RingCentral

US

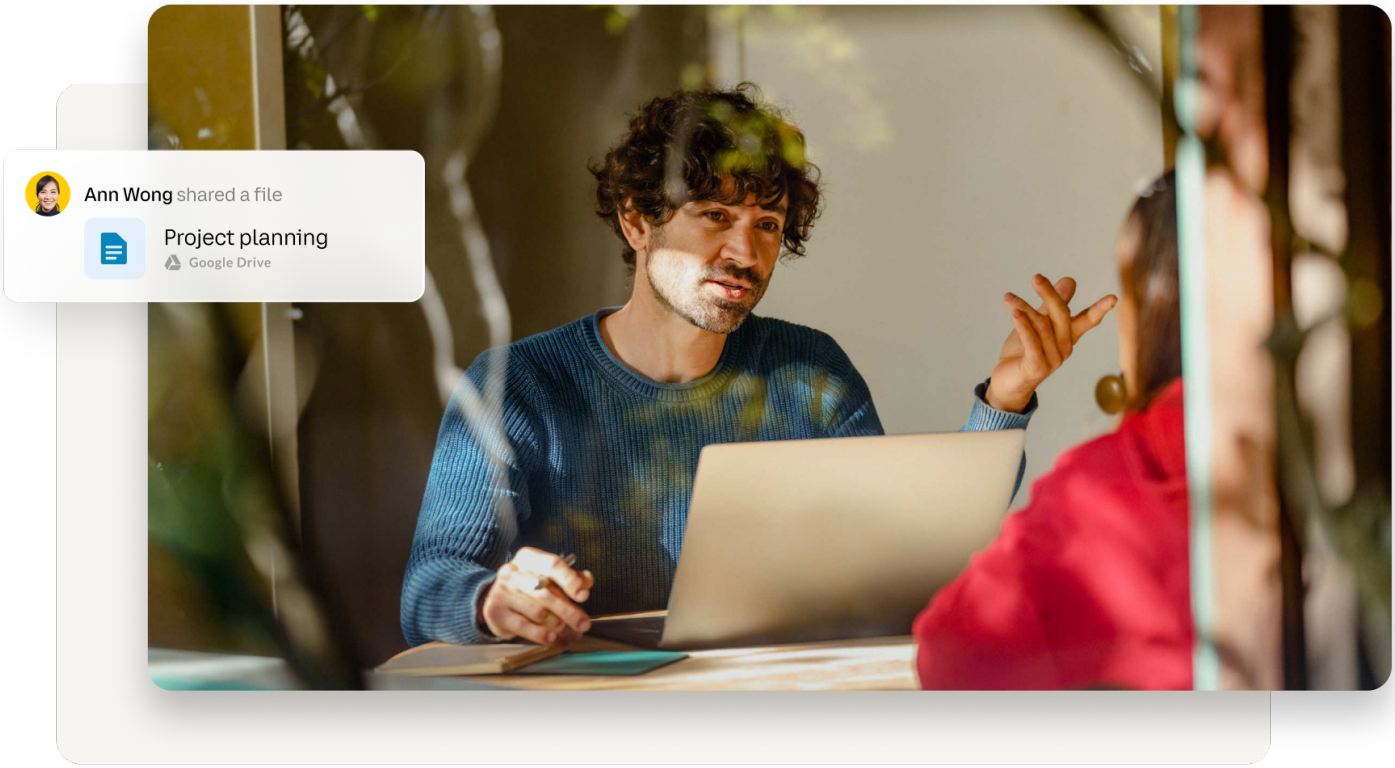
CIO Guide: 4 steps to a risk-free cloud migration

The past decade was a period of rapid and unprecedented transformation for cloud communications.

Cloud technologies, and cloud telephony specifically, have matured greatly—richer functionalities, stronger security, better uptime, and enhancements to user experiences. The result is a market in transition, with businesses moving from data centers to the cloud at a rapid pace.

But despite the meteoric rise, the truth is that **the majority of enterprise communications today remain on-premises.** Large companies have unique challenges that make them hesitant to move their entire tech stack to the cloud with the flip of a switch.

So what are the options for companies that want to reap the benefits of the cloud without risk? Let's start by understanding why businesses might benefit from blending on-premise and cloud environments to achieve better business outcomes..



