RingCentral

Becoming cloud first

UK public sector strategies
for cloud adoption

Foreword

Cloud computing is no longer a new phenomenon. However, despite the increasing understanding and uptake of cloud, the benefits remain elusive to some. This can often be the case when the focus of cloud implementation is primarily on IT considerations rather than how it can be used to overcome service challenges, increase efficiencies, reduce costs, and drive customer experience.

Cloud enables organisations of any size or sector to access on-demand IT applications, infrastructure, and resources as and when they require. Computing resources are delivered as a service; normally charged as a utility according to their consumption. Cloud represents a shift from traditional consumption that enables businesses to tap into industry-leading data and IT infrastructures without having to make upfront capital investments or develop sophisticated technical skills necessary to manage and maintain them.

Moving to the cloud can also make public sector organisations more, rather than less, secure. Cloud services are generally acknowledged as providing greater levels of security and resilience and responding more quickly to new and emerging security threats. This eBook looks at the various considerations UK public sector organisations evaluate before moving to a "Cloud First" model, aiming to demystify concepts and strengthen your business case.

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The UK government's role as a cloud champion

The UK government has committed to adopting cloud computing, seeing it as key to delivering modernised and efficient services to residents. Crucial to this has been the G-Cloud framework, which originated as a joint government and industry initiative. Today, the public sector as a whole has not yet fully engaged with G-Cloud offerings, meaning there remains plenty of potential to improve the core business functions of UK public service delivery.

By using accredited and secure cloud services, government organisations can be more dynamic, responsive, and flexible in terms of service demand and resource availability. They will realise additional benefits, including increased data security and improved availability, and most notably they will make significant cost savings by no longer procuring expensive hardware and software that rarely operates at full capacity.

As public services move away from traditional device-centric operating models and towards service-centric cloud options, they start to realise the benefits of scalability and the ability to use resources on a subscription or utility basis, paying only for what they consume. This approach delivers substantial long-term savings through economies of scale.

If data security concerns are still preventing local authorities from adopting cloud services, this suggests that more guidance is needed to build greater trust and confidence in the architecture.

Recognising this, the government is in the process of working on and expanding guidance on its Cloud First policy, which entails a move away from the phrase "Cloud First" towards the term "Cloud Native." Cloud Native is one of those terms that has a lot of different definitions, and the government has clarified that it uses the term more broadly to include the flexible adoption of software as a service (SaaS) applications, which are often loosely coupled and quite task specific. In its clarification note, the government explicitly states that:

"We should empower everyone [in a public sector] organisation to help us become more effective in technology by letting any staff member trial new SaaS applications. We should look for an API-centric approach that will let us easily integrate new SaaS applications into the rest of our architectures. A decade of industry growth in the public cloud and nearly four years of our Cloud First approach have given us examples of teams or organisations doing these things, often within government. We need to make them our default."

This move is intended to shift the policy away from merely committing to considering cloud before other options to adapting how government departments organise their work to properly take advantage of the benefits that cloud has to offer.

What is the Cloud First policy?

The policy dictates that UK public sector organisations should evaluate cloud solutions first before considering any other option. Organisations are ultimately free to use other options, but need to demonstrate that alternatives offer better levels of security, flexibility, and/or value for money than cloud solutions.

The policy was re-examined in 2019 by government officials and then confirmed that it would be upheld in October 2019, showing that cloud reigns as the endorsed methodology to modernising UK public sector information and communications technology (ICT) infrastructure.

THE POLICY SETS OUT FIVE OBJECTIVES:

- **Deliver world-class digital services** and transform the way our government operates, from front to back-office.

- **Develop the right skills and culture** among our people and leaders, and bring together policy and delivery to enable services to be consumed in a learning and iterative environment, focused on outcomes for citizens.

- **Build better workplace tools and processes** to make it easier for public servants to work effectively, including sourcing, governance, workplace IT, businesses cases, human resource processes, common technology across the public sector, and better digital tools for civil servants.

- **Make better use of data**—not just for transparency, but to enable transformation across government and the private sector.

