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Dialling in to Cloud Calling

Introducing UCaaS
Unified Communications as a Service

The growth of Unified Communications (UC) and cloud-based PBX has soared in recent months – therefore it is crucial that you choose the right technology that doesn't create a trade-off between quality and cost. Cisilion can support you with this decision, ensuring that you are investing your time and money in something that will benefit you in the long-term.

INTRODUCING UCAAS - UNIFIED COMMUNICATIONS AS A SERVICE

As businesses make strides towards a globalised world, enterprises are looking to enable and expand Unified Communications (UC) and Unified Communications as a Service (UCaaS) at a rapid pace. The adoption of these platforms has only increased as more people work from home due to the COVID-19 global pandemic.

Many organisations (over 1,000 employees) have already started the journey or are fast-tracking their investment in UC solutions, given this, it appears that traditional UC providers are winning, edging out other non-traditional challengers when it comes to organisations selecting a UC provider.

This is certainly true based on Gartner's Magic Quadrant for UCaaS:

Unified communications and collaboration platforms are maturing as the modalities of voice, video, and messaging become mandatory.

Messaging in itself is playing a key role with real-time communications as a viable alternative to emails. With more advanced capability around AI, the ability to analyse what is being said on calls and meetings adds even more value.

Whilst all of these modes are relevant for organisations, the thing that is still the most critical is 'voice' with what has traditionally been known as PBX functionality.

This whitepaper will therefore examine the leading vendors in the UCaaS space with a Focus on Cloud Calling - or what some still refer to as Cloud PBX.

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CLOUD CALLING:
MIGRATION DRIVING THE MARKET

There is now a big shift towards Cloud-based PBX driving real growth in this market place. As we move further into 2020, many organisations are seeing Cloud Calling as a critical part of Enterprise Infrastructure. Whilst video, meetings and messaging are key to delivering a truly collaborative platform, voice still presents a large share of the market for many vendors.

According to a research report carried out by Market Research Future (MRFR) in the summer of 2019, the global cloud PBX market Is expected to exhibit a strong 13.2% CAGR over the forecast period between 2017 - 2023. Of course, this was prior to the Covid-19 pandemic and therefore predicting a much higher growth in this space would be a fair assumption.

Most organisations recognise the value and innovation that a full cloud UCaaS platform delivers, as is the immediate and seamless failover that a cloud-based service offers. Today, many organisations have adopted a hybrid cloud architecture, but moving forward, the costs and management of retaining old and new systems are unsustainable.

As we emerge into a "new normal" way of hybrid working, we are already seeing a race to replace ageing PBXs to ensure that organisations can deliver an improved home working experience. There has not been a better time for Cloud UC providers to deliver real value and innovation. In our experience, global availability and reliability are key criteria for large enterprises. Therefore, a vendor that can deliver against these will be the clear winner.
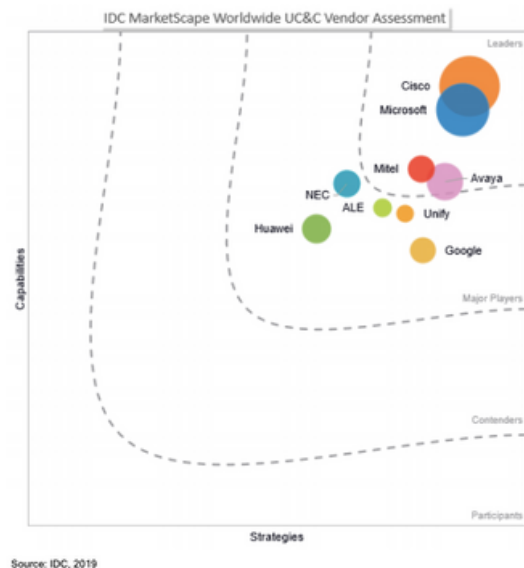
In many cases this is not just about replacing a PBX with a cloud PBX but about extending their existing collaboration platform with PBX features which of course makes lots of sense as it keeps the solution simple and minimises the impact on users with regards to adoption and training effort.

$24B cloud calling opportunity by 2023

Cloud 75M
On-premises 375M
16% Cloud penetration today 75M total calling users market
13% CAGR
$13B
$24B by 2023
2018 | 2023

SELECTING THE RIGHT VENDOR FOR CLOUD CALLING?

