Cloud Communications Implementation Guide: A Phased Approach
How connected is your business?

Today, how your enterprise uses its communications systems is a vital component of its ability to meet customer demands, innovate with new services or products and ensure long-term sustainability in markets that are rapidly evolving. Adopting Cloud Communications (UC) is vital to ensure your enterprise can meet the demands of rapid digitisation that is impacting every business sector. With business now being done on the move, coupled with increasingly geographically dispersed workforces, flexible communications are the foundation of future business. According to IDC, by 2018 75% of Europe's workforce will be mobile.

(2016)
All businesses are built, and operate differently, however many will share a number of common pain points including:

- Offering customers integrated communications touchpoints.
- Lowering communication costs.
- Evolving IT infrastructure to handle all communications channels.
- Basing strategic business decisions on stable, expandable, secure and interoperable communications systems.
- Differentiating in the marketplace with USP based on comprehensive communications.
- Maximising and centralising IT spend in a meaningful way to increase user adoption across the organisation.
- Utilising all knowledge within the company to its full potential to aid effective business decision making.
- Widening the talent pool of the organisation by having a communications system that removes geographical barriers by enabling employees to work from wherever they are on any device.
- Meeting employees’ evolving needs and expectations on communications technology.

What is clear is that your business must rapidly evolve its communications systems to remain competitive over the long term. You can see your customer services communications shifting from traditional channels to a multifaceted environment where the customer dictates how they communicate with your company, often over social media.

**Can your communications channels meet these new challenges?**

The approach that we take is to view all communications as a single platform your business can modify to its precise needs. We call this ArkadinTotalconnect Enterprise (ATC-E).

Your move from disjointed, hard to manage and inefficient communications services to dynamic, flexible and future-proofed Cloud Communications can be a seamless and painless transition.

Arkadin was quick to recognise that a comprehensive Cloud Communications strategy and a broad portfolio of solutions are key requirements for growth in the Conferencing Services Market.²

*(Frost & Sullivan, 2013)*
Phase 1: Working without boundaries: Your agile connected business

How your business internally communicates and how it reaches out to its customers has fundamentally changed. Moving to a Cloud Communications platform offers many benefits, but is your business ready to take full advantage of Cloud Communications?

To insure your business gains rapid ROI, transitions to Cloud Communications seamlessly and ensures your staff adopt your new systems, ask yourself these three key questions:

What issues, problems and challenges do you want Cloud Communications to solve?

It's vital that Cloud Communications resolves clearly-defined pressure points in your company. What strategic aims can Cloud Communications help your business to achieve? However, it's essential to remember that these aims are not obtainable simply by investing in the right technology. A Cloud Communications vision is nothing if not supported and adopted by the staff it is aimed at - benefits realisation and ROI are closely tied to this fact.

Do you know the current state of your IT and communication systems?

Understanding how your business currently uses its communications systems is important to recognise, as this highlights the shortcomings of your existing communications systems that your new Cloud Communications installation will address. Establishing what external non-IT approved applications are used by employees across the organisation can also provide a useful insight into what the business’s current system is unable to facilitate and the ways in which staff feel these other technologies enhance their communications in work. This audit will ensure that you know exactly where your systems will need improvement to implement Cloud Communications across your business.
Are your staff open to new systems that could transform how they work?

Remember that Cloud Communications isn’t just a technology exercise. To gain the full benefits of Cloud Communications and achieve a positive ROI on your technology investment it’s critical that you have people using it. This is a major concern for all organisations. We provide the perfect solution by providing dedicated Organisational Change Managers, who meet these challenges with proven methodologies to success.

The journey that your business will take as it transitions its communications does not have to be taken alone. We understand that Cloud Communications can mean fundamental changes to your business - something that management, senior stakeholders, investors and staff will have concerns about.