- **Create, operate, iterate, and embed good use of shared platforms** and reusable business capabilities to speed up transformation, including shared patterns and components, and establishment of open standards.
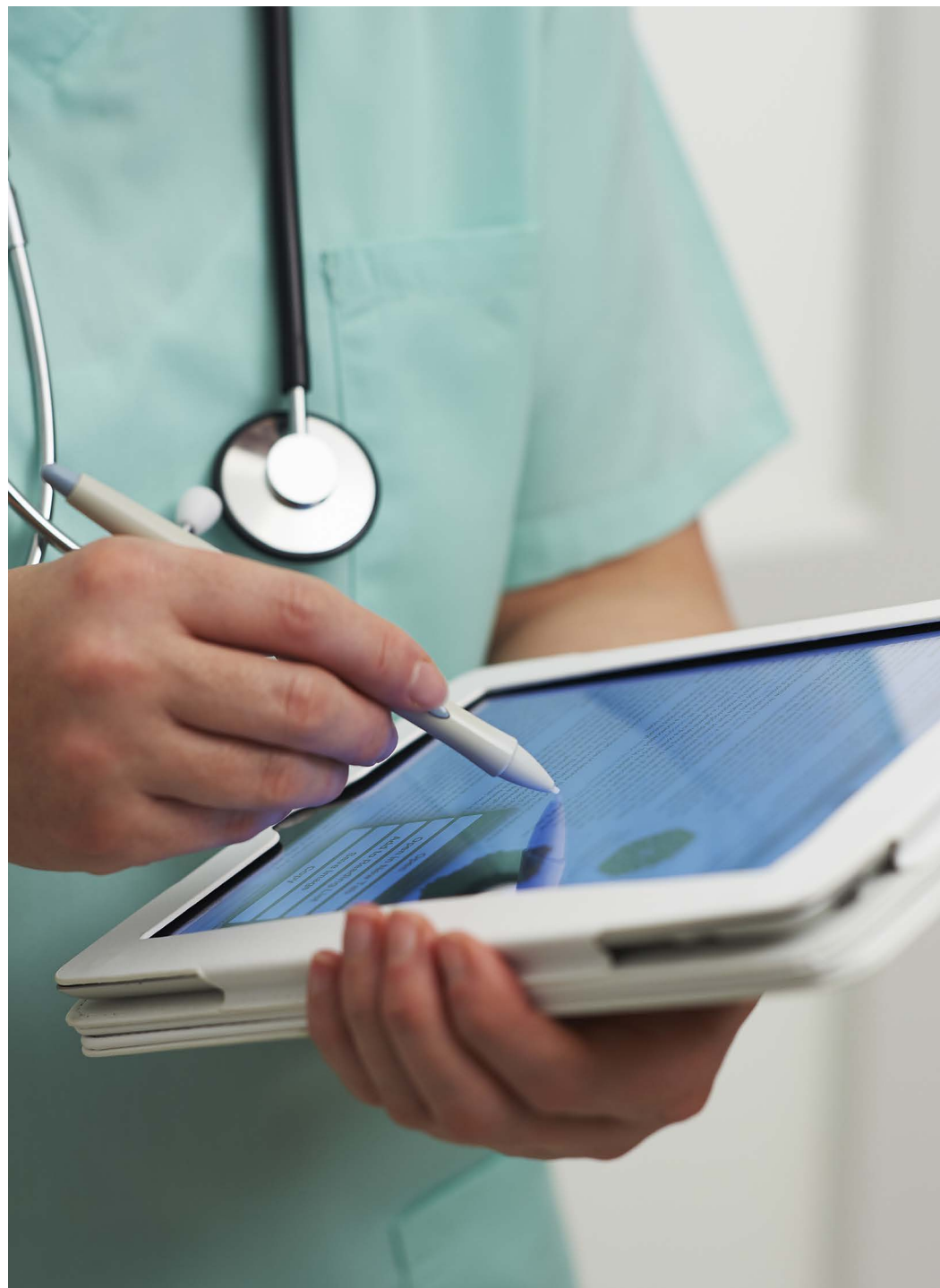
With the advent of unique challenges like COVID-19, the public sector needs digital solutions to meet its fast-changing requirements. While the immediate focus is to limit the human, social, and economic loss, operating in a new landscape of service delivery will introduce extra pressure on government IT in years to come. UK public servants need to use digital channels to inform and serve residents. At the same time, many functions have gone all-digital during the pandemic, increasing the demand for omnichannel communications. Change is inevitable.

Read our blog post on What Is the UK Government's Cloud First Policy and What Does It Mean for Public Sector Bodies?

MEET YOUR MISSION AND SERVE CITIZENS BETTER

Improve your agency's collaboration, transparency, and sustainability by using more secure and compliant tools.

Engage and connect with citizens

Provide highly secure, inclusive, and deep citizen engagement.

Build trust and mitigate risk

Proactively secure information to create trust with citizens.