CHAPTER 1

Migrating should be a slow and steady process

IT teams have a lot to consider before moving workloads into the cloud. For starters, many have poured millions of dollars and thousands of hours into on-premises PSTN/PBX infrastructure. Considering these large-scale investments, companies might want to prolong the use of their current PBX systems and maximize returns.

There are other factors as well:

1. Large enterprises with nationwide or global offices might have disparate, **complex backend communication systems**—possibly different ones at each location—that can't be migrated all at once.
2. Some enterprises are concerned with how to migrate their entire PBX **without business interruption.**
3. Some lack the training and **expertise** to deploy new cloud tools—and ensure adoption—across the entire organization.
4. Some are worried about the **increasing costs** that migration might introduce and the **complexity** of the task at hand.
5. Some operate in **highly-regulated industries** subject to data sovereignty and privacy regulations. On-premises equipment may be a better solution for select user groups, helping them meet security requirements and keep archives stored locally.

Did you know?

Backups and archives make up

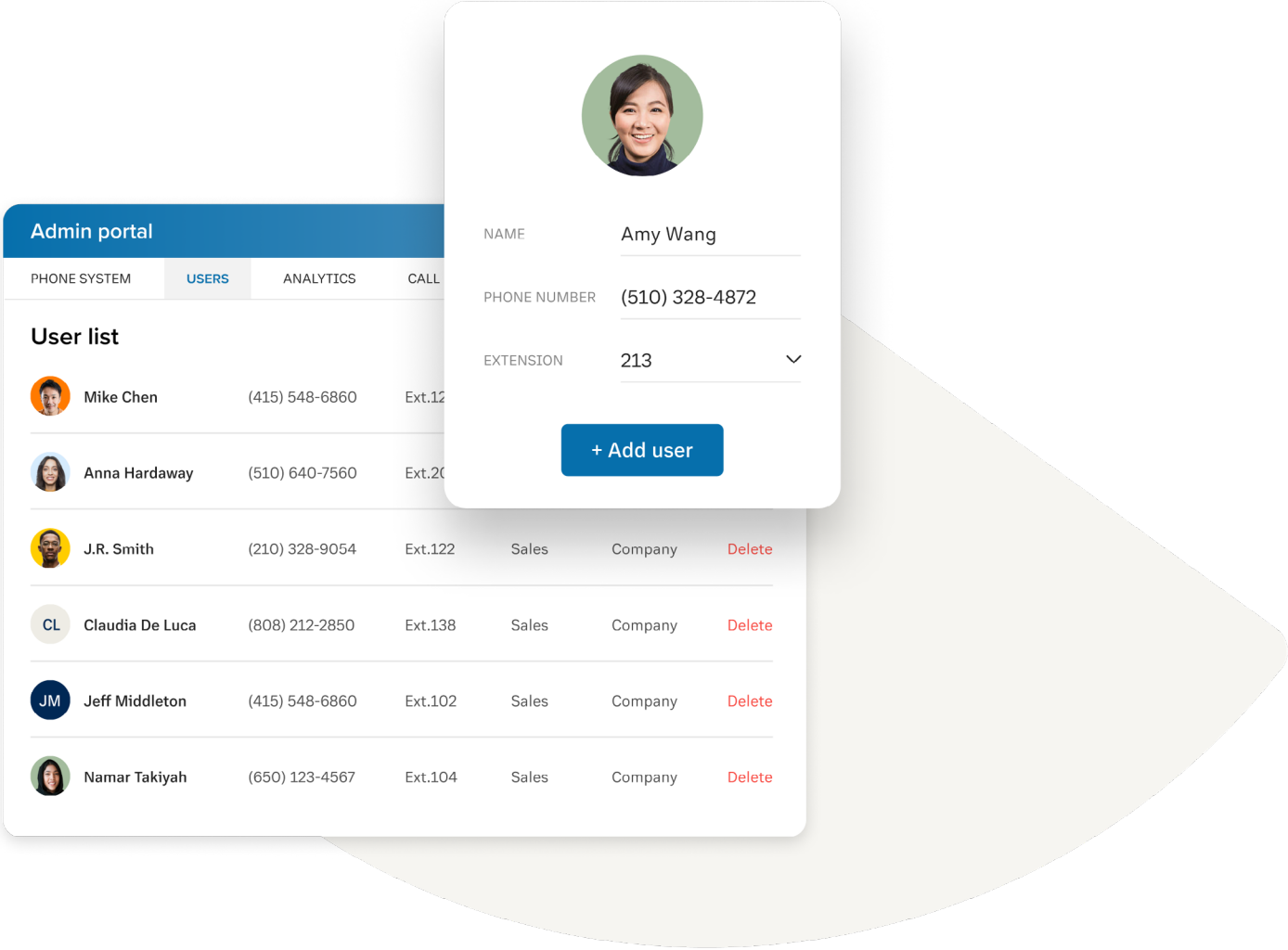
70% of the data

in a data center.

Source: 5 Ways for Businesses to Make a Seamless Transition to Hybrid Cloud

There are countless roadblocks that prevent organizations from overhauling their entire communications system. Adopting a new tool—especially one as impactful as a cloud phone system—can be a huge commitment.

