

A large, stylized blue outline of a cloud shape, composed of several curved segments, positioned on the right side of the page.

## **Five9 Cloud Is Ready for Your Avaya Contact Center**

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Although cloud contact center emerged more than 20 years ago, vendors like Avaya have done little to add value to their premises-based systems. Covid-19 further exposed the inability of on-prem systems to meet today's requirements.

Regardless of a legacy vendor's portfolio shortfalls (or business issues), Five9 has a long and successful track record of migrating thousands of formerly on-premises contact centers to the cloud. Organizations that have transitioned to Five9 are reaping the rewards delivered by the advancements in self-service, intelligent routing, and the agent assistance that artificial intelligence (AI) delivers. We call this program "Liftoff," a series of capabilities designed to smooth the migration of Avaya, Cisco, and Genesys contact center users to Five9.

This paper is designed to help evaluate your current contact center as you consider a move to the cloud. Our goal, as always, is to enable you to deliver exceptional customer experiences, and we are here to assist you at every step as you transition to the cloud.

## Why the Cloud, Why Now?

The chief response to that question is simply: customer experience (CX). According to Deloitte Digital's biennial 2021 Global Contact Center Survey,<sup>1</sup> "more and more leaders are now recognizing that cloud is not simply a 'nice to have'; it is an imperative for doing business in a time when customers, competitors, markets and technologies can change in the blink of an eye."

The cloud offers the only sustainable path to deliver customer experiences that are immediately relevant to the customer's service or sales journey. That's why enterprises small and large across all industries are moving business processes to the cloud for the security, scalability, speed and seamless omnichannel experiences it enables.

Virtual work plays a part in ensuring business continuity and staffing coverage. Cloud-based applications slip easily into disaster recovery plans by delivering uninterrupted communication when it's needed most without the need for maintenance staff in potentially unreachable locations.

**Cloud contact center solutions are "now the 'go to' technology for most organizations procuring sub-500-seat contact center environments.... Increasingly, they are being deployed in environments with thousands of agent seats."**

– Gartner

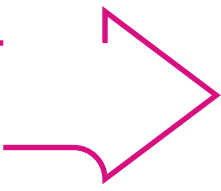


Echoing these market trends, in January 2019, research firm Gartner announced it would no longer publish Magic Quadrant reports for premises-based Unified Communications and Contact Center Infrastructure. Gartner noted that "premises-based options have reached full maturity" and it reported in the 2022 Magic Quadrant for Contact Center as a Service<sup>2</sup> that cloud contact center solutions are "now the 'go to' technology for most organizations procuring sub-500-seat contact center environments.... Increasingly, they are being deployed in environments with thousands of agent seats."

Differentiating on customer experience now implies cloud strategies. Backing up Gartner, Deloitte Digital's 2021 Global Contact Center Survey<sup>1</sup> found that 75% of contact centers will move to cloud in the next two years and 79% plan to invest in greater AI capabilities.

For enterprises securing their position in a world driven by customer experience and preparing for the impact that AI brings, moving the contact center to the cloud is not a question of if, but when.

Note, that we are purposely leaving out a discussion around hosted and hybrid technology paths. It's our opinion that hosted solutions simply trade CapEx for OpEx pricing while relocating premises solutions off-site and retaining all the issues legacy systems have built up over the years. Similarly, hybrid solutions (where parts are located on-premises and in the cloud or hosted off-site) seem to offer the worst of both worlds to enterprises trying to take their next strategic step towards long-term sustainability and profitability.



**Tip:** When an on-premises contact center vendor says it has the same software in its cloud as in its on-prem solution, they're talking about a hosted solution, not cloud. No major contact center vendor has a multitenant cloud solution based on its premises system.


Before moving any premises solution to the cloud, there are due diligence questions to address:

- Is the cloud ready to handle the scale and complexity of my contact center?
- Does it offer the same or better availability and resiliency?
- How is CX organized within our operation to serve customers consistently and effectively across communication channels?
- Will we lose the geographic reach or functionalities we've painstakingly customized? (i.e. Can CMS reports I rely on be recreated? Can I support my most remote needs?)
- How does cloud contact center support our business continuity and disaster recovery planning?
- What are the business and service delivery risks if we don't move soon? When is late, too late?
- How can we know if moving to the cloud now is the right choice?