Enhance government services

Apply cloud-based data analytics to provide actionable, predictive, and efficient citizen-focused services.

Modernise the government workplace

Enable more secure inter-department and cross-agency collaboration with e-government solutions.

G-Cloud framework explained

The G-Cloud framework was developed to help UK government bodies evangelise the Cloud First policy and source suitable suppliers.

The hope is that the framework encourages the use of multi-tenanted services that are shared and managed by several groups. Shared resources, infrastructure, software, and information can be provided to a range of end users as a utility— on a pay-by-use, per-user, per-month basis. It will be dynamically scalable, agile, and easy to move in and out of the service. G-Cloud is not a single entity; it is an ongoing and iterative programme which will enable the use of a range of cloud services. The programme will essentially change the way government bodies procure and operate ICT. By adopting cloud, government bodies will use and share ICT services more easily. This enables the move from high-cost customised ICT solutions to low cost, standard, interchangeable services. It means changing the culture of government to adapt to the solutions the market provides and not creating unnecessary bespoke approaches.

The G-Cloud framework allows public sector organisations to purchase cloud services from a wide range of pre-approved and vetted suppliers, over 90% of whom are small and medium-sized enterprises (SMEs). The Digital Marketplace is an online catalogue of the services available for purchase by government organisations under the G-Cloud framework. All the information in the Digital Marketplace is transparent and publicly available. This approach drives competition and value for government buyers and allows them to easily compare and benchmark service characteristics and prices.

The G-Cloud framework and Digital Marketplace services are divided into three lots:

- **Lot 1**: cloud hosting
- **Lot 2**: cloud software
- **Lot 3**: cloud support

CHOOSE A CATEGORY

Cloud hosting

Platform or infrastructure services for running software, networking, or processing and storing data, e.g., content delivery networks or load balancing services

Cloud software

Applications that are accessed over the internet and hosted in the cloud, e.g., accounting tools or customer service management software

Cloud support

Services to help you set up and maintain your cloud software or hosting services, e.g., migration services or ongoing support

Source

APPROVALS, BUSINESS CASE, AND REQUIREMENTS DEFINITION

In common with any other government process, there must be a valid business case for procuring a service. G-Cloud does not change this. Because procurement and service costs for cloud **will be significantly lower**, the investment cases a buyer considers may be very different from those you would be used to. Cloud computing suppliers can deliver their services at **exceptionally low cost** because their services are standardised. It is important to note however that under procurement regulations, G-Cloud suppliers cannot customise their Digital Marketplace services to meet specific requirements (although they are often highly configurable).

G-CLOUD BASICS

Services

Off-the-shelf cloud services that significantly reduce costs and ease budget pressures.

Procurement process

Buyers choose from a catalogue of pre-approved, security compliant services.

Evaluation process

Buyers go through a longlisting and shortlisting stage. Shortlisted suppliers are contacted. A direct award is possible.

How buyers win

All services you select are 100% compliant with procurement processes and in a catalogue against other suppliers that drives price competition. Services are friction-free to purchase and to get out of contracts, and fast to deploy and highly elastic.

Drivers for cloud adoption in UK public sector ICT

Outdated phone systems and equipment

Managing end-of-life equipment hinders progress and forces resources to be diverted from engaging citizens to solving technology problems instead.

UK GDP set to decline for 2021

The public sector has always looked for ways to deliver better services within tight budgets. The global recession has put additional pressure on these organisations to streamline their operations and cost-justify their investments. The UK is projected at -8.3% GDP growth for 2020–2021. This will result in less tax money for public service budgets, making cost optimisation a key concern. A Forrester study has found that RingCentral cloud is 42% cheaper (on average) than the legacy on-premises infrastructure the study's participants were using.
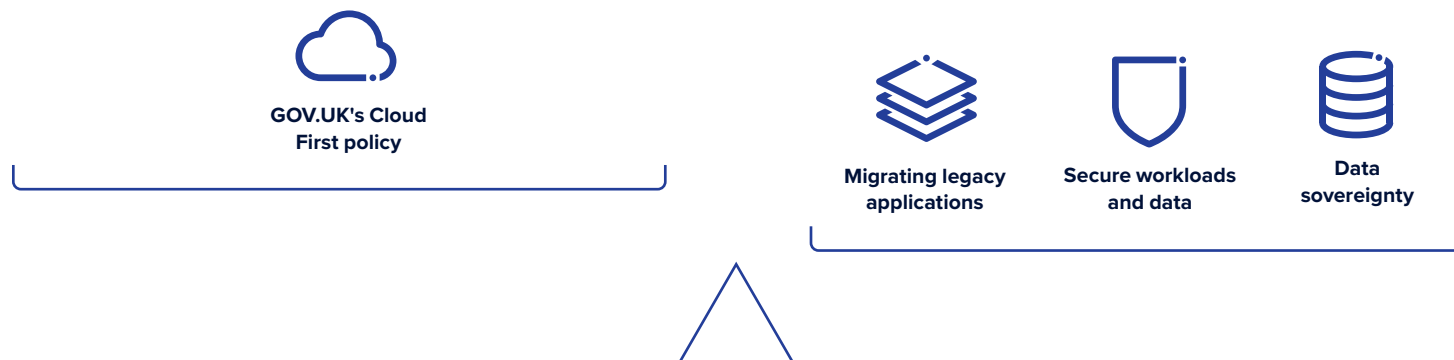
Lack of mobility and integration

