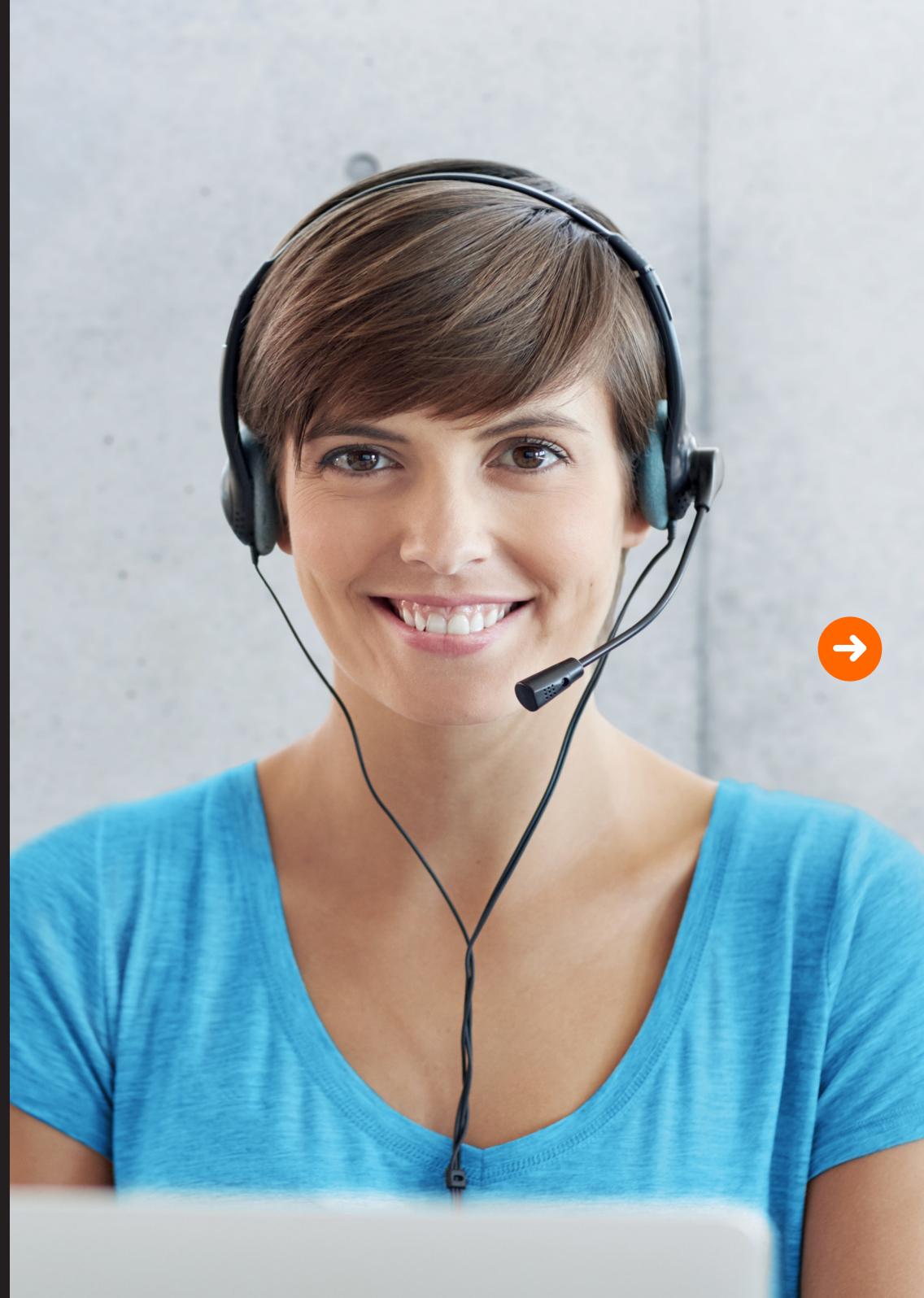


# Get your business Skype'd up

Lessons learned from  
Skype for Business adoption



Business  
Services



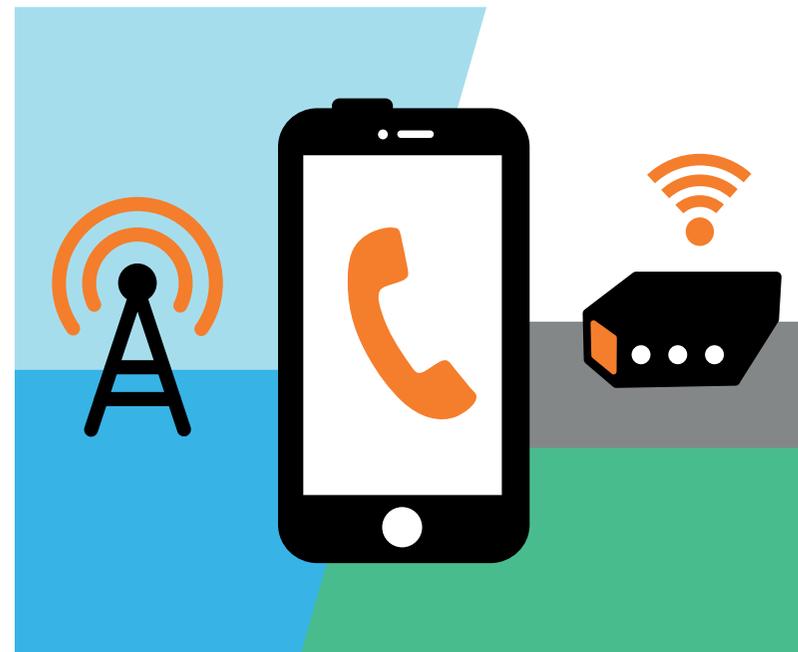
## On the rise with Skype for Business

Recent figures from Microsoft found that **90% of Fortune 500 companies and over 100 million users worldwide actively use Office 365 in their organization today.**

We have put together this ebook of advice for global organizations looking to make a success out of deploying Skype globally. The topics cover everything from voice skills to user adoption. We hope you find it useful.

### Contents

- 2 **On the rise with Skype for Business**
- 3 Business case:  
**Building a unified communications business case**
- 4 Video and new use cases:  
**Exploring what is possible with Skype for Business**
- 5 Voice and PBX replacement:  
**Voice skills central to Skype deployment success**
- 6 End-user satisfaction:  
**Providing the tools that users want**
- 7 Managing global deployment:  
**Preparation key to avoiding global pitfalls**
- 8 **About managed Office 365 Cloud PBX**



## Business case

### Building a unified business case

**In this age of tightly-controlled IT budgets, building a solid business case based on tangible cost savings is essential for any type of technology deployment – and Skype is no exception. To build a convincing business case and properly calculate any potential savings, you need to understand and measure what Skype is replacing.**

While Skype is a strong candidate for PBX replacement, it doesn't just replace telephony, it replaces a wider range of services. This includes all services that come within the unified communications (UC) remit, including instant messaging (IM), presence, video conferencing, web conferencing and audio conferencing.

Measuring the cost of all these varied communications services for multinational corporations is a challenge. Different communications services are usually under different contracts sourced locally, from a range of budget holders. Allowance should be made for infrastructure costs and service management.

For example, having many fragmented contracts is a high management cost and can also create difficulties identifying ownership for resolving faults.

#### Benchmarking costs

The actual act of carrying out an assessment can spark hostility amongst local staff who often see this as a precursor to restructuring. An alternative approach to measuring spending across the global communications estate, is to use benchmarking data that we have collected based on the type of service and the location.

Once you have calculated the total cost of ownership (TCO) for the existing setup, you need to compare it to the projected cost of the migration for Skype. This needs to include all associated costs, such as the cost of migration, maintaining and managing the Office 365 Skype for Business CloudPBX environment.

At Orange, we build these business case comparisons to help IT departments make the case for investment to their board. We always calculate tangible costs savings – rather than softer benefits such as improved collaboration, new ways of working and more productivity. These can then be enjoyed as an added benefit!