## The Risks of Delaying a Move

It's generally understood that moving to the cloud is inevitable for most businesses. The question is: When is the right time to make that change?

The sooner the better. Taking time to settle into a new solution before making the more sweeping operational changes that AI brings will ease the transition. In *Prediction Machines: The Simple Economics of Artificial Intelligence*, Ajay Agrawal argues that AI will soon be an economic imperative for organizations to survive.



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The cloud is the foundation for adopting these new strategies that are themselves located in the cloud.

A more pressing issue for many on-premises contact centers is that their current vendor is not keeping pace with the new capabilities demanded by customers. Cloud contact center vendors deliver software updates with a speed unmatched by premises vendors. For customers, these updates are largely invisible, requiring no scheduled maintenance windows or regression testing with third-party apps. Admins are apprised of new features being delivered soon that can be quickly integrated (or not) into the contact center's daily routine.

And that speed is at the heart of it. Every consumer notices when a contact center has fallen behind in service delivery—repeating account numbers, lack of speech recognition, etc.—because others offer these conveniences. Despite best efforts to leverage on-premises capabilities, they simply do not compete with the customer experience that cloud systems deliver.

For decades, on-premises solutions from vendors like Nortel and Avaya have been a solid investment; equally true is that they no longer set the pace for the rapidly-evolving contact center.

For many businesses, the impetus to move to the cloud arises when on-premises solutions start to hold them back, cause frustration, or disrupt service delivery. But equally important is a vendor roadmap. Five9 has been considered a leader in cloud contact center solutions for more than 20 years with sophisticated solutions and growth rates well above the market. By comparison, Avaya's has never been listed in Gartner's Cloud Contact Center Magic Quadrant.

You're left trying to figure out if continued loyalty and investment in an aging on-premises contact center makes operational sense.

Your on-premises solution is inhibiting your business and customer experience today if it:

- Is not flexible enough to take advantage of new capabilities
- Must be manually updated during off hours and is difficult to keep secure
- Limits agents to specific locations, making distributed operations or work-at-home models kludgy
- Frustrates agents because they must work in multiple, disparate systems and are unable to provide a streamlined customer experience
- Is out-of-maintenance and/or at end-of-life status which makes it hard to justify continued investment
- Prevents you from transforming or iterating as fast as competitors due to heavy customizations
- Does not have the technical capability to meet digital era CX expectations
- Comes from a vendor that has shifted their R&D away from on-premises investments and toward an incompatible **and undelivered** cloud future

These are just a few of the signs that it's time to move to the cloud.

## Cloud Is Ready to Handle Your Contact Center

Organizations often ask us if the cloud is ready to handle the scope of their operations. The cloud has rapidly matured and offers a host of proven capabilities and benefits for ever larger, more sophisticated operations. Regardless of whether you're running a contact center in conjunction with IP Office or Aura (or even an older Definity), Five9 can meet your needs.

- **Scalability:** The cloud offers the ability to quickly and economically scale as your business needs change—permanently or seasonally. With the cloud you pay as you go—only for what you actually use, not what you might use in the future.
- **Security:** SaaS companies MUST provide high security in order to operate. This delivers an economy of scale related to security, as well as resiliency. As enterprises have increasingly moved other applications to the cloud, they have spurred innovation and investment in cloud security making cloud providers the most secure businesses around.
- **Rich features:** Cloud-based solutions offer an array of features that many on-premises solutions don't have or cannot provide cost-effectively. With cloud, you can trial new applications such as workforce optimization (WFO) or a new digital channel quickly—without the need for major long-term financial commitment or the angst of installing a new capability.
- **Connectivity to existing applications:** Cloud solutions use open APIs and provide pre-packaged integration with leading CRM market leaders. Because the application is in the cloud, they also ensure that the integration is kept current with access to the latest capabilities. No need for manual updates or crossing your fingers that it will be compatible.