Our approach is holistic and takes every aspect of your business into consideration, from your IT infrastructure to the people who will be using your new systems on a daily basis. We work to develop an exhaustive understanding of your organisation: your staff, structure and worker types, to initiate the Change Management Plan, Training Plan and the Communications Strategy. Change is never easy, especially one as fundamental as changing how your business communicates. We support our clients every step of the way - moving at a pace that you are comfortable with.

We will assess the readiness of your organisation and work in conjunction with the business to understand your change history: previous successes and any challenges/resistance points which may have impacted any previous implementations. The Organisational Change Manager will identify any interdependencies which may affect, constrain, block or influence the outcome(s) of your transition and ensure that they have been recognised, mitigated, documented, planned for and agreed to, prior to the initiation of the project to assist in the overall project success.

UCC (Cloud Communications and Collaboration) adoption continues to gain momentum - more than one-third (37%) of respondents said they currently use UCC, and another 36% plan to implement UCC within the next two years. But the survey also shows that roughly one out of every two employees in organizations with UCC aren’t using the UCC capabilities available to them.³

(IDC, 2017)
Phase 2: Defining the digital workplace: Your communications audit

Understanding how your business uses its communications systems today is the first step to adopting Cloud Communications. At the Cloud Communications Division of NTT, we always begin by assessing a business’s entire communications design. This is a critical step to ensure the Cloud Communications service developed meets all existing needs, as well as your communications ambitions for the future.

At this stage, it’s important to consider what the shortcomings are of your network and existing communications setup and how they can be addressed.

Any assessment your business makes should include these key components:

Assess your business readiness

Our Organisational Change Manager can help you to conduct a business readiness assessment to evaluate the non-technological challenges you may face when it comes to introducing Cloud Communications to your organisation. This will help you to identify where the main areas of organisational resistance are, ensure that the Cloud Communications objectives are closely aligned with your business’s pain-points and plans for the future, and provide a strategy for optimising user-adoptions.

Evaluate your current network

The implementation of your new Cloud Communications platform will need a robust network across your business. Look at the current capacity of your network including your LAN, WAN and Wi-Fi capability. They all may need to be upgraded to gain the full advantages of Cloud Communications. We can also assess your current phone carrier and network service provider and advise you whether they will need to be updated or replaced to support Cloud Communications.

Stress test your existing systems

We have developed a sophisticated toolset, which your business can use to test its network and allied systems. When you become a customer your enterprise is assigned a Solutions Architect who will work with your company to assess its precise needs, and highlight where your network may need improvement.

Your unique installation

Your business is unique and your Cloud Communications installation should reflect this. Your Solutions Architect will outline your options and which Cloud Communications components your platform could contain. This may include an extension of any existing services such as Office 365, new technologies such as teleconferencing powered by Cisco Webex, or your own VPN (Virtual Private Network) if improved security is highlighted in your Cloud Communications audit.

Ultimately, your Cloud Communications platform should not only meet your existing communications needs, but also deliver a platform your business can use to move forward into the future.
Phase 3: Digital transformation: Define your implementation strategy

A common concern that a number of organisations share is how their communications technologies can be upgraded or replaced without causing significant disruption to business operations.

The response to this concern is at the core of everything we do. After all, Cloud Communications should enhance your business and not place obstacles in the way of achieving increased productivity, great ROI and world-class customer service. This is why we take a carefully managed and phased approach to your Cloud Communications installation.

One of the most crucial elements of your Cloud Communications implementation is user adoption. From our extensive experience, we know that your staff must take centre stage as you move towards becoming a more agile business.

Unlike other vendors, a close working relationship is at the core of our approach. At every stage of the implementation process we encourage our customers to constantly ask ‘why?’ and challenge every aspect of their Cloud Communications platform until they are completely confident that the system we specify meets their precise needs.

We do this by assigning you a dedicated Project Manager and Organisational Change Manager to guide you through the process from start to finish. They will remain your point of contact, as we assess your needs and specify your system.

