



AVAYA

IS YOUR PHONE SYSTEM ABOUT TO BECOME OBSOLETE?

Your older phone system may need to be upgraded. Here's how to find out:



If your business phone system continues to provide service, you probably haven't even thought about what platform or system runs it. And why would you? All you need is something that connects you to the rest of the world — and you've got it. But do you, really?

GET AN EDGE WITH SOME BASIC PHONE SYSTEM KNOWLEDGE

While your phone system may have been working well for years, communications technology has changed dramatically. Many, older PBX-based systems are being phased out. That includes the Avaya Communication Server 1000 — a system you may be using.

This means that you must determine what phone system you have in place right now. But it also provides a fantastic opportunity to plan for how your organization can connect and communicate more effectively.

A Short History of Business Phone Systems

Back in the day, all organizations used phone technologies such as POTS (plain old telephone service) and PBX (private branch exchange). POTS was a basic phone service delivered by your telecom provider. PBX was the physical phone system your employees used internally within the organization, and externally using POTS lines to connect to external parties. The PBX is referred to as a “premise” system and the Avaya CS1000 is an example.

More recently, IP phone technology was introduced, offering calls and other services over public or private internet connections. This has enabled businesses like yours to take advantage of many more functions. One of the latest advances are cloud-based phone systems, where the technology is hosted in the cloud by your provider.





YOU'RE SAYING I MIGHT BE AN AVAYA CUSTOMER?

How would you know if you use the CS1000 phone system? Well, here's some quick history. The CS1000 platform was originally developed by Nortel, one of Canada's largest and oldest telecom companies. In 2009, Avaya bought many of Nortel's assets, including the division that provided phone systems to businesses. The CS1000 then became an Avaya system — and Avaya has supported and upgraded the platform for almost a decade since then.

If your organization used to be a Nortel customer, there's a good chance you have a CS1000 phone system — sometimes also referred to as "Meridian 1." If you implemented a CS1000 since 2009 — you may have some Avaya handsets. There's also a chance you could be using a CS1000 system with handsets from another supplier.



TAKE ADVANTAGE OF COMPELLING NEW PROMOTIONS FOR CS1000 CUSTOMERS

Upgrading from your existing CS1000 to a new Avaya platform will offer substantially better value than investing in another system from scratch. The combination of our Avaya Loyalty2together program with the Avaya Software Investment Protection Policy, which helps you maximize value for your existing CS1000 licenses, will make building the business case for migration much simpler.





CHECK YOUR PHONES AND TECHNOLOGY CLOSET TODAY

Are any of the desk phones in your office branded as Nortel, Meridian or Avaya? You can also take a look around the basement or a facilities closet. The CS1000 platform is housed in a large, light gray box. It may be branded Avaya or Nortel and it will probably have a “CS1000” or “Meridian” label on it somewhere too. If you don’t find anything conclusive or you’re just not sure, Avaya’s customer support team can help.

MODERNIZING IS MORE URGENT THAN EVER

Now, there is a particular imperative for your organization to think about modernizing. In January 2018, Avaya announced it would stop selling new Communication Server 1000 platforms from April 2018 – and from April 2019 it will no longer be providing upgrades or creating new service packs. Many long-time users of CS1000 have already upgraded to Avaya IP Office™ or Avaya Aura®, Avaya’s next-generation communications platforms. If you are still on a CS1000, you should start the conversation with your Avaya Partner about your migration strategy.





HERE'S WHY IT'S TIME TO UPDATE

Few businesses still communicate solely with voice communication anymore. They use a variety of additional channels. Modern workplaces are adopting new models of work like remote working, that require new communication channels such as video and text chat to be effective.

STAY AHEAD OF EXPECTATIONS

As the workforce comes to be dominated by millennials, who have grown up in this rich technology environment, organizations must evolve towards “unified communications.” This is the term the communications industry uses to describe integrated communications services spanning everything from traditional voice calls to video conferencing, presence and instant messaging, team collaboration, mobile device access, advanced customer contact, and more.

Your customers have higher expectations too. They expect to be able to reach you in any way they see fit at any time, and they'll penalize organizations that don't cut it. In a world where Gartner says 89% of companies now expect to compete solely on the basis of customer experience, can you afford that?*

Traditional phone systems aren't capable of supporting this much broader range of services. That's why Avaya is now focused on the next generation of platforms.

These provide all the functions that customers value both today and in the future.

***Sources:**

Gartner Predicts a Customer Experience Battlefield, Tom McCall, 2015
<https://www.gartner.com/smarterwithgartner/customer-experience-battlefield>

UTILIZE THE ADVANCED FEATURES YOU'VE BEEN DOING WITHOUT

Here's what a modern phone system should offer you:



You can call right from your laptop, desktop, mobile device, and of course your desk phone — enabling greater productivity and flexibility.



Your remote workers stay connected to the business phone system and take their extension wherever they go on any device and never miss a call.



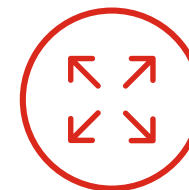
You can bring your company directory everywhere and use presence to call and message the right people fast.



You can host conference calls simply and easily, even from your smartphone.



You can engage with colleagues and customers with video and web collaboration.



You can even scale up or down quickly and simply, as needed, to adjust for seasonal capacity demands.





KEEP WHAT YOU LIKE ABOUT YOUR OLDER SYSTEM

Don't worry that upgrading means giving up the features you love in your CS1000:

We understand that moving to a new solution shouldn't mean retraining all your users or losing your favorite features. Avaya has invested heavily to ensure that key features carry forward on to new platforms with little or no change for users.

At the same time, your users will gain a host of new capabilities that will improve their productivity, reachability, and ability to provide great service to customers, partners and their colleagues.

The bottom line is, as we developed our modern communications platforms, we made sure to retain functionality that Avaya customers, like you, told us they really appreciated.

MAKE THE EASY CALL – CHANGE FOR THE BETTER

It's a mobile, multi-device, multi-modal world. To keep your people in touch, and full participants in all your business activities, from any location, you need a solution that supports modern methods of communication.

Sure, your CS1000 has given you years of reliable service but the "ain't broke, don't fix it" strategy is simply no longer sustainable. Right now is the right time to start discussing migrating to your next Avaya communications solution.





TAKEAWAYS:

- You need to know what type of phone system you're using.
- If you're on an Avaya CS1000 system, now is the time to upgrade.
- You'll keep all the features you like from your current system.
- You'll get access to a whole load of new capabilities.
- Your new phone system can substantially improve both employee and customer experience.

DON'T DELAY

IT'S IMPORTANT TO TOUCH BASE NOW

To learn more, get in touch with your Avaya Partner right away. If you don't know who your Avaya Partner is, contact Avaya and we will help you.



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