But moving to the cloud doesn't have to be all-or-nothing. Enterprises want a migration journey that allows for a tiered approach to the cloud, **one step or group at a time.** One that allows them to **track, manage, and mitigate risks** while also maximizing existing investments. One that flexes to their specific business plans and scales at their pace.



CHAPTER 2

4 popular migration paths

Businesses today generally employ one of four ways to migrate their on-premises PBX to the cloud, and which approach they choose depends on their business needs and tech stack. Let's explore these.

1. Rip and replace

Replacing a legacy PBX system—one that your employees have relied on for decades—with something entirely new, relevant, and modern can be a cathartic release from the headaches of legacy PBX maintenance. But if there ever was a strategy where the "devil is in the detail" for large, complex organizations, then it's the **rip-and-replace** pure cloud migration.

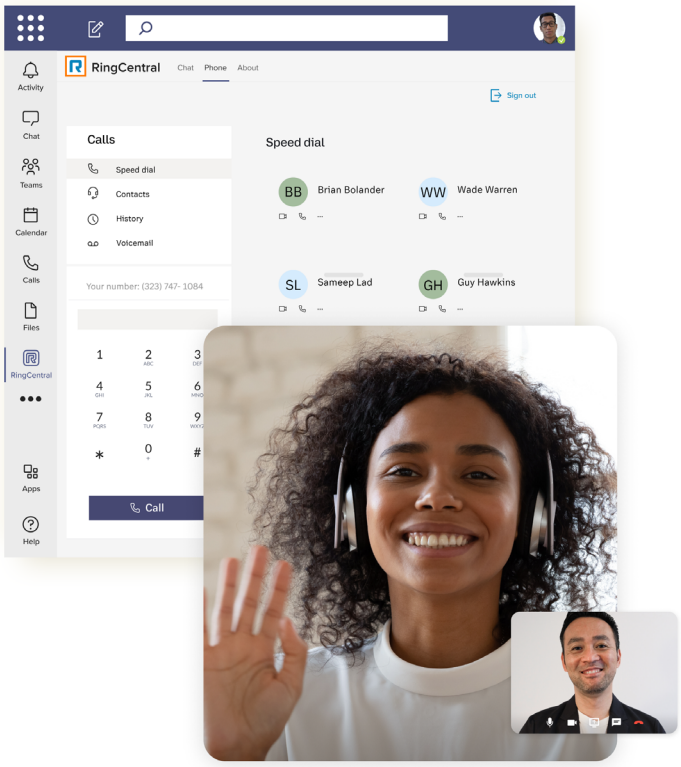
On-premises PBX systems often support mission-critical and complex business processes. These processes, if disrupted even slightly, **represent a huge risk to business continuity.**

It's highly unlikely that anyone—or even a group of people—can agree on how critical these processes are and the level of risk enterprises take by ripping out a system employees depend on and installing a brand new, modern cloud infrastructure.

The result is either an extensive and time-consuming discovery process (where the risk is analyzed to ensure that it's fully understood) or a total rip-and-replace of the existing processes, which is very unlikely. Therefore, a rip-and-replace approach for large enterprises almost always suffers extreme budget overruns before being abandoned altogether.

