

RINGCENTRAL: CLOUD-TO-CLOUD MIGRATION IS EASIER THAN YOU THINK

At some point in your business's operations, switching cloud communications platforms might be on the table. Perhaps traffic to your business is taking off, and you need a scalable cloud solution to grow with your brand, or you want to combine multiple communications apps into a single, unified platform.

Migrating cloud providers can seem challenging. Despite knowing that another cloud service is a better fit, many organizations are still reluctant to undergo the migration journey. The truth is, switching cloud providers can have tremendous operational benefits and cost savings but will take some initial investments to get the ball rolling.

Organizations have several factors to take into consideration before migrating to another cloud service, including:

SKILLS AND KNOWLEDGE

One of the biggest obstacles is getting employees to fully adopt the new cloud service, especially when all of their tasks are structurally entrenched in the current ecosystem. Many employees may be involved in important groups on messaging apps or using task automation integrations in their current system.

Employees have the skills and knowledge to figure out the new platform, but migrating information, tools, teams, and assets, as well as getting used to the new system, will inevitably take time.

COMPATIBILITY

Cloud migration involves moving data from one environment to another. Depending on the current and future provider, there's a chance that those environments are totally different, which means having to reformat data and processes.

COST OF OWNERSHIP

Whether your organization plans to switch or consolidate cloud providers, it needs to consider all areas where migration will affect business and operation costs.

For example, a new cloud service may cost more, but that investment is dwarfed by the advanced features it offers to business operations. Still, it's not uncommon for businesses to get sticker shock when exploring new cloud providers.

Organizations also have to consider the initial impact migration has on productivity. Training employees, transferring tasks, establishing new processes, integrating apps, installing equipment, and other critical migration steps all take time to execute.

WHY CHOOSE RINGCENTRAL?

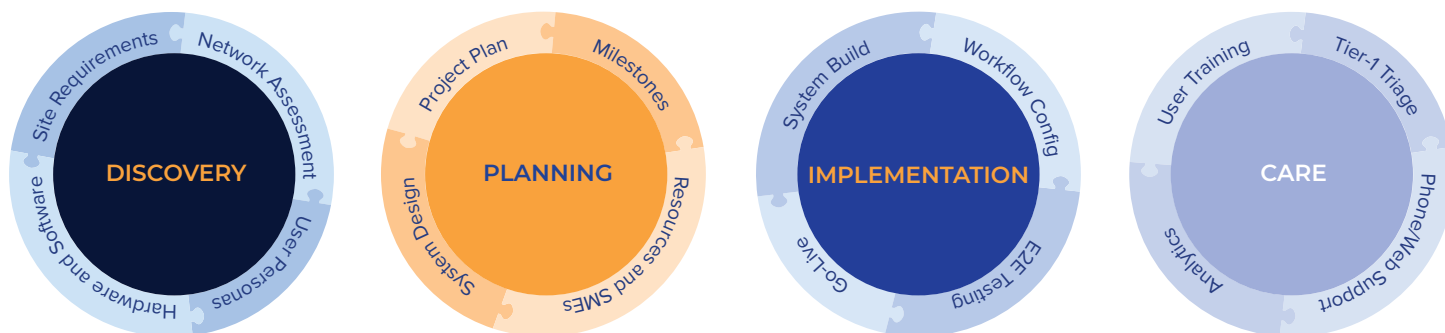
RingCentral is more than just a cloud service provider. With RingCentral as a partner, you have both an industry-leading UCaaS solution and a team of cloud communications experts to guide you through the migration process every step of the way.

To date, RingCentral has deployed UCaaS services to over 400,000 organizations around the world. From remote implementations for small businesses to on-site deployments and trainings for enterprises, RingCentral's expert consultants are fully equipped to handle migrations of any scale.

In addition, RingCentral products are designed with built-in administrative tools to make provisioning, deployment, management, and migration a breeze for organizations making the switch.

THE RINGCENTRAL METHODOLOGY

We work with you from start to finish to ensure a smooth and worry-free migration. Our process includes four key steps:



A PERSONALIZED MIGRATION STRATEGY

At RingCentral, switching cloud providers starts from the very beginning. Our Professional Services team conducts a comprehensive assessment of your current communications solution, including sites, user types, hardware, network, and more.

With a deep understanding of your business, our experts develop a sound migration strategy that minimizes disruption to your operations. A project manager is assigned to oversee your deployment from end to end, including establishing roadmaps, milestones, trainings, installations, testings, and 24/7 support—all specifically designed for your organization.

CLOSING THE KNOWLEDGE GAP

Adopting a new communications platform involves learning the ins and outs of the new platform. To ensure your employees are fully prepared, RingCentral works with you early in the process to close the knowledge gap through educational sessions, product demos, and early access for your change ambassadors.

ROBUST ANALYTICS TO MEASURE BUSINESS IMPACT

Want to determine if you chose the right provider? RingCentral's analytics tools offer detailed metrics to help determine employee productivity, call quality, and system uptime.

These metrics empower your team to improve business operations, make data-backed decisions, save money, and justify the ROI of migrating to RingCentral.

WE HAVE YOUR BACK

Switching cloud communications providers can be a challenging task, especially for organizations entrenched in their current ecosystems. That's why RingCentral works with you and your teams to create a seamless migration journey and ensure that the solution works at every level of your organization. The result is a modern and reliable communications platform that is fine-tuned to boost your performance and grow alongside your business.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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