Unified Communications-as-a-Service

It's Time to Begin the Journey

SMBs ready for transition as Unified Communications and Collaboration moves to the cloud

A factory engineer in Shanghai halts an assembly line, then sends a text message to a design team in Toronto with a question about a product specification. There, the team leader decides face-to-face communication is needed to understand the under¬lying issue fully, so he clicks on a button to launch a video conferencing app with his counterpart in China. During the conference, the team leader sends an instant message to the product sales manager in Munich, who joins the video conference via a mobile CRM application from a coffee shop. In just a few minutes, the question is answered, and production resumes.

The critical enabler for this kind of efficiency is Unified Communications and Collaboration (UCC). UCC is the combination of voice, image, text, email, and video communications on a single, user-centric platform. And by consolidating communication modes, UCC lowers costs compared with separate implementations of each.

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The value of UCC technology has been proven in many on-premises enterprise implementations. However, while larger businesses might have the necessary IT staff and sufficient budget to deploy and manage on-premises UCC systems, smaller businesses most often do not. No matter the business size, deploying UCC within their own IT infrastructure absorbs time and expenses that may be better invested in more strategic digital business systems.

To satisfy these challenges, Unified Communications-as-a-Service (UCaaS) has emerged to relieve the strain of deploying

an on-premises solution. Being cloud-based, UCaaS is budgeted as a monthly operating expense, rather than a capital expense which often requires yearly haggling over infrastructure outlays. There's no longer a need for skilled staff to run on-premises equipment as any routine upgrades and ongoing maintenance is done by the cloud provider. Plus, UCaaS solutions often have additional features and functionalities when compared to its on-premises counterpart.

Although UCaaS might seem like a natural fit, many organizations find themselves in a jam. If they've already invested in an on-premises system, they're often hesitant to abandon those investments and move to the cloud. Even if the UCaaS system were to prove superior, they're unsure if they could manage the transition to it while maintaining an uninterrupted, high-caliber experience for their users. This problem is particularly acute for SMBs, which might not have the skilled staff to manage the cutover.

TetraVX Solutions

As a global UCC provider, TetraVX takes a product-neutral, consultative approach to deploy, integrate, and support three industry-leading products on-premises, in the cloud, or in a hybrid implementation:

- **nVX Powered by TetraVX:** nVX is a feature-rich, UCaaS solution that provides the flexibility and mobility to do business from anywhere, at any time. Easy to implement, updated often, and easy to manage, nVX is a cost-effective, nimble alternative to aging on-premises solutions. nVX provides a seamless migration of your business phone system to the cloud.

- **sVX Powered by Microsoft:** sVX is an all-in-one, UCaaS Skype for Business solution for all your business's instant-messaging, voice, video, and collaboration needs. With full integration into the Microsoft suite, it's easier than ever to share applica¬tions and content, increasing produc-tivity and gener¬ating a better work environment. Unlike an on-premises Skype for Business solution, sVX offers addi-tional features including legacy video endpoint integration, call recording, voicemail, eFax integration, analogue integra-tion, and much more.

- **cVX Powered by Cisco:** cVX is a UCaaS Cisco solution that is built to control costs, improve productivity, and boost innovation. As a member of the Cisco Hosted Collaboration Solution (HCS) program, TetraVX works hand in hand with Cisco to provide you everything an effective cloud collabo-ration system requires. cVX includes leading Cisco features such as Unified Communications Manager, Unity Connection, Jabber, Spark, WebEx, and Contact Center.

The most advantageous scenario for many companies is a gradual transition, for several reasons:

- **DEPRECIATION:** Keeping an on-premises UCC system running for a time while migrating to UCaaS can enable a company to depreciate it as an asset if it's economically beneficial to do so

- **MITIGATING BUSINESS IMPACT:** A phased transition of individuals or groups to the new system is the best way to assure continuous UCC services to all employees

- **ONBOARDING:** As new employees join an organization, they can be assigned user accounts on the UCaaS system while existing employees remain on the legacy infrastruc-ture, allowing for a gradual cutover while still retaining seamless communications

- **MERGERS AND ACQUISITIONS:** As organizations expand, integrations between new and existing offices doesn't mean organizations need to replace the acquired office's existing infrastructure

- **RETAINING ON-PREMISE UC:** If an on-premises UCC system proves to be the best approach for a specific location, it can be left in place indefinitely

As organizations migrate to cloud-based providers, it's vital to look for a partner with expertise in both on-premises UCC and UCaaS as they can help navigate this often complex and overwhelming process as well as develop a customized UCC environment that fits the organization's unique needs. In addi-tion, a UCaaS provider with telecom carrier capabilities and network expertise can create an offering with a high degree of integration between cloud and network services.

Guidance on the UCaaS journey: TetraVX

As a trusted partner with over 18 years of experience, TetraVX has the skills needed to help organizations implement the UCC solution that fits their requirements, whether on-premises, in the cloud, or any of several hybrid approaches that combine the two:

- **ON-PREMISE TO CLOUD:** enables gradual migration to a UCaaS system while maintaining an on-premises UCC imple-mentation, integrated under a single plan; an organization that lacks the required manpower can supplement the gradual migration with managed services of the on-premises system

- **CLOUD-TO-CLOUD:** enables a company to integrate different TetraVX solutions together — whether cVX, sVX, or nVX offerings — so that organizations can benefit from the solution that best fits each end user or office, often time allowing for significant cost savings and increased end-user adoption

TetraVX begins with a UCC Readiness Assessment and Architectural Design Session to determine the organization's goals and create the UCC ecosystem appropriate for the busi-ness. As a CLEC and ISP, TetraVX can be a single point of contact by offering network transport services for connectivity and guaranteed QoS. Perhaps most important to SMB companies, TetraVX delivers simplified deployment and management, as well as ongoing support, mitigating the need for specialized staff.

Conclusion

As companies transform into digital businesses, employees need to be able to collaborate with one another reliably from any location, at any time, with a broad array of capabilities including voice, data, text, and video. UCaaS provides these capabilities along with many of the inherent benefits of cloud-based systems, including monthly budgeting, rich functionality, and simplified management. For many organizations, the best approach is to take a hybrid approach, gradually implementing UCaaS while keeping an on-premises system in place until needs change. The knowledge and skills that TetraVX has can enable any organiza-tion to move at its own pace toward the UCaaS ecosystem that is ideally suited to its business, and most important, doesn't just allow communication, but creates connections.

For more information on unified communications as-a-service, please go to **www.tetravx.com/begin-the-journey**.