It is clear that UC will be integrated into the fabric of how we collaborate for years to come. The question that many organisations are asking is which is the right vendor for UCaaS? Price and feature availability are two important factors, though other key considerations when evaluating a UC provider may also include:

- **Which provider can offer a competitive monthly recurring subscription?**
- **Who offers the best service-level agreements?**
- **Who offers the best performance and innovation?**
- **Which partner can help to deliver, enable, adopt & support the solution?**

There are also many evaluations carried out by industry experts like Gartner, Aragon Research, and IDC MarketScape to help organisations choose the right vendor. The Aragon Research Globe for UC and Collaboration in 2020 for instance, named Cisco as a "Leader with Global Reach". Likewise, IDC MarketPlace carried out a Worldwide Unified Communications and Collaboration 2019 Vendor Assessment and named Cisco and Microsoft as clear leaders in their analysis.
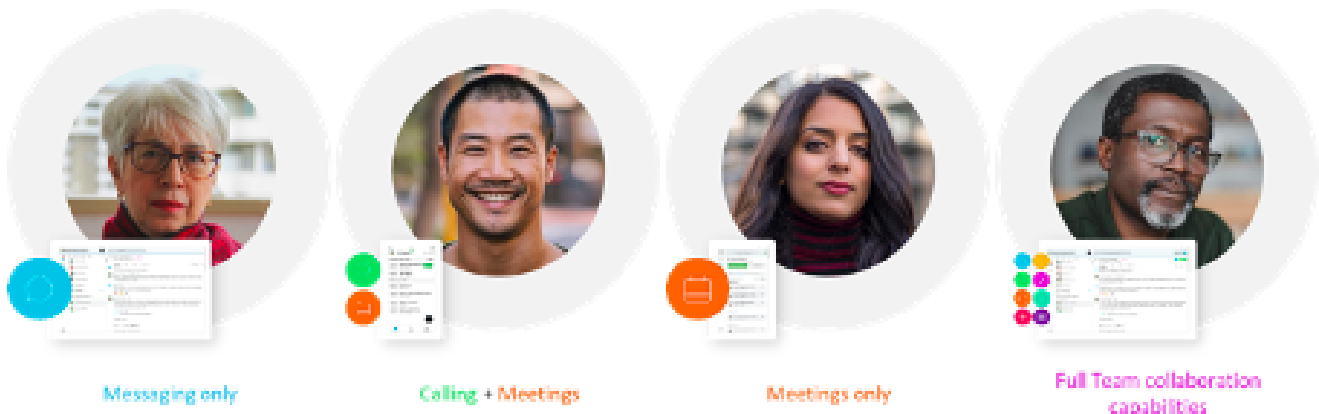
Cisco

Cisco is a major player alongside Microsoft in the enterprise communication and collaboration space. As a global publicly-traded IT vendor, Cisco has an outstanding reputation for delivering high-quality products and services.

More recently, the company has built on its rich Collaboration history and has concentrated heavily on realigning its UC portfolio, as well as defining its future roadmap. Platforms that are available today include everything from Webex Calling to Webex Teams and Meetings. The solution can support an array of environments and strategies.

A key differentiator against the competition for Cisco is their end-to-end offering, where they can deliver from the physical headset, handset, endpoint and UC platform with a Cloud-First, not Cloud Only Strategy. This essentially means that customers have the freedom to choose when and where they want their UC platform deployed - on-premises, hybrid or Cloud.

Moving forward, Cisco has recently announced the launch of their Unified App, built for all modes of collaboration including calling, meetings and messaging delivered in a single client. The app can also be deployed in a modular fashion to meet any end-user workstyle:

| Messaging only | Calling + Meetings | Meetings only | Full Team collaboration capabilities |

Cisilion with its Cisco Master Collaboration and Gold Certification has helped enable the likes of Lockton Insurance to successfully deploy and adopt Cisco Collaboration. This video case study demonstrates how Lockton has benefitted from Cisco's Cloud Webex platform to enable calling and meetings capability.

Peter Singleton
Infrastructure Manager - Lockton

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Microsoft

Microsoft is at the forefront in the UCaaS space according to Gartner, thanks to its success of Microsoft Teams – the fastest growing collaboration app in the industry, displaying over 75 Million daily active users. Microsoft's UCaaS solution supports all modes of collaboration from group and one-to-one messaging to enterprise voice and meeting capabilities. Teams is the fasted growing application in the company's history.

Teams calling and meeting services can be enhanced with an ecosystem of vendors, delivering a range of phones and endpoints. The huge success of Microsoft Office 365 has been instrumental in attracting customers to adopt the complete portfolio. Enabling phone system services for Microsoft Teams with either Microsoft's own calling plans for cloud-based calling or direct routing for a more hybrid set up can be deployed.
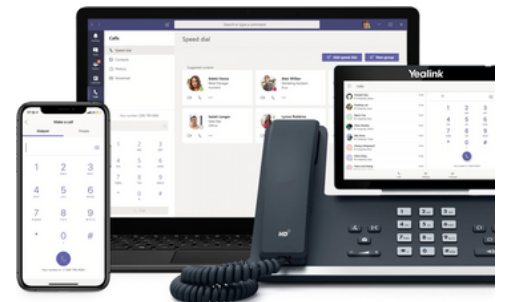
As Awin's strategic partner, Cisilion utilised its Microsoft Gold status with Gold Communications competencies to deploy Microsoft Teams globally. The video case study demonstrates the success the likes of Awin are realising with the adoption of Microsoft Teams.