2. Microsoft Teams Direct Routing

Enterprises that use Microsoft Teams as their preferred communications system might choose Teams direct routing as their option to bring their telephony services into the cloud.



Direct routing allows businesses to bring existing carrier relationships and services into their Microsoft Teams environment. This means being able to take advantage of cheaper call rates, better phone features, and more robust support compared to Microsoft's own calling plans.

Enterprises might choose this path for several reasons

1. **Freedom:** Maintain control over existing inbound numbers and make decisions using your own calling plans.
2. **Cost:** Avoid Microsoft's expensive calling plan bundles. Cloud telephony leaders offer mix-and-match license options that reduce costs when you target power vs. light phone users with appropriate packages.
3. **Resilience and disaster recovery:** In the event of a Microsoft Teams outage, you can continue using your telephony services.
4. **Productivity:** Take advantage of the many enterprise-grade features available from cloud phone leaders.
5. **Unite employees in one app:** Organizations that already use Microsoft Teams for team messaging and video conferencing can use direct routing to keep users at the heart of Teams for all things communication.

Direct routing is a great option if you already use Microsoft Teams for team messaging and video conferencing. In fact, a study by Cavell Research Group found that 85% of global Microsoft Teams voice users leverage direct routing today.

3. Migrating with your national telecommunications carrier

Enterprises that have existing relationships with national telecommunications carriers might choose them as their trusted advisors for all things telephony.

Carriers like AT&T, Verizon, British Telecom (BT), Deutsche Telekom (DT), and Vodafone all have deep expertise in on-premises PBX as well as cloud solutions and creating unified, all-in-one communications bundles.

These carriers have a longstanding relationship with their customers and can create personalized migration paths with complete end-to-end professional services. Their networks are also trusted by thousands of local governments and regulatory agencies, which reduces migration risks.

Enterprises that choose this route can benefit from migrating with Carrier support. They ensure device interoperability, cost savings, professional services support, and honoring existing contracts while modernizing to new tools.

4. Hybrid cloud PBX

Modern, cutting-edge collaboration tools in the cloud appeal to most, but those heavily invested in their on-premises PBX might not be ready to throw out those investments just yet. That's where a hybrid cloud PBX comes in.

A hybrid cloud PBX combines a company's on-premises PBX with a cloud-based phone system, **allowing both infrastructures to run in an enterprise seamlessly.** Enterprises can take full advantage of cloud PBX benefits—cost savings, modern telephony features, instant scalability and flexibility, support for remote work, cloud security economies of scale, business SMS, and eFax—while building on existing investments.

Users in both environments can communicate with each other as if they were on a single unified platform. This works by interconnecting the cloud and on-premises PBX via SIP trunking and using onNet calling for extension to extension dialing.

CHAPTER 3

Why hybrid cloud communications make sense

If a rip-and-replace is off the table, the tiered approach of hybrid cloud communications could be the ideal solution for your migration journey. Additionally, you can employ hybrid PBX in a Microsoft environment and even with your carrier-supported environments.

Cost savings through gradual steps towards app consolidation

Below is an example of a 2,000-user enterprise with an on-premises PBX that wishes to add video meetings and team collaboration initially for 800 users.

The first option is to keep the on-premises PBX and add standalone apps for video meetings and team messaging.

The second option is to replace some of the on-premises PBX users with fully integrated RingCentral MVP phone, SMS, fax, video meetings, and team messaging.

While your mileage will vary, this example shows that cloud costs are not only lower, but also provide enormous benefits in two key areas:

1. **Operational simplification** with future-proofed, continuous upgrades to the latest user experience and capabilities.
2. **Full integration** of cloud calling, SMS, faxing, video meetings, and team messaging, providing superior user experience and productivity.

