

# Move to cloud calling in 5 simple steps

See how easy it is to upgrade your small business phone system to cloud calling.



Small businesses like yours face new challenges as you try to address changing market demands and a growing hybrid workforce.

# Contents

4

---

The cloud is calling

5

---

It's time for cloud calling

6

---

Why cloud calling?

8

---

5 steps to move your small business to cloud calling and collaboration

9

---

Step 1: Assess your collaboration needs

10

---

Step 2: Choose your vendor

11

---

Step 3: Decide your deployment strategy

12

---

Step 4: Plan your cloud calling system

13

---

Step 5: Go live with cloud calling

# The cloud is calling

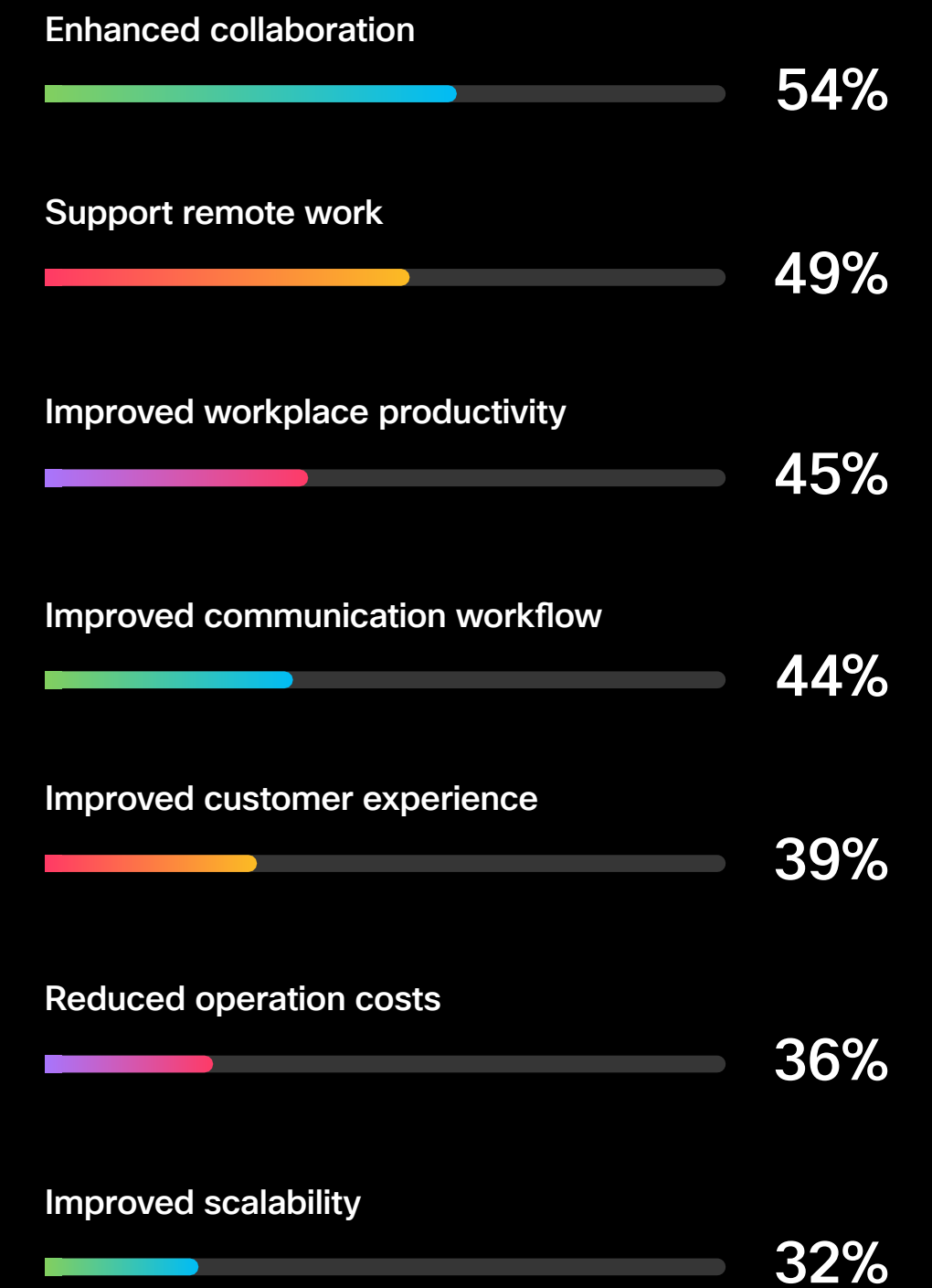
Your small business probably looks a lot different than it did just a few years ago. In-office workers are less common as more employees continue to work remotely. Your existing infrastructure might not be flexible enough to adapt to workforce changes, customer demands, and other unforeseen events. This new reality isn't going to change, and you must evolve to foster employee productivity and guarantee business success.