Remote working is now a mandatory part of IT business continuity plans. When lockdown was imposed, remote work was mandated practically overnight. Only 30% of business leaders report believing their organisation was well prepared for the coronavirus pandemic. This is likely due to the fact that 50% of them admitted they didn't prioritise remote working technologies because there were more strategic priorities to address than employee work preferences and the future of work styles.

Decreased resources handling increased expectations

Whether your budget is stagnant, shrinking, or even increasing, the needs to be met often outpace the resources available to fulfill them. This collision of budgetary challenges and surging user expectations requires tools that are both efficient and effective—especially in emergencies.

Read our blog post on PWC and Deloitte's CFO Global Survey and the Post-Pandemic CFO Cheat Sheet.

GOV.UK's Cloud First policy

Migrating legacy applications   **Secure workloads and data**   **Data sovereignty**

Delivery and service models—from policy to action

There are multiple delivery models when moving to the cloud, which include:

- **Public cloud**

  A public cloud infrastructure is designed and configured for open use by the general public and exists on the premises of the cloud.

- **Public cloud over private network**

  In this model, the public cloud infrastructure is used but accessed over a private network/dedicated communications link.

- **Hybrid cloud**

  A hybrid approach uses services both from public cloud providers as well as an on-premises government-managed private cloud.

WHY IS PUBLIC CLOUD BEST?

Public cloud is the most common way of deploying cloud computing. The cloud resources (like software, servers and storage) are owned and operated by a third-party cloud service provider (such as RingCentral) and delivered over the internet to the users. With a public cloud, all hardware, software, and other supporting infrastructure is owned and managed by the cloud provider. You share the same hardware, storage, and network devices with other organisations or cloud "tenants." You access services and manage your account using a web browser or downloaded applications. Public cloud deployments are frequently used to provide web-based email, online office applications, storage, testing, and development environments.

MAJOR ADVANTAGES OF PUBLIC CLOUD SERVICES

Lower costs—no need to purchase hardware or software, and you pay only for the service you use.

No maintenance—your service provider delivers the maintenance.

High reliability—a vast network of servers ensures against failure.

Near-unlimited scalability—highly elastic cloud services scale your users up and down as your seasonality and business requires.

Security—leverage economies of scale from multi-tenancy cloud services to get access to industry-leading security architecture.

Innovation—truly future-proof your tech stack with technology that updates itself, innovates automatically, and never goes end of life.

Read our blog on Cloud Communications: Public, Private, and Hybrid.

CLOUD SERVICE MODELS

A range of cloud service models exist, with differing levels of responsibilities for public sector organisations. Your IT teams are still fully accountable for all aspects of services delivered for applications and data, but there are fewer responsibilities to manage overall. With lower levels of responsibilities, this simplifies your workloads and means more focus can be put on service quality and delivering new and direct value to citizens and stakeholders.

● You or a third party you pay additional for will manage

○ Managed by one vendor, for one all inclusive fee per month

	Traditional on-premises	Platform (as a service)	Software (as a service)
Applications	●	●	○
Data	●	●	○
Runtime	●	○	○
Middleware	●	○	○
O/S	●	○	○
Virtualisation	●	○	○
Servers	●	○	○
Storage	●	○	○
Networking	●	○	○

Cloud security for the public sector

Of the many questions UK public servants have when considering a move to the cloud, security undoubtedly sits at the top of the list. In particular, the sensitive nature of government communications—with employees and citizens—is a critical focus for IT. The public sector operates in an environment driven by data. From education and healthcare to utilities and housing, data is integral to the success of public services. Each day our UK services teams use phones, video, text, messaging, online meetings, fax, email, and other forms of communication to share information to define critical strategies, develop public health policies, and include private citizen information.

