



# **How to choose the best partner for your strategic migration opportunity**

## Introduction

If you've ever considered switching your communications platform, now might be the best time to it. Look at it this way: your motivating factors for migrating customers across to a new system are unlikely to change – you still want to manage your supply chain to maximise profitability – so why wait to act upon those factors to minimise business disruption and gain benefits ahead of everyone else?

Now is a good time – amid all the restrictions and uncertainty of coronavirus – precisely because the world has been turned on its head. As far as customers are concerned, comms need essential maintenance and the inevitable disruption can be massively reduced by taking the right approach. It makes much more sense getting it done before business-as-usual returns and you are forced to consider disrupting that.

## Getting the right migration partner in place makes all the difference

Critical to success is selecting a migration partner with the right cross-vendor, cross-technology skills and experience. The right migration partner also needs to demonstrate:

- The ability to plan, manage and implement migration projects remotely and with minimal access to onsite locations and end user staff
- A track record in the telecoms market. Not just understanding technologies but also the market dynamics and drivers.
- Comprehensive support infrastructure, including inbound capabilities and white-label customer engagement.
- Good understanding and multidisciplinary experience of training on telecoms services, particularly from the users and administrators' perspective.
- Hands-on experience with a variety of migration projects large and small; platform to platform, network to network, on-prem to hosted or TDM to IP.

By partnering with a specialist migration partner, service providers and resellers can:

- De-risk their decision making with the confidence that platform strategies and customer base consolidation programmes run to plan
- Optimise customer revenues from existing customers
- Work with an independent third-party that can work with all stakeholders without any 'baggage'
- Increase business agility in response to market challenges and opportunities
- Continue to operate streamlined internal support function focused on BAU activities
- Avoid the cost of hiring additional headcount and investing capex in support infrastructure
- Minimise user disruption and maintain a great customer experience that enhances your brand.
- Take greater advantage of customer engagement opportunities around migration.

## Case Example: Cloud comms operator safeguards M&A by removing the risk and pain of platform migrations

### The Challenge

Having made a key strategic acquisition, a major UK cloud communications provider needed to migrate thousands of customers from a third-party cloud PBX system onto its own proprietary platform. With its internal teams already focused on business-as-usual (BAU) support, additional skills were needed to create and execute a bespoke plan.

### The Solution

Professional services provider Support to Win (STW) was called in to develop and implement a successful, risk-free migration that would enable the operator to realise the intended synergies of its acquisition while mitigating customer churn. STW's broad platform experience meant it already had deep technical knowledge of both the BroadWorks-based cloud PBX system customers were migrating from, and the operator's proprietary cloud communications platform. Crucially, this included an accelerated understanding of each platform from a customer/user perspective. These insights were to prove vital to the development and execution of our migration plan.

### The Results

The size of customers involved in the migration made onsite assistance cost-prohibitive. As such, STW applied a combination of pre and post-migration support services to minimise technical issues and maximise the customer experience.

"Support to Win were incredibly quick to grasp our challenge and get cracking on the project," commented the operator's Senior Director of Customer Support. "They could have just taken our brief and got on with the job, but instead they raised questions we hadn't fully considered and left no stone unturned. They set and achieved very high standards in customer care and took the whole migration weight off us to focus on in-life issues. They are now my go-to team for future strategic projects."

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There are many factors driving the need to transform technology strategy, from capitalising on new market opportunities to enabling mergers and acquisitions. Business leaders are understandably cautious about rushing into a major migration project, typically because poor execution could seriously damage reputation and customer satisfaction, and there may be little or no skills and resources internally to get the job done.

We believe that these challenges should not obstruct your progress. Our migration methodology has been perfected to ensure success to appropriate timescales and with minimal disruption.

Please get in touch to find out more about Support to Win's migration services, our unparalleled track record in this area and how we can support your migration projects.