Small businesses like yours today face new challenges as you try to address changing market demands and a growing hybrid workforce.

## Top challenges



## Integrated cloud calling and collaboration adoption drivers



Data sources: Techaisle SMB and Midmarket collaboration study, N=1730; Techaisle and Midmarket technology adoption survey, N=2135

# It's time for cloud calling

## Top small business IT priorities



## Hybrid working

Recent data from Techaisle shows that 58% of employees expect to work in hybrid environments and 93% of your small business peers are prioritizing hybrid workplace technology adoption. The same study found that cloud adoption is a top IT priority for 99% of small businesses and for 96% of small businesses, collaboration is a priority.

Data sources: Techaisle SMB and Midmarket collaboration study, N=1730; Techaisle and Midmarket technology adoption survey, N=2135

## Cloud calling

Cloud calling solves for the challenges on-premises phone systems can present—and so much more. The right cloud calling solution for your business lets your employees connect and collaborate from anywhere with ease. It will let them meet, chat, share files, or call from any device without worrying about technology integration or complicated instructions.

# Why cloud calling?

Here are the reasons you should embrace cloud calling and collaboration for your small business.

- It powers hybrid work.
- It better supports customers.
- It's always up to date with the latest features.
- It reduces maintenance requirements for on-site staff.
- It lets your small business achieve cost predictability.

To better succeed, your small business needs an innovative, flexible, and collaborative calling solution that you don't have to spend a lot of time or money installing and maintaining—or training staff to use.



**“Robust and seamless cloud calling and collaboration are crucial pillars of the business infrastructure of the small business workforce in the new era of work. The aspiration to work from anywhere, any time, on any device also means any type of calling and collaboration.”**