The adoption of cloud is helping to reduce this risk through robust security safeguards and sophisticated data encryption. The model of SaaS where users receive updates to their service a few times a year (quarterly from RingCentral) ensures that, at minimum, every 90–100 days your security architecture is updated to defend against new cyberthreats that have emerged in the market. With RingCentral, threats are monitored and caught by our global engineering team and are fixed as part of the continuous improvement and development on each update. For an on-premises security practice, to maintain this level of defence would be extremely costly and time consuming. By relying on RingCentral to update cloud security architecture for all clients simultaneously every quarter—or instantaneously if the threat is critical—organisations gain from the "economies of scale" approach.

The transition from on-premises or hybrid phone systems to remote cloud systems does pose its own security challenges however. First, best practices must be established among staff for the management of data that may be shared with other people and organisations due to the rise in the use of collaboration tools. Second, because of the growth of "shadow IT"—communications applications downloaded by staff and used on both personal and work devices often without the knowledge and authorisation of IT managers—this can create opportunities for hackers to bypass system security and access sensitive data. In both cases, the challenge can be met with coordinated staff training and education to make sure everyone in the organisation—not just IT teams—understands the risks and commits to the highest standard of information security management.
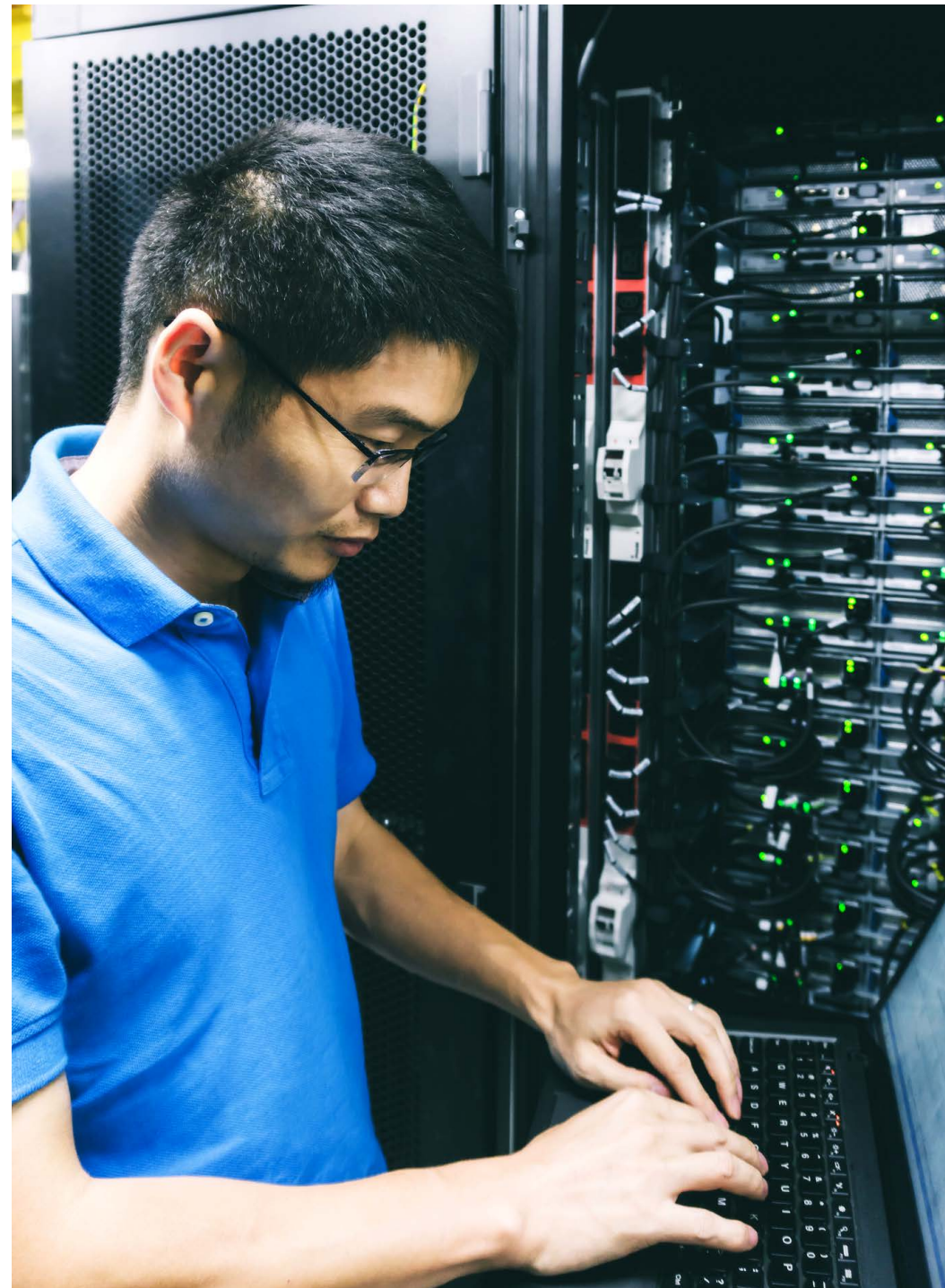
CLOUD SECURITY BEST PRACTICE: CONSTANTLY EVOLVE

