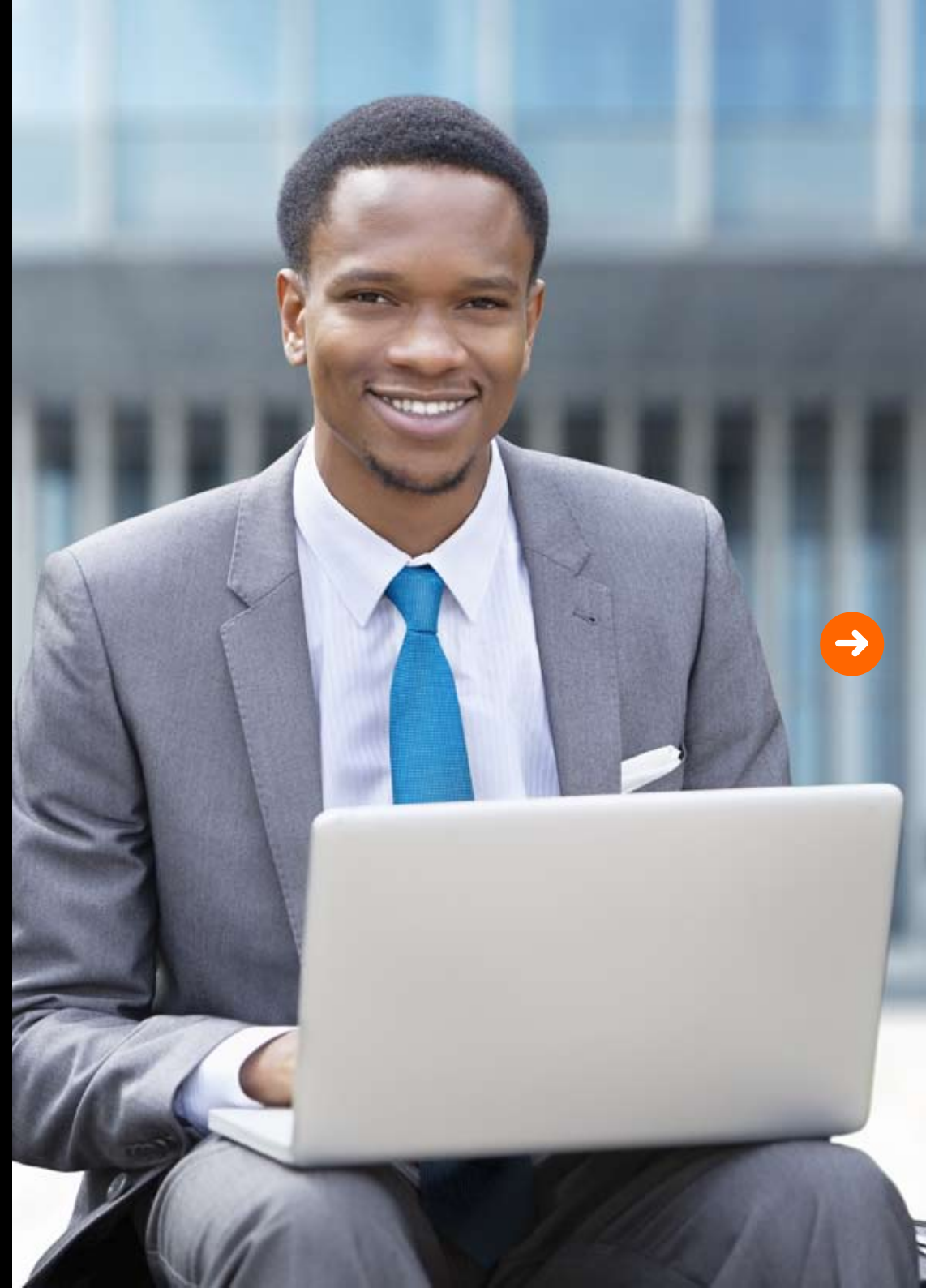


Make the case for Skype for Business

**Building the business case for
Skype for Business adoption**



**Business
Services**



Skype business case

Building the business case for Skype adoption

Building a robust and coherent business case is a vital first step in any Skype for Business project. Making the effort in the short term ensures you enjoy the financial benefits in the long term.

← Skype for Business respond to two key priorities within the multinational corporation IT communication landscape. These are a demand from end-users and the business for innovative and simple-to-use collaboration tools and a need to lower the total budgets allocated to IT.