Solution	Cost Elements	Type	Users	ASP	Year 1	Year 2	Year 3	Total 3-Year Costs
On-Premises with 3rd party Meeting Services	PBX Maintenance and Upgrades	OPEX - 15% of license/user/year	1,000	$24	$24K	$24K	$24K	$1,3355,000
	Meetings Standalone solution	OPEX - per-user-per-month	800 (80%)	$25	$240K	$240K	$240K	
	Voice Plan	OPEX - per-user-per-month	1,000	$6	$72K	$72K	$72K	
	Data Center	OPEX - two equipment racks/$1k each /month	N/A	$2,000	$24K	$24K	$24K	
	Support Staff	OPEX - annual salary for 1 telecom support engineer	N/A	$85,000	$85K	$85K	$85K	
Ring Central MVP	Phone system / voice plan (calling minutes)	OPEX - pay per-user-per-month	1000	$22.99	$276K	$276K	$276K	$828,000
	Video meetings	Included		Included	$0K	$0K	$0K	
	Team messaging				$0K	$0K	$0K	
	All integrations				$0K	$0K	$0K	
	Real-time IT and line of business analytics				$0K	$0K	$0K	
	Data center maintenance				$0K	$0K	$0K	
	Support staff				$0K	$0K	$0K	
	Unlimited cloud storage				$0K	$0K	$0K	

Modernizing end-user requirements

Unified calling and collaboration tools are critical elements of any digital transformation. That's because today's end-users expect:

1. **A consistent experience:** Switching between different tools creates numerous points of friction, kills productivity, and disrupts calls and meetings

   Today's unified platform approach enables a consistent user experience for calls, meetings, and team collaboration—whether on personal devices or in the conference room.

2. **Intelligent collaboration:** Modern UI and UX experiences are driven by actionable data analytics and artificial intelligence that learns and anticipates users' needs and habits.

   These experiences can offer a seamless flow of intelligent information to reduce calling and meeting friction points and provide meeting insight.

3. **An integrated workflow:** Today's workforce requires more comprehensive and integrated functionality. This is much easier to achieve in the cloud.

   A hybrid cloud PBX puts you on a path to a solution for these needs while realizing value from your existing investments.

CHAPTER 4

Hybrid PBX with RingCentral

There's no one-size-fits-all way to migrate to the cloud. A hybrid PBX is a tiered approach that gives you the flexibility to migrate incrementally. Think of it as a test drive for that new car you've always wanted, but for your telephony.

Our hybrid PBX enables seamless dialing between your on-premises PBX and cloud users—regardless of geographical location—as if they were on one single platform.

RingCentral Cloud Connector is a hybrid PBX solution that **interconnects your on-premises PBX with RingCentral MVP via SIP trunking.**

Users can dial short extensions instead of external direct inward dialing (DID) numbers to reach colleagues. This also gives select users access to our cutting-edge collaboration tools, such as HD video meetings, team messaging, digital whiteboarding, task management, notes and annotations, AI-powered meeting summaries, live transcriptions, closed captions, business SMS and e-Faxing, and more.

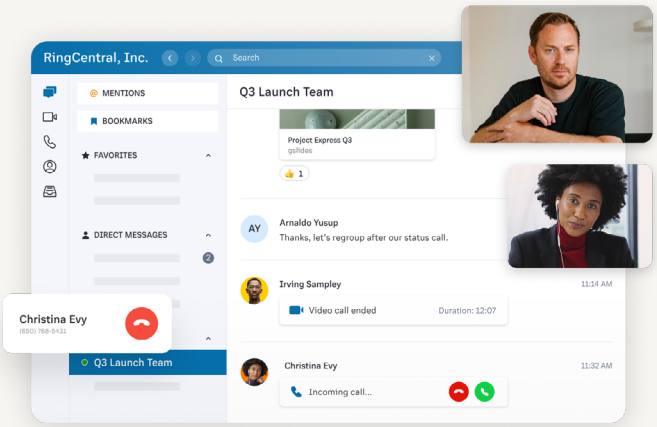
Check out our latest innovations in cloud communications here.

CHAPTER 5

Why RingCentral for your hybrid deployment

What is RingCentral?

As the #1 cloud communications and contact center solution, we make it easy to call, message, and meet with employees, customers, and everyone in between.



1. Best-of-breed telephony

We are consistently awarded as leaders in cloud UCaaS by analysts, investors, and customers alike, and have been delighting users for 23+ years.

Businesses choose RingCentral over our competitors because we support more telephony use cases, have world-class analytics, a larger ecosystem of telephony integrations, and rich SMS and faxing capabilities—helping users better connect with customers and colleagues.

Learn more about RingCentral MVP →

2. Best-of-breed all-in-one communications

RingCentral offers the best-of-breed UCaaS and best-of-breed CCaaS on one bill on one network, with deep experience supporting complex enterprise PBX migrations.