SMB Cloud Calling and Collaboration, Techaisle, December 2021

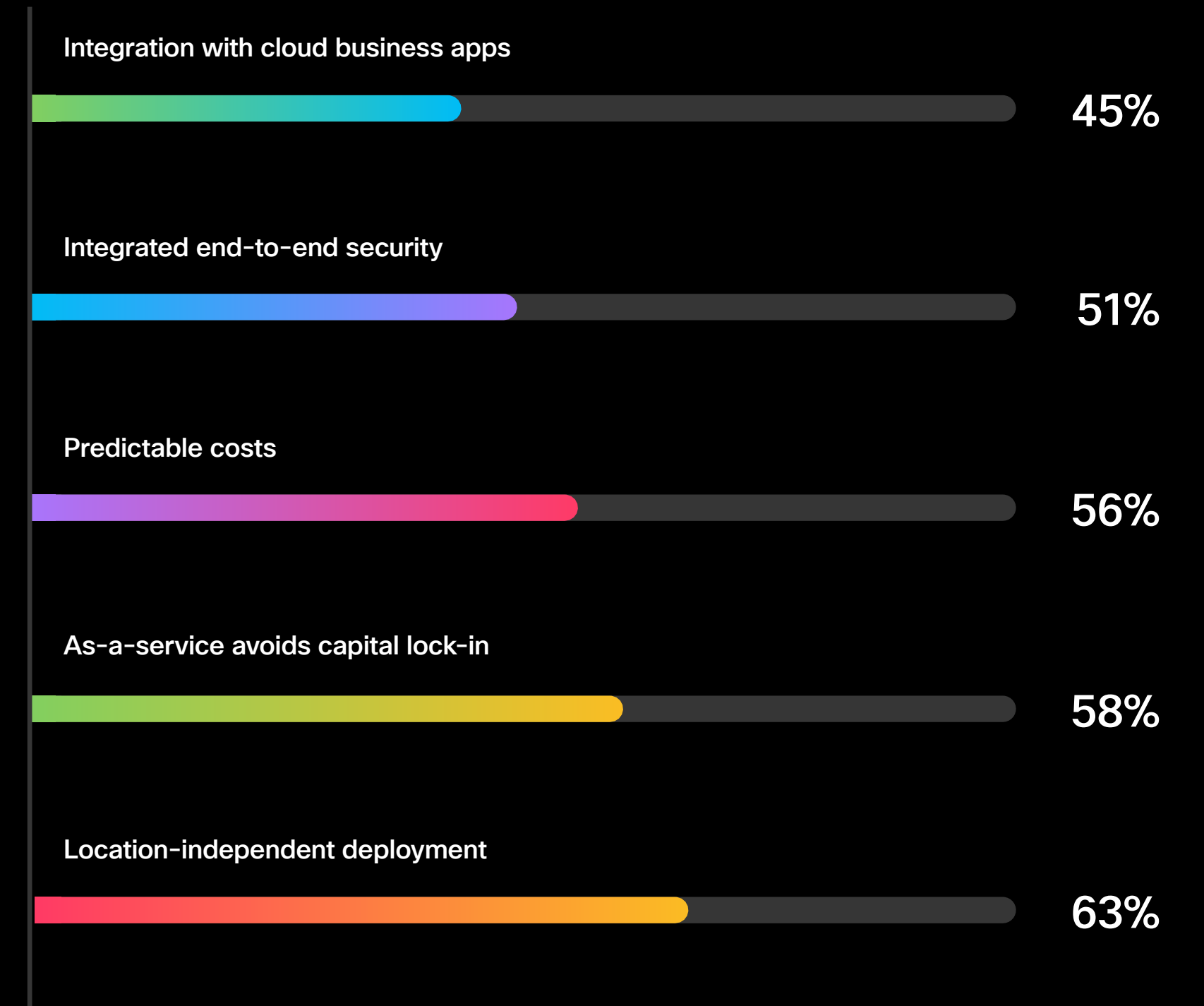
# 5 steps to move your small business to cloud calling and collaboration

## Make the cloud choice

It's time to evolve your small business to not only survive but thrive in this new normal—to keep customers happy and stay ahead of competitors while also keeping costs down and maximizing existing resources. You must equip employees with the right tools and technologies to be productive and motivated wherever they're working.

Your on-premises phone system just won't cut it anymore. Your small business needs cloud calling. Here's how to get started.

## Cloud calling adoption drivers



Data source: Techaisle SMB and Midmarket Collaboration adoption survey, N=1730



# Step 1

## Assess your collaboration needs

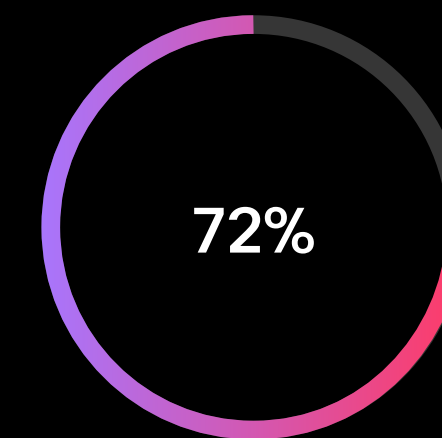
Your business needs a new phone system and understanding what you already have in place will help you make a better decision. It's critical to identify:

- Your current phone system
- Your use of existing collaboration tools
- Any gaps in collaboration capabilities
- The number of employees using the systems
- The ratio of in-office, remote, or at-home workers

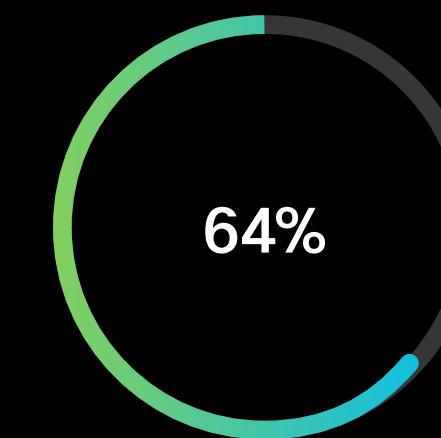
Understanding the business needs, technical requirements, and end-user profiles will help you decide the best calling—and collaboration—investment for your small business. With hybrid work becoming the norm, integrated calling and collaboration is the way to go when updating your phone system.