The reality of cloud security—and all public-sector cybersecurity—is that government IT teams need to be always on the lookout for new best practices and software to combat ever-evolving cyber threats. "It is a cat-and-mouse game," says Sunny Dhami, Senior Director of Product Marketing, RingCentral EMEA. Any advice we can offer today will be out of date in six months as cyber threats evolve.

"Security is a journey; it's not a destination. You don't become secure; you maintain security. The best practice I tell customers is that you need to change your mindset around security from a destination to an iterative programme."

Sunny Dhami, Sr. Director of Product Marketing, RingCentral EMEA

As a UCaaS provider, RingCentral understands the security implications of the cloud model. We make security a priority to not only protect our own operations, but also to secure our customer data. Our cloud services are designed to deliver world-class security greater than many traditional solutions. As a RingCentral customer, you benefit from all the best practices built into RingCentral's policies, architecture, and operational processes, which are designed to satisfy the requirements of our most security sensitive customers.

Our commitment to security has been proven to be second to none. The commitment starts with a global team of cybersecurity experts that participates not just in the planning and development of the platform but also in its daily operations.

RingCentral implements:

- Secure software development
- Strong access controls
- Resilient services
- Threat detection and mitigation
- Service operations controls
- Customer admin and user controls
- Built-in support for regulatory requirements
- Secure application programming interfaces (APIs)
- Transparency

Read our white paper on secure cloud communications and collaboration for full details into our security architecture. Given the recent focus on video security concerns, this white paper on RingCentral Video security specifically outlines the rigorous security elements protecting the RingCentral Video product and its users.

More benefits of cloud adoption

- **Communication tool and expense consolidation**: Combine multiple communication tools and expenses (message, video, phone, presence monitoring, digital whiteboard and screen sharing, file sharing, task management, cloud storage, and internet fax) into a single unified platform.

- **Reduce IT administration and support costs**: With RingCentral's easy to manage and use system, changing and setting up users happens in minutes over a mobile device. The implementation of the system can happen in days rather than weeks. This will significantly reduce your reliance on dedicated resources to manage the ICT system, and you can parachute them into more mission-critical projects.

- **Workforce mobility**: By using cloud for workflows and data storage, employees can access information outside the office securely, at any time, from wherever they are. Flexible working practices with video conferencing supports remote work, improves staff retention, and reduces expenditure on property.

- **Meet employee expectations**: Provide a seamless experience across multiple devices. In all industries, end users are increasingly mobile and diverse. Accessibility features have become a mandatory requirement (especially for local government bodies). User experience is a key benefit of a unified communications system, particularly when used heavily by internal stakeholders or customer-facing interfaces seeing regular high traffic.

- **Improve performance, stability, and reliability**: Do you regularly have outages or performance problems? Do customers complain about your service levels? A modernised system with the use of high-availability features such as multi-region data centers, active-active resilience, 99.999% SLAs, and UK data localisation can drive better performance, create more reliable processes, and reduce the risk of unplanned downtime and unsatisfied customers and stakeholders.

- **Increase agility and business continuity**: Are you prepared for future change? If something major happens tomorrow (again), would your organisation be able to react quickly? Is there a high level of friction in your departments when it comes to ICT infrastructure?

- **Connected data and departments**: A single digital platform connects disparate solutions and data across departments. Dashboards provide a comprehensive view of everything from citizen cases to roadworks and faults. Better connected data leads to quicker and improved decision-making.

- **Reduce inefficiencies and eliminate waste**: It is possible to improve your bottom line by addressing the financial inefficiencies of legacy software. A great place to start is by asking yourself, "Is there a lot of repetitive work we do that could be automated?" Time is money, and if your skilled employees are wasting time on tasks that can be automated, this could be a relatively quick win for your business, allowing resources to work on much higher-value activities.