We are also white-labeled by all major global communications leaders, including AT&T, Vodafone, Avaya, and more—a testament to the success of our product innovation and decades of migration expertise.

Learn more about RingCentral Contact Center →

3. Best-in-class security

Trusted by top global brands, we are the most reliable and secure cloud-based UCaaS provider. We are SOC 2, SOC 3, GDPR, and HIPAA compliant, ISO 27001/17/18 and German C5 certified, and have received dozens of globally-recognized security certifications including UK Cyber Essentials Plus and HITRUST.

Our security posture extends to your phone calls, too. We leverage industry-leading predictive AI/ML algorithms, industry tracebacks, and the STIR/SHAKEN framework to detect and stop fraudulent robocalls and spam attacks before they ever reach end-users.

The RingCentral app offers native call and fax-blocking controls that protect against malicious threats like phishing attacks. Your users can customize their call and fax security settings according to phone numbers, area codes, caller IDs, and more. Additionally, faxes are transmitted securely over an encrypted connection (TLS) and are stored in a password-protected account.

Learn more about our security posture →

4. Global reach

Enterprises with offices across the world—or those who plan to expand globally—can keep their cloud PBX needs all under one vendor.

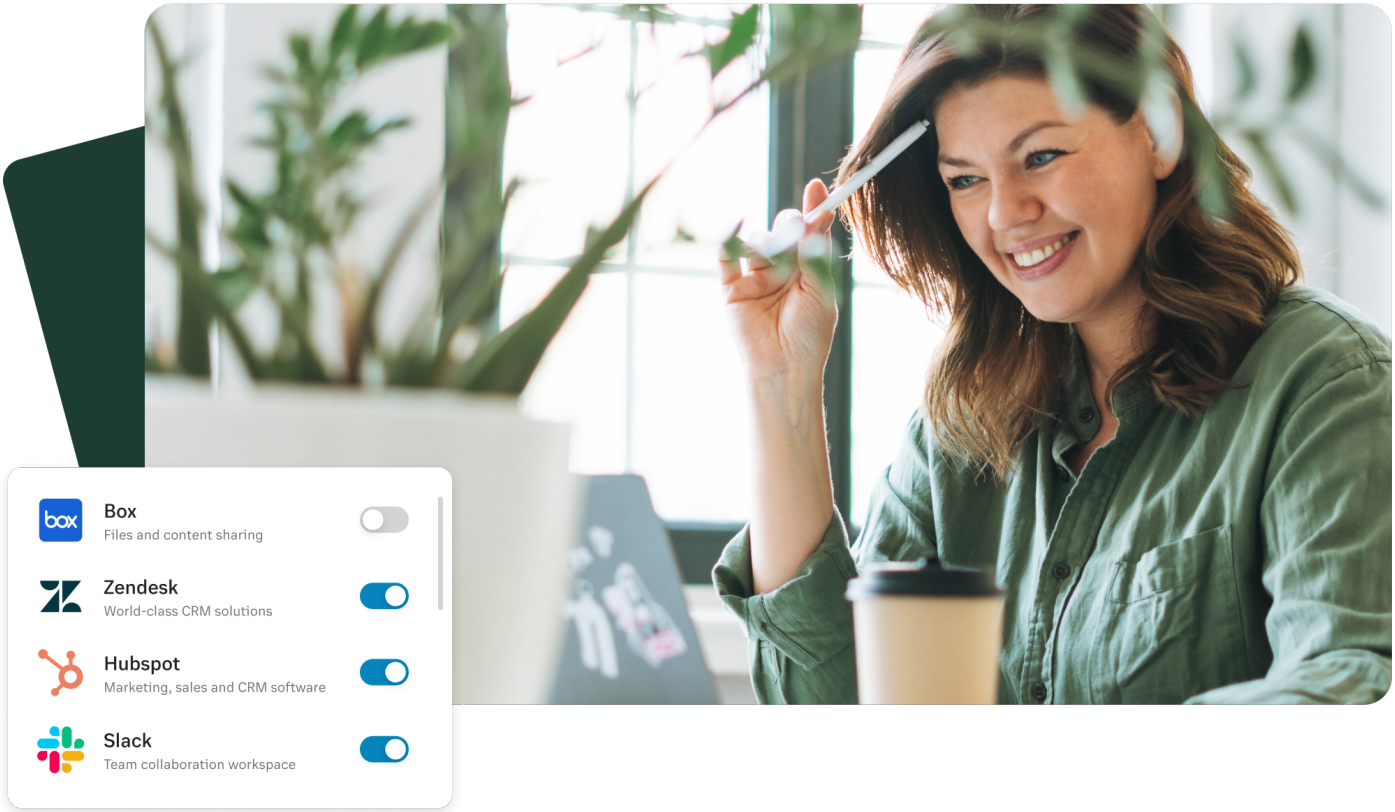
We currently support full PBX replacement in 45 countries, international phone numbers in over **105 countries**, and **18 languages** in the RingCentral app. Our ever-expanding ecosystem gives businesses coverage throughout North America, Europe, LATAM, and APAC.