## Collaboration adoption drivers

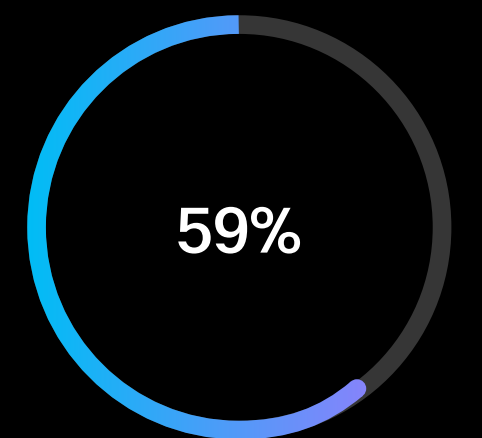
Support hybrid work



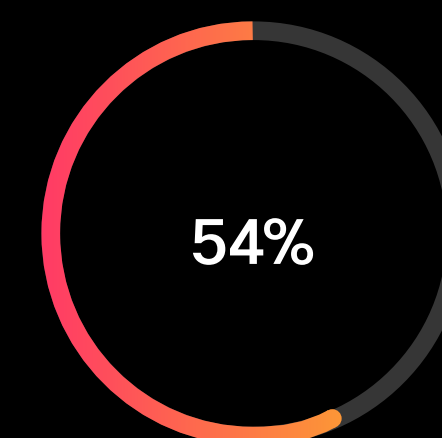
Speed of innovation



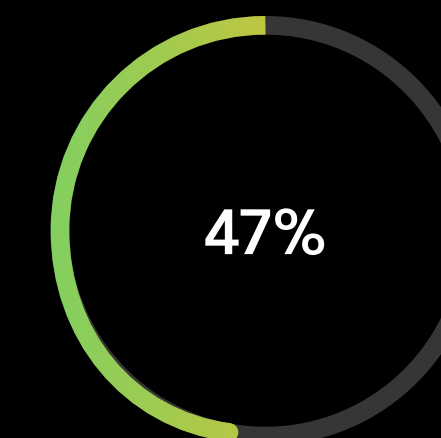
Decision agility



Remote experts access



Customer intimacy



Data source: Techaisle SMB and Midmarket Collaboration adoption survey, N=1730

# Step 2

## Choose your vendor

Finding the right calling provider to partner with for your move to cloud is imperative. Cloud calling will offer immediate benefits and long-term rewards—with the right partner. You will want a vendor that offers comprehensive technology with a proven track record and clear product roadmap for the future.

Data source: Techaisle SMB and Midmarket Collaboration adoption survey

### Features and functionality

What do you most need from a calling solution? One option you won't want to go without is ease of use across calling, meetings, mobile, and messaging.

50%

consider features and functionality as a purchase decision factor.

### Mobility

Employees are already using their mobile phones to get work done. Now mobile devices can become assets for your company.

81%

are adopting mobility solutions to support hybrid work.

### Support, long-term strategy, and product roadmap

You must choose a vendor that not only has a proven history, but one that also holds a promising future. Be certain the technology you're investing in is a priority for your provider.

35%

consider after sales support as a purchase decision factor.

### Integration

You might decide to go all-in on a new system, or you might want to maximize any existing investments you have. New software must seamlessly integrate with existing tools and work well without any heavy lifting from administrators or employees.

41%

consider integration ability as a purchase decision factor.

### Ease of deployment and management

The move to cloud should be painless and quick. The right calling provider will enable easy installation and handle the ongoing maintenance of the system.

29%

consider ease of deployment and management a purchase decision factor.

### Security and reliability

Downtime is not an option, and business disruption shouldn't be either. Go with a vendor that has security and privacy built into their approach to product design and delivery.

63%

consider reliability and security as the top purchase decision factor.

# Step 3

## Decide your deployment strategy

If you have gotten as far as to choose a vendor, it's time to decide exactly how you will make the move. Your cloud calling partner should be able to accommodate the upgrade path that best suits your small business.



### Full cloud migration

Do it all at once, without worrying about any downtime.