- **Resiliency:** Premises-based contact centers operate in a 99.999% availability world. But premises-based systems subtract scheduled maintenance from their stat, actually resulting in a less-available solution. Cloud vendors' availability is measured 24x7x365. At Five9, system updates occur without interruption of service. While customers are always notified of pending updates, agents and supervisors only notice changes at their next login.
- **Cost:** Five9 offers the choice of bundled or à la carte services available via fixed rate or usage-based billing. Coupled with the ability to rapidly scale to address permanent or seasonal needs, cloud contact centers enable unmatched flexibility.
- **Maintenance:** Premises-based solutions require in-house IT skillsets for routine moves, adds, changes and more encompassing work that requires maintenance windows. Cloud solutions reduce the cost and time, freeing IT personnel to focus on more strategic priorities.

The cloud plays a key role in enabling your organization's digital transformation and empowers agents and supervisors with intuitive, easy-to-learn and use tools that put the technology in the background and let the agent focus on relating to the customer.

## What About My PBX/UC Solution?

In the Avaya world, contact center is tied to the underlying PBX or Unified Communications system—IP Office, Aura or older Definity and Nortel. Ultimately, a cloud contact center migration unhooks the dependency without losing the connection to UC users—and eliminates the costs associated with it. This lowers your carrier bills and frees IT personnel for business tasks more critical than contact center moves, adds and changes.

As contact centers have become more critical for business services, the average worker spends less and less time using UC voice services. Vendors know the PBX is tapped-out as they deliver software releases that are fewer and further between with little new feature content. For many users, voicemail is becoming as fanciful and rare as a telegram—transferring a call is approaching magic for most users. Supplanted by more collaborative UC applications, the deskphone is little more than a POTS line.

It's also likely fully depreciated. Investments in contact center provide a larger business return.

## Steps to Take Before You Move to the Cloud

While using a cloud contact center is literally as easy as typing in a URL and logging in on Day One, getting to that point requires cross-functional planning. IT, customer service, marketing, sales, and risk management stakeholders all need to be brought into the planning phase.

Discussions to have internally and with select vendors should address questions such as:

- Who is accountable for our CX roadmap?
- Are our internal processes ready? If not, what needs to be updated?
- What contact center and cross-functional steps need to be taken before we're ready for the cloud?
- Is our internal infrastructure up to date?
- How would existing third-party and homegrown applications integrate?

Stakeholders need to understand how their workflows will change and how processes will be reconfigured. Clear communication from the outset ensures that everyone is working toward a successful transition. Your cloud contact center vendor should provide responsive, accessible “best practices” guidance based on their experience as well as your specific business needs, plus the implementation support and training. Five9 provides this as part of every customer migration to the cloud—utilizing our extensive experience in legacy migrations—to ensure the successful use of our service and to facilitate a smooth transition to the cloud. Research firm Gartner has repeatedly called out the quality of Five9 service.

## Preparing for a Strong Future Begins in the Cloud

Delivering the experience customers expect today is only possible with the cloud. In addition to enabling you to differentiate on customer experience immediately, moving to the cloud also sets you up for a strong tomorrow.

The future of the contact center incorporates AI-powered features and functionalities that are becoming mainstream faster than some expected. While these are still evolving in the areas of intelligent routing, agent empowerment and analytics, it's understood that cloud-based contact centers will be required to embrace AI features most effectively.

That future is not far away and, in fact, may already be here for some contact centers.

## Make the Move as Smooth as Possible

Five9 is a cloud-native company with thousands of implementations. Enterprises that partner with Five9 experience modern, high-touch, personalized service honed by our history.

We believe that CX vendors must deliver the superior customer experiences expected by their customers' customers—and that is our aim at every touchpoint.

Five9 makes moving to the cloud a positive, transformative experience and empowers you with the guidance, partnership and continued customer support to ensure that your enterprise delivers the best possible experience to your customers and agents available today and ready for tomorrow.

We're here to help you discern the right course for your company as you plan for your contact center's future in the cloud.

## Learn More

To get started, visit [www.five9.com/cloudmigration](https://www.five9.com/cloudmigration).

### References

1 "Deloitte 2021 Global Contact Center Survey," Deloitte Consulting, July 2021.

2 "2022 Magic Quadrant for Contact Center as a Service," Gartner, August 2022.

### About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization, and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant, and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit [www.five9.com](https://www.five9.com) or call **1-800-553-8159**.

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