This phase of the project will create the core deliverables for Change Management and feed into our ability to implement a comprehensive approach, tailored towards your business. Within Phase 2, your Organisational Change Manager will evaluate the initial assessments and focus on the overall development of an aligned ADKAR (Awareness, Desire, Knowledge, Ability and Reinforcement) model to assist with the plans and strategies for project delivery.

The aim is for a seamless end-to-end delivery of your system over an agreed timescale, which we deliver via our ArkadinTotalConnect service. Our team will also create a comprehensive technical roadmap for your IT personnel to follow to ensure a smooth transition.

We provide the vital training of your employees and appoints a team of Cloud Communications experts to spearhead your digital transformation.

Successful digital workplace transformations don't get stuck on processes and systems, but successfully engage employees with change.4

(Arkadin, 2016)
of the global workforce will consist of the Millennial group that are digital natives and demand collaborative tools from their employers by 2030.\(^*\)

\[(Forbes, 2012)\]

of organizations, led by the financial services sector, support Bring Your Own Device (BYOD) for all or some employees.\(^*\)

\[(bitglass, 2016)\]

in annual costs can be saved by moving from on-premises to cloud-based video conferencing.\(^7\)

\[(Lifesize, 2016)\]
Phase 4: Cloud Communications in the lab: Test your systems

Experience has taught us that many businesses worry about the potential short-term disruption the implementation of their Cloud Communications platform could have right across their enterprise.

This is why we assign you with your own Project Manager to help you to create a test group within your company.

As your Cloud Communications implementation could have far-reaching consequences, it's important to test your new system before rolling it out across your business.

When collating your sample group, it's vital to ensure that it is representative of your business and each key persona within your organisational make up. Each department and level within your business should be represented, including senior managers.

This sample testing will instantly highlight where there could be technical issues with the technologies proposed, but also how the new Cloud Communications platform could change the workflow that your employees are used to.

The latter point cannot be stressed enough, as changing working processes, if not done with a clear and well-supported plan, will inevitably lead to friction that could mean your Cloud Communications systems do not deliver the ROI you are expecting. Together with your Project Manager you can ensure this is avoided.

A pilot testing phase will help you answer the following key questions about your proposed Cloud Communications systems:

- How your business's existing communications systems will change?
- Which business processes will be impacted the most with the new Cloud Communications system?
- Groups and individuals that will be affected by each component of your Cloud Communications service?
- Where potential stress points and potential resistance to change could occur?
- Any incompatibility issues with existing or new systems?
- The importance of training and a phased rollout of each Cloud communications component?

We believe that your business should test, test and test again to ensure you have complete confidence in the system you are implementing across your business.

Arkadin planned the project from day one, discussing all the dependencies, flagging things up with our IT managers and directors.

(Jürgen Harter, Global Head of IT & Informatics at Horizon Discovery)
Phase 5: Day one - Deployment 7 assessment

The unique nature of your business means your Cloud Communications platform will be bespoke to your company. The tools that make up today's Cloud Communications may have similar underlying components such as cloud-based hosting, but how your business rolls out your Cloud Communications should be done in stages, with each stage tested before moving to the next.

Think of your deployment like a recipe. To arrive at the finished dish, you need to add the right ingredients at the right time. The pilot testing phase you have already completed will have resulted in a detailed roadmap for you to follow.

Your project manager will have been with you through each step of the planning process, and when the day arrives to begin implementing the components of your Cloud Communications platform, your project manager will be there to guide you through each phase.

The approach taken with ArkadinTotalconnect means that your business is safe and secure in the knowledge that it has experts on-hand at every stage of your Cloud Communications implementation to solve any issues that arise.

As part of the implementation process, Stakeholder Engagement, Training and Communications Plans will be enacted by all the relevant teams within the Cloud Communications Division of NTT. This will be the key phase of the program of work where we will have the most contact with your end users to assist in minimising resistance and realising readiness whether that is through the communications activities, previously identified training methods or established focus groups.