### Migrating specific branches or users

Select specific users first, or specific location, to start your deployment in one environment and upgrade from there.



# Step 4

## Design and plan your cloud calling system

Your small business has specific needs. This is the time to plan your move to cloud calling to address those requirements without disrupting business operations.

To be sure your deployment goes smoothly, you will work with your cloud calling provider to:

- Identify the needs at each site if there are multiple locations.
- Build a design based on the data you gather.
- Document your existing call flows and restructure them as needed.
- Determine group settings to create, add, or change users.

With these details in hand, you're ready to prioritize which sites (or groups or individual users) will be upgraded first, prepare the sites for the move to cloud, enable staff with education or training resources, and define your schedule to migrate to the cloud.



# Step 5

## Go live with cloud calling

Because the right cloud calling provider should do most of the work on their end, this is the simplest phase of all.

Your small business will go live and start enjoying the benefits of cloud calling immediately. Employees will be able to effortlessly collaborate from anywhere at any time and on any device. And customers can get the support and services they need from your business across platforms.

Now you can focus on growing your business—not supporting an outdated, on-premises phone system.



# Why Webex Calling

Webex Calling can reduce operational costs and improve productivity by helping you migrate critical business communications to the cloud. When combined with other Webex apps and devices, it is the heart of a complete cloud calling and collaboration experience.

**Here are just a few of the features Webex Calling offers that align with your small business needs.**



## Proven maturity and reliability

delivered via a self-fully managed, dedicated global cloud platform, that's redundant and secure, and which supports all local regulatory and compliance requirements and provides end-to-end encryption.



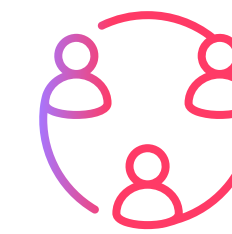
## Integrated cloud calling

collaboration features, such as: seamless collaboration, chat, file sharing, and whiteboarding; business calling features on all devices; phone numbers for every user, and unlimited domestic calling.



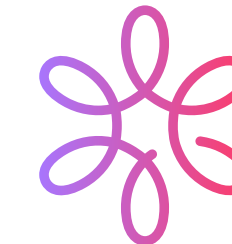
## Worldwide follow-the-sun support team

providing 24-hour support, online chat, and call-in support.



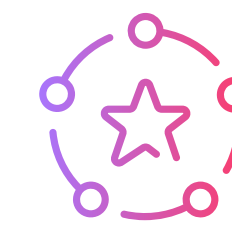
## An optimized mobile experience

featuring complete collaboration experiences on all mobile devices, business calling through employees' mobile phones, personal phone number separate from a business number, and calls routed over mobile network with no need for data or Wi-Fi.



## Seamless integration

with many popular business apps, such as: Microsoft and Google directory integration, Microsoft 365, Google Workspace, and integrated IP phones, headsets, and video collaboration devices.



## Simple setup and management,

which provides instant scale with easy onboarding/off-boarding, a single integrated admin portal for easy manageability, and performance monitoring and analytics.

**“The robustness of the platform is a key differentiator of Webex Calling against others. Also, the amount of investment the product has been receiving shows the commitment of Cisco to make the product even better. That gives us confidence to keep using the product more and more every day.”**

Eduardo Viero, Presales Engineer, InfraTI

**Webex enables all things collaboration, including interactive meetings and whiteboarding, file sharing and chatting—and endless opportunities to connect with coworkers.**

Webex empowers employees to do their best work without worrying about the technical details.

**According to Techaisle, Webex gets it:**

- Webex can be quickly adopted and continuously upgraded organization-wide without expensive deployment costs and management overheads.
- Webex solutions are centrally managed and scalable, allowing small businesses to easily respond as business needs change.
- Webex solutions are every employee's work ally driving organizational productivity and fostering innovation.

Learn how to upgrade your small business phone system to the cloud with Webex Calling.





© 2022 Cisco and/or its affiliates. All rights reserved. Cisco, the Cisco logo, Webex by Cisco, and Webex are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, see the Trademarks page on the Cisco website. Third-party trademarks mentioned are the property of their respective owners. The use of the word "partner" does not imply a partnership relationship between Cisco and any other company. (2106R)