5. Industry-leading analytics

RingCentral's analytics are more powerful and actionable for both IT professionals and business users. While our competitors provide some level of reporting and analysis, **only RingCentral provides comprehensive and integrated analytics** for **both the IT professional and line-of-business user.**

From a single interface, both user types enjoy significantly more detail, flexibility, and customization. Most of RingCentral's analytics are included in our most popular packages, while our competitors sell their analytics as add-ons to their products.

Learn more about RingCentral Analytics →



6. Unbeatable voice integrations

RingCentral has deeper, broader, and higher-quality voice integrations than anyone else. That means integrating softphones into your favorite apps, such as Salesforce, Office 365, Hubspot, Zendesk, and much more. Make and receive calls, SMS, and faxes without ever having to leave your apps.

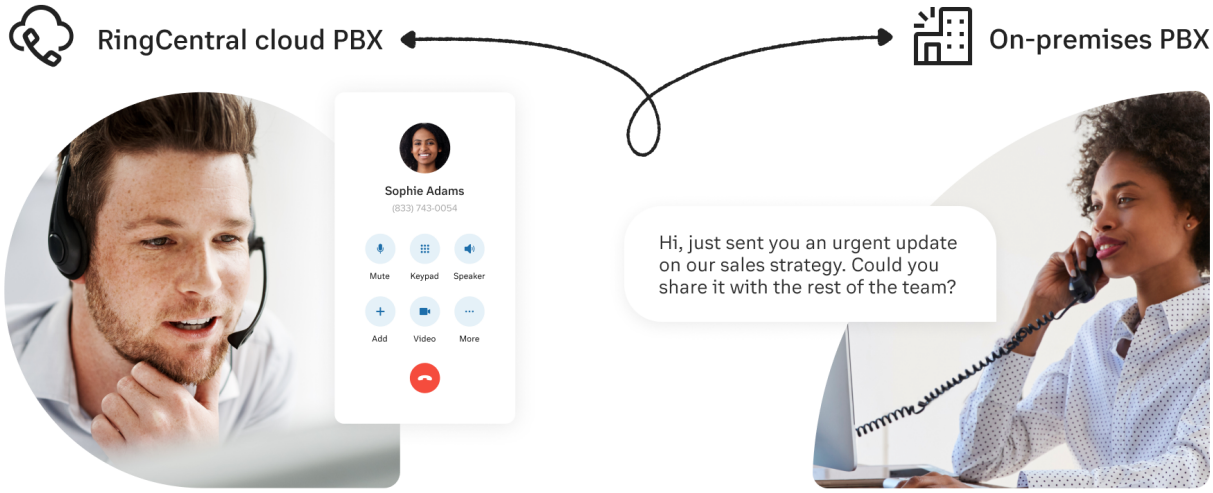
Check out the RingCentral App Gallery →

Your cloud journey begins here

From backend integrated on-premises systems to regulatory considerations, enterprises have a lot to think about when migrating to the cloud.

A hybrid cloud PBX approach allows your organization to continue maximizing its existing PBX investments while starting the journey to the cloud. Meet the needs of your workforce and customers without replacing your entire communications stack.

Want to learn more about our hybrid PBX solution, RingCentral Cloud Connector? Get the datasheet here, or contact us at 855-774-2510.



For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

RingCentral

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