However, inaccurate figures, incomplete analysis and overstated benefits all can impact on the projected financial savings delivered by Skype, so it is vital to be completely rigorous from the outset. A robust business case is the key to accurately finding the balance and break-even point between your existing communications services and an environment based on Skype for Business.

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Skype business case

Tangible cost savings

For most impact, the business case must focus on the tangible cost savings that Skype for Business can deliver.



This means that it needs to measure all elements involved in the project, including transition costs, consultancy, conferencing costs, voice and SIP trunking costs, mobile calls, PBX maintenance, service management and required network upgrades.

The best practice for a sound Skype project is to meet return on investment (ROI) using three main financial criteria. The first is payback of less than 12 months, which is how long it should take to recoup the initial investment required to make the switch. The second is a total cost of ownership (TCO) reduction of at least 20%. These are the ongoing savings that you will make using Skype compared to the existing infrastructure. The final one is a net present value (NPV) of 8-10% of the project value, which takes the decreasing value of money over the investment period into account.

The levels of savings you can realize with Skype will depend partly on your existing communications services' level of maturity. For example, are you using VoIP or an older PBX system, do you have different communications channels still stuck in silos, how many feature telephones does the business still use, and have you already reduced audio conferencing call charges through SIP trunking?

How to deliver a positive business case:

1. Reducing or replacing existing conferencing services.
2. Connecting the Skype infrastructure to a SIP voice transport network.
3. Reducing mobile call charges through Skype on mobile end points (using Wi-Fi for example).
4. Migrating a minimum number of sites or users to Skype Enterprise voice (PBX replacement).
5. Reducing the number of feature phones by replacing them with Skype softphones.
6. Reducing the number of room-based video conferencing systems.



Skype business case

Overcoming challenges

One of the biggest challenges in building the business case is calculating the cost of the existing infrastructure.



One of the biggest challenges in building the business case is calculating the cost of the existing infrastructure. In many cases, IT departments will not have a consolidated view of all costs, particularly in cases of legacy telephony infrastructure or highly decentralized controls and sourcing policies. Orange can help calculate existing telephony and communications costs by modelling your infrastructure based on vertical sector and communications architecture estimates.

Crucially, the business case also needs to include associated costs that may not be immediately apparent. Key amongst these are any potential fixed network or in-building Wi-Fi upgrades. Skype for Business offers a richer communications experience, but it

comes at the cost of more network bandwidth. Skype audio channels use around 100 Kbps, three times more than current IP telephony. And video calls use up to 600 Kbps if HD and multi-view are required.

If the network can't handle the required bandwidth then quality of service will suffer and as a consequence the quality of experience for the end user. Orange Business Services can limit and control the impact on the wide area network (WAN) by applying smart routing, call admission controls and policing. We can help you find the right balance between an economically-viable project and an acceptable quality of experience.



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Skype business case

Exploring softer benefits

Once the tangible costs savings are identified and the business case around them is positive, we can make the business case even more compelling, by including some of the Skype's more intangible and softer benefits.

They can help make tighter business cases more viable and identify whether the technology will meet employee demand. Our consultants can help you identify all of the softer benefits that you can achieve with Skype.

For example, Skype for Business can improve employee productivity right away by reducing the time it takes to locate available colleagues and start a collaboration session, via simpler set up and tear down. Skype also allows you to build sector-specific communications-enabled business processes (CEBP) to optimize workflows. One of our customers reduced factory downtime by using Skype collaboration to resolve production issues. Other more general benefits include lower real estate costs and reduced travel time.


“Our consultants can help you identify all of the softer benefits that you can achieve with Skype.”



Skype business case

Why Orange?

We have helped 40 customers build the business case for moving over to Skype. This represents 700,000 seats deployed, including 350,000 voice ports in 180 countries. This has given us the expertise that allows us to help you build the business case for a successful Skype migration.



As a global Skype for Business partner, we often work in partnership with Microsoft to help enterprises build the business case. The advantage of taking this more holistic approach is that we are jointly able to calculate a fuller picture by including elements such as licensing and vendor support.

This can put the migration through to Skype as part of a larger Microsoft initiative such as Office 365, for example.

In our position as network operator, systems integrator and managed service provider we are able to provide the solution that works best for your business whether that is fully outsourced, in the cloud or self-managed, or anywhere in between. This includes the expertise to support you in unified communications, systems deployment and network infrastructure.

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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/get-your-business-Skype-d-up>