Organisational indicators that it's time to migrate

Overall, there are a variety of triggers that can appear. It's important organisations are aware of what changes to expect when the opportunity to increase business value presents itself. RingCentral can strengthen the link between local government, small businesses, and UK residents to allow for greater collaboration, problem solving, and benefit sharing between all three.

6 INDICATORS YOU HAVE OUTGROWN YOUR COMMUNICATIONS SYSTEM:

1. How does your current phone system support your business? Are you able to share data and insights and easily collaborate as a team with your current system?

2. How many different applications (on desktop and on mobile) do you use in your office right now? Have you configured your apps and devices to integrate seamlessly for less down time and more productivity?

3. Do your current desktop tools integrate with your cloud tools and browsers?

4. Are employees using only work-approved mobile/tablet/laptop devices at work? Do you have policies to protect lost or stolen devices and customer data?

5. Do your employees **never** use WhatsApp or Facebook Messenger to communicate with each other?

6. Are you able to support remote workers or mobile users?

If you answered "no" to 2–3 of these questions, you have likely outgrown your current communications systems.

PUT MODERN TECHNOLOGY TO WORK FOR YOU

Modernised solutions allow you to leverage internet connections to enable your communications instead of older PSTN or PBX line connections. What does this mean for your department or organisation?

- Cost savings
- Avoid system failures/outages
- Avoid having your manufacturer end support on an old phone system
- Improved customer experience for your customers
- Increased productivity and collaboration—agile companies are 2x more productive, deliver 2.5x on quality, and cut time to market in half

- Evolve the way you work using cloud communications apps including online and offline options across all your devices
- Simplify security with one solution that is continuously up to date
- Enable unmatched collaboration working together in meetings, projects and critical customer interactions

TRIGGERS FOR ACTION

Ageing phone systems pose resiliency risks

Security concerns

Emerging requirements

Experience issues

Leveraging multi-tenancy cloud economies of scale for security and cost savings

Omnichannel communication needs

Licence/contract renewal

Total cost of ownership explained

- PBX hardware and initial software licence
- New phones

Many public service ICT professionals believe they are saving money by staying with on-premises phones instead of making the switch to unified communications as a service (UCaaS). However, understanding the true total cost of ownership (TCO) for premises-based phones versus cloud solutions is more complex than monthly costs and implementation costs, or capital expenditures (CapEx) versus operating expenditures (OpEx). To understand how UCaaS could impact your department or public service, expanding your cost comparison to a TCO analysis is crucial.

- PBX licensing and maintenance contracts, software/firmware/hardware upgrades
- PBX replacement and upgrade parts
- Telco connectivity: Voice PRI, Data Voice PRIs, SIP circuits
- Multi-location connectivity: MPLS, PSTN
- Telecom charges: mobile, national, international
- Standalone business services: internet fax, audio conferencing, etc

BREAKING DOWN THE TOP HIDDEN COSTS OF YOUR PHONE SYSTEM

- **On-premises phone systems require upgrades, maintenance, and trained resources**
  Expenses from network upgrades, licence fees, installation, and separate building wiring can quickly add up to an unhealthy chunk of your budget. As older on-premises systems continue to add functionality, they increasingly require highly trained support personnel to maintain the hardware and software, roll out system upgrades, and manage system use. In addition to the cost implications, hardware maintenance is time consuming and can waste days of valuable business time.

- **Telecom costs can be large enough to strain the entire IT budget**
  You will need ISDN PRI or SIP trunks to connect the phones in your building to the telecom operator telco. Line items for landline, mobile, and international are also required. More deeply hidden costs include the need to overprovision phone lines and then continue paying for them.

- **Standalone services accumulate significant charges**
  Older on-premises phone systems stop well short of offering a unified communications solution that encompasses team messaging, video conferencing, voice calls, and more. Costs for additional services need to come through third-party vendors and can add up to substantial line items. You may find expenses for services such as audio and video conferencing, team messaging, and internet faxing that individual business units, managers, or employees have signed up for over time. These charges are often applied on a per-minute basis, which can make budgeting for these bills unpredictable.