#### Four steps to a Skype business case

1. Don't just base your business case on voice, extend the analysis to include all unified communication services
2. Measure cost of infrastructure, people, contracts and service management
3. Use benchmarking if actual measurement is too challenging
4. Calculate actual cost savings, rather than soft benefits

## Video and new use cases

### Exploring what is possible with Skype for Business

**Consumer use of video is putting visual communication at the front of many enterprise plans for Skype. However to make video in Skype a success, IT departments have to break out of their traditional network-based mindset around video conferencing and provide services, that meet user demand and help transform working practices.**

Skype is a perfect vehicle for bringing video to the wider enterprise with easy desktop integration and a wide selection of third-party apps, that take advantage of this video functionality. One example is the Skype Room System, which combines whiteboards and video conferencing. With it, users collaborate using shared whiteboards and video, and extend the conference room experience to the desktop and mobile endpoints. This makes meetings more effective and provides a simple way for participants to agree and log all meeting outcomes.

Another consideration in deploying video is the need to provide proper training and ensuring that the technology works as expected from day one. With the higher bandwidth demands of video, you will need to properly size the network and deploy optimization technologies to ensure smooth operation.

**“Skype is a perfect vehicle for bringing video to the wider enterprise with easy desktop integration and a wide selection of third party apps”**

#### Four steps to communications transformation with Skype

1. Don't just provide vanilla video conferencing – look for added-value applications
2. Consider the disruptive value of Skype in communications-rich environments, such as the contact center
3. Provide training to ensure problem-free uptake
4. Ensure the network is properly sized to handle the additional bandwidth increases of video and collaboration applications

## Voice and PBX replacement

### Voice skills central to Skype for Business deployment success

**As a fully-fledged unified communications (UC) platform, Skype poses a new type of challenge to IT departments looking to take full advantage of its voice functionality. Despite the advance of converged communications, voice skills are still in short supply in many enterprises. They are seen as old-fashioned by many IT departments, but are essential in helping size networks, configure gateways and size networks AND configure gateways.**



This knowledge gap can be a significant problem for enterprises looking to migrate their voice services as part of a voice rollout. Ensuring a seamless transition requires a diverse set of skills, which need to be in place right from the outset of the project.

For example, consider the issue of network sizing. This information needs to be collected from all sites when auditing the current communications infrastructure. However, collecting essential information on the installed base and call usage patterns can be quite challenging for global companies and requires specific voice skills and expertise.

Our voice engineers have developed methodologies to accurately estimate these figures based on a combination of customer cases, industry standards, metrics drawn from our “call analytics” reporting system and the nature of each site (size and criticality).

#### Managing voice capacity

Capacity management is a key voice requirement, and voice engineers have been using the Erlang algorithm for years to ensure that there are sufficient lines into a site. This is further complicated by audio conferencing, which is another key functionality in Skype, but which has a completely different usage profile to standard voice calls.



#### Three key factors in voice success

1. Ensure that the project includes voice engineers from the outset
2. Accurate data collection will help ensure success
3. Be sure to take the specific requirements

## End-user satisfaction

### Providing the tools that users want

**The success of any technology project will ultimately be judged on how many people actually use the technology. The business case for adoption will never be made if users are resistant to change. If they don't like what they have been given, they will even go out of their way to use an alternative method for communication.**

To prevent this from happening, users need to be involved from the very beginning of the project to help test and fine tune the functionality. Furthermore, don't take a big bang approach to deploying Office 365 Skype for Business CloudPBX – either in terms of multiple geographies at the same time or even introducing all the functions at once.

Define upfront what you want to achieve in terms of the solution, which will allow you to identify the core services. Deploy these first, and once they are operational, look to add the additional features and functionality. You will know if the deployment is successful, because people will be approaching you wanting to extend the solution further.

**“Define upfront what you want to achieve in terms of the solution, which will allow you to identify the core services”**

#### **Pilot including wide variety of users**

The first step in a phased rollout should be a pilot on one site. This is typically a couple of months long and should involve a wide variety of types of users in the organization, because both power-users and technophobes provide valuable feedback. This information should be gathered by regular meetings monitoring progress. Once the pilot is complete, the learning you take from it can be fed back into the overall project plan.