As your rollout progresses, training should continue to ensure that everyone is confident in the systems they are using. Our comprehensive training is in person and on-demand throughout your project.

Throughout the whole lifecycle of the project, there will be a series of feedback loops established for your end users, internal project team and key stakeholders. In addition, Post Go-Live assessments will evaluate the success of user uptake and training to help identify any gaps which may need to be addressed through further involvement.

These post-implementation assessments will also enable us to determine the Benefits Realisation and outline the expected ROI for your organisation. We are committed to ensuring that your end users develop a clear understanding of the best ways in which to incorporate chosen products into their daily practises and the value they can add.

Transforming not only the communications technologies your business is using, but also the culture of communications across your enterprise is our ultimate goal for your business.
of CIOs said that strategic alignment of IT activities with business strategy was critical to their success.

(Deloitte, 2017)

62% of employees want access to collaboration technology which can enable them to connect with their colleagues.

(Polycom, 2017)
Digital natives: Your new Cloud agile connected business

The environment that all business now trade within is dynamic. As working patterns have changed, customer touchpoints have expanded, and with digitisation touching every aspect of your business’s operations, the communications systems you use must be able to adapt. Unifying multiple communications into one multifaceted and user-intuitive platform not only improves efficiency, but also ensures your business can compete.

Moving your business to a Cloud Communications service platform is also a commercial imperative: the experiences your company can deliver to its customers now relies upon a level of communications integration that is unprecedented. Gartner predicts that by 2018, more than 50% of organizations will implement significant business model changes in their efforts to improve customer experience, with a strong focus on the expanding mobile channels.

Adopting Cloud Communications across your enterprise offers these key advantages:

- Your company can leverage the vast potential that the cloud offers.
- Your business instantly becomes more agile and able to react to changing market conditions.
- As work becomes more flexible with geographically diverse teams becoming the norm, your business has the communications platforms to take advantage of these new ways of working.
- Your business can integrate, what were siloed communications systems, into a Cloud communications environment.
- Cloud Communications transforms your business’s customer services - with each customer touchpoint comprehensively supported.
- Your Cloud Communications platform future_proofs your business. Moving to Cloud communications now, places your enterprise on the cutting-edge of your market sector.

For all businesses, the adoption of Cloud Communications must be handled carefully if the maximum benefits from these changes are to be realised across your enterprise. Understanding each component of Cloud Communications, how they work together and the strategic and practical impact they can have, will ensure the move to cloud-based communications is seamless and delivers the maximum return on your investment. In this digital age, customers expect integrated services, meaning that adopting Cloud Communications is now a major differentiator across all market sectors that your business can take advantage of.

Today, customers want to make close personal connections with the businesses they buy from, making these connections via a myriad of touchpoints and channels. The business that can effortlessly connect with their customers, and have the internal communication systems to support these relationships are the businesses that are coveted over the long term.
About Cloud Communications and NTT Ltd.

Cloud Communications is a division of NTT Ltd., a global technology services company bringing together the expertise of leaders in the field, including Arkadin, NTT Communications, Dimension Data, and NTT Security.

Focused on delivering smart communication to enable smarter workspaces, our mission is to provide world-class cloud communication solutions that enable dynamic collaboration interactions for improved workforce efficiency, productivity and engagement. As the Cloud Communications division of NTT, we specialize in Cloud communications, Cloud Voice and digital events, delivering tailored end-to-end consulting, deployment, and Managed Services to empower businesses and enable their digital workplace transformation.

Together we enable the connected future.

Visit us at our new website hello.global.ntt

Contact one of our team today!

Speak to an expert
References

1. IDC. (2016). 75% of Europe_s workforce will be mobile by 2018. [online] Available at: https://www.realwire.com/releases/75-of-Europes-workforce-will-be-mobile-by-2018


Together we do great things