outdated on-premises Avaya technology, you'll first gather your contact center business objectives. After you document the baseline of how you're performing in these areas today, we'll then begin a discovery conversation and craft the ideal solution for your objectives.
- 5. Design Sign-Off:** During deployment, a designated 8x8 project manager will support you every step of the way. 8x8 provides detailed training for both system administrators and end users. It's our priority to ensure your organization maximizes its return on the migration project. We'll make sure you're utilizing your system in a way that drives your business forward.

6. **Configuration and Testing:** Once users and lines are ported, we'll train admins and users.
7. **Go Live and Verification:** When phones are deployed, we'll test and validate all call flows and ensure that everything is operating as it should.
8. **Transition to Support:** Once these steps are complete, your new system will be ready for production, allowing you to leave your worry behind as you retire your legacy Avaya infrastructure.



Want to dig a little deeper? Here are some of the common questions that we hear from companies like yours:

- How will our team work together with 8x8 to achieve our goals? Where can I find support resources for myself, my team, and my users?
- What type of communication can I expect with 8x8? Will I need to call 8x8 every time I need to make a change? Can I allow authorized personnel on my IT Team to make changes based on their role?
- How can we leverage out-of-the-box integrations with business and productivity apps such as Salesforce or Microsoft Teams?
- How can we make user provisioning less complicated by utilizing Azure Active Directory or Okta?
- What will the porting process be for my globally dispersed users? How will their product experience be?
- Which of the reporting and analytics options will be the most important for my business?

“We needed to transition to digital without disrupting the communications between us and our end-users”

About 8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

The logo for 8x8, consisting of the text "8x8" in white on a red square background.

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