The quality of the solution both in the pilot stage and in wider roll-out is imperative, because if the tools don't work properly then users will soon tire of them – and may never return. This requires that issues with voice quality and video sizing are completely resolved before rolling out any voice or video conferencing functionality, for example.

Ensure that you have a comprehensive communications plan in place for adoption. This should include demos, e-learning

programs and 1-2-1 training for senior executives. We have developed a range of user-adoption packages with partners that can help get users up to speed with the solution and how to use it.

#### **Six steps to user satisfaction**

1. Involve users from the outset
2. Define what you want to achieve from Skype to allow to identify the core functionality to deploy first
3. Run a pilot including a wide range of users
4. Ensure that the service quality is guaranteed before providing tools
5. Put a comprehensive communications plan in place to train users
6. Continue to measure satisfaction with end user surveys

## Managing global deployment

### Preparation key to avoiding global pitfalls

**As we have shown, deploying Skype holds many challenges. These challenges are exacerbated when looking to deploy the solution worldwide. Broadly you have the choice to either take a do-it-yourself approach, which will typically involve working with a number of local providers, or working with a global provider such as Orange Business Services.**



Time and money are the most important considerations in making that choice. And one of the biggest factors in that are the available skills. One a global level, it is vital to have skills on the ground in all your destination countries in order to properly carry out the local installation and manage it in the run phase. In addition, different countries are likely to have different legacy technology, which will need to be managed in any transition to Skype, requiring specific skills and interoperability testing.

**“Time and money are the most important considerations in making the choice between providers”**

#### Four lessons from experience

With over 18 years of experience in helping enterprises with their global Microsoft LCS/OCS and now Skype deployments, we have learned a number interesting lessons that

we'd like to share to make your transition to Skype as smooth as possible.

**Private dial plans:** Many enterprises have set up a consistent dial plan that works throughout the globe. However, Skype takes a different approach to dial plans, which may not be compatible with how you like your system to be set up. This requires additional work and configuration for success.

Alternatively you may choose to dispense entirely with dial plans and use soft clients only, but this approach will require additional change management and user training.

**Federation:** All of Skype's communications are encrypted as standard. This can cause a problem if you try to federate voice with other companies, because authorities will be unable to intercept calls outside of the organization. This makes it illegal in some jurisdictions, and companies that proceed with this approach could face prosecution.

**VoIP regulation:** Historically, voice is a highly-regulated industry, which means that there are restrictions on what you can do with voice within the organization, such as what traffic you can carry on the network, whether a PBX can be hosted in the cloud and what licensing your provider needs to have. And these regulations all vary widely between different countries.

**Import issues:** Getting equipment into the country for installation can be very challenging because every country has different rules. Skype for Business solutions incorporate an ecosystem of technology vendors, which makes import requirements more complex. Making the right choices here can prevent delays and unnecessary spending. In addition, it can be hard to import equipment into any country if you do not have a legal entity present, which is sometimes the case when setting up a new branch office.



## About managed Office 365 Cloud PBX from Orange Business Services

**Enjoy global unified communications and collaboration based on Skype for Business from Orange Business Services.**

Our Managed Office 365 Skype for Business Cloud PBX offer includes pay-per-user pricing and 24x7 ITIL® service management that is fully ISO certified and SOF certified. As both a global service provider and a systems integrator, we can be your single point of contact for solution ownership, vendor management, project management and deployment, regionally and globally in 166 countries.

Our team understands the drivers behind optimizing your communications infrastructure and will work with you to meet your objectives. They'll also help you navigate compliance, regulatory, security and service-level issues when dealing with customers, suppliers and authorities, which can be a barrier to entry, and especially in high growth markets. Our portfolio is based on the Skype Operations Framework methodology combined with Orange expertise to maximize success. Delivered with a local touch and award winning "World Class" customer experience (Ocean82 benchmarking's Voice of the Customer. "Gold award", 2016), our professionals bridge the gap between technology and what's right for your business to help you overcome challenges and gain maximum value out of your solutions. We are present in 220 countries, with local support in 166 countries.

**Your next step: Get your business Skype'd up.**

**Talk to Orange. And find out more about managed Skype for Business at <http://www.orange-business.com/en/Skype-for-Business>**