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Ring Central

RingCentral originated in small-business UCaaS (2002-2005), but the company is now realising a broad coverage in midsize, enterprise and global accounts. RingCentral has its own software for calling, mobility and workstream collaboration. However, this is complemented with partnerships, with the likes of Zoom for meetings and NICE inContact for Contact Centre. RingCentral boasts It integrated ready-to-use business apps for those customers that are looking for tighter integrations into platforms like Microsoft Teams, Salesforce, Okta, Zendesk and ServiceNow.

8x8

8×8 has built its success as a UCaaS application specialist with the X-Series platform.
Suited well for small and mid-sized business markets, 8×8 is suitable for organisations that are in search of flexibility and scalability. Similar to RingCentral, 8×8 released its Dynamic Integration framework for quick integrations into business and communication applications. 8x8 offer a large selection of bundles to accommodate various use cases and budgets.

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WHAT FEATURES TO EXPECT FROM A CLOUD CALLING PROVIDER?

Cloud Calling vendors must deliver features that are easy to use, empower callers, and create engaging experiences with less technology friction to make collaboration feel more human. Key enterprise-level telephony features for many organisations may include the following, which are included as standard with Cisco's Webex Calling service:

CISCO WebEx

- HD audio and video calling
- Call Parking
- Call Queueing
- Do not disturb
- Virtual Receptionist

- Single Number Reach
- Customise Music on Hold
- Caller-ID Management
- Selective Call Forwarding

- Directory-based dialling
- Call Paging
- Speed Dials
- Personalised Voicemail
- Shared Lines

WHY CISILION FOR CLOUD CALLING?

Whichever vendor you ultimately select, it is equally important that you choose a partner that can help deliver a cloud-calling solution that is cost-effective, simple, easy to use, easy to manage and scalable across multiple offices and remote sites. Cisilion can support you to plan, deploy and maintain your calling solution with our qualified and experienced customer solutions team.

As an industry leader in delivering Collaboration technologies, Cisilion leads the way with both Cisco and Microsoft. With over 20 years of experience behind us, we have obtained accolades and certifications for both vendors that match no other partners.

CISCO Partner
Gold Certified

Gold Certified
Master Collaboration Specialisation
Advanced Video Specialisation
Advanced Security Architecture Specialisation
Advanced Collaboration Architecture Specialisation
Advanced Data Centre Architecture Specialisation
Express Specialisation

Gold Microsoft Partner
Microsoft

Gold Certified
Gold Communications
Gold Windows and Devices
Gold Application Development
Gold Cloud Productivity
Gold Messaging
Gold Data Centre
Gold Collaboration and Content
Gold Cloud Platform
Gold Enterprise Mobility Management

Cisilion are proud to be one of the first Cisco Webex Calling and UCM (Unified Communications Manager) Cloud launch partners in the UK. More recently,

Cisilion were also the first UK partner to be awarded the 'Calling for Microsoft Teams Advanced Specialisation".

In addition to our accreditations and expertise, we are also pleased to offer these cloud-calling services at a very competitive price. Here is a summary of how our Webex Calling and Microsoft Teams Direct Routing offer delivers more value, in comparison to some of the competition based on an average 250 user base.

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PRICE (PUPM)	Cisco Webex Calling Enterprise Edition £9.99*	Microsoft Teams Phone System DR £9.99**	RingCentral Standard £14.99	Zoom Pro+Phone £19.99	8x8 X2 £20.00
Free Trials	✔	✔	✔	✘	✔
Team Collaboration	✔	✔	Limited	Limited	✔
Unlimited IVR & Call Queue	✔	✔	✔	Limited	✔
Deliver at least 99.9% Uptime	✔	✔	✔	✔	✔
Unlimited Cloud Storage	✔	✔	✘	✘	Limited
Dedicated DDI & Inclusive Minutes	✔	✔	✔	✘	✔
Native Phone/Device	✔	✔	✘	✘	✘

* Cost based on Webex Calling Enterprise Edition. These costs can be further reduced with Basic Station licenses.
** Cost based on the assumption customer has purchased E1 or E3 licensing. The offer includes Phone System Add-on and cost to deliver Direct Routing.

What is included in Cisilion's Cloud Calling Offer?

Cisilion are delighted to offer a packaged enterprise-grade Cloud Calling offer for both **Cisco Webex** and **Microsoft Teams**. The package includes all of the phone systems features mentioned above with an inclusive **domestic calling minutes** bundle, **24x7 Support**, **number porting services** and **enablement services** all from **£9.99 per user per month**.

Are you ready to take the next step?

To request more information, or for a free demo and consultation (including how to get a free trial), speak to your Account Manager or **contact us by clicking here.**

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