- **Connecting locations adds cost and complexity**
  Even if you don't have multiple locations, you may have a dispersed workforce that you need to serve. The demands of bandwidth-intensive communications between two buildings or multiple sites causes IT headaches and budget issues. The presence of a disparate patchwork of hardware, such as phone systems from different vendors across satellite locations, can become a management nightmare. For example, if you have multiple locations, you may need additional IT resources to manage not only the connectivity but also the additional phone system hardware. With an on-premises phone system, it is not possible to simply enable a remote workforce by integrating mobile applications and productivity like it is with a cloud communications solution.

- **Predictability of costs and feature availability are poor at best, now and in the future**
  With a premises-based solution, each feature, service, or maintenance agreement can become an added cost to be negotiated. This lack of system future-proofing and limited innovation is a looming TCO issue for any company considering a premises-based approach. An all-inclusive cloud solution like RingCentral not only includes the basic and advanced aspects of a modern business communications network at one cost, but also continues to deliver the latest innovations and features via four major releases per year. These advances are immediately available to all of your employees. The deployment of these features and services all happens in the cloud, handled transparently by RingCentral data center telephony and IT experts.

Read the white paper [Calculating the real cost of a business communications system](#).

Case studies

HOUSING FEDERATION

The National Housing Federation uses the RingCentral cloud solution to empower its mobile workforce, better serve customers, and save money

As its on-premises phone system neared end of life, the National Housing Federation had to weigh several key factors in deciding what system to deploy next, including native mobile support and finding a solution that provided strong value for money. After reviewing many cloud communications providers, RingCentral was the NHF's clear choice. Read more here.

"Because RingCentral let us put all of our communications into a single platform, which our staff can use anywhere, all of our employees are now fully productive even when they're on the road or working remotely."

Kalpesh Sonecha,
Head of ICT, National Housing Federation

"Now that we have this communications app that works anywhere, we're able to keep Fairtrade Foundation's employees and volunteers connected from home and continuing to do the work that changes people's lives."

Jacob Cunningham, IT Analyst, Fairtrade Foundation

The vital work of the Fairtrade Foundation went on even after lockdown because unified communications meant its volunteers could continue to advocate for farmers' rights in developing countries from home. Read how here.

"For any educator during a time like this, there's nothing better than being able to see that your students are happy, healthy, and engaged. RingCentral lets us do that, and it's been brilliant for our school."

Mark Johns, Head Teacher, St. Bartholomew's Church of England Primary School

When the pandemic forced St. Bartholomew's Church of England Primary School in Bolton to close its doors, unified communications allowed the whole school community to stay connected. Read how here.

"Where we used to have to do the best we could with a variety of different platforms across our sites, with RingCentral, we now have the total package in a single solution. The benefits we're already seeing are enormous ... RingCentral is leaps and bounds above the communications systems I've used in previous organisations. It is truly enabling our global, mobile workforce."

Tony Healy, Chief Information Officer, Mobica

Mobica is a global software services company providing custom software engineering, solution delivery, and technology consulting to many of the world's most recognised and trusted companies. Mobica was able to slash costs, improve customer service, and seamlessly connect its worldwide staff. Read how here.

"It never occurred to us that we could get phones, conference lines and video conference in the same product. But now that we have it, it's reducing our IT costs considerably."

Andrew Carter, IT Business Manager, MHA MacIntyre Hudson

MHA MacIntyre Hudson, one of the largest accounting firms in the United Kingdom, evolved its company culture and improved its service to clients through the adoption of cloud communications. Read how here.

Key considerations before you migrate as a public sector body in the UK

- **Data residency requirements**: If your organisation requires you to keep your data in the UK, RingCentral will be able to service your needs with our London data center. This data center removes barriers to industries with high data security requirements while providing GDPR compliant in-UK failover, including the same 99.999% uptime trusted SLA that customers have come to expect from RingCentral.

- **Implementation of the General Data Protection Regulation (GDPR)**: As a starting point, the European Data Protection Supervisor is fundamental. However, be sure you're considering more than just the data as this may be an oversimplified view. You need to understand who is providing services, where are they located, where your data is located, and also where the service is provided, because all forms of processing are subject to the GDPR. Please contact your RingCentral account executive for this information.

- **Framework compliance**: RingCentral has a deep understanding of UK public sector budget and procurement processes. We are RM3808 (Network Services 2) compliant and G-Cloud compliant. We are SSAE 18 certified and have SOC 2/ISO 27001 compliant data centers. For further details on all these, contact your RingCentral account executive.

- **CapEx vs OpEx budget utilisation**: SaaS products are traditionally consumed by an OpEx budget. However, RingCentral offers the flexibility to choose a CapEx purchasing option if that is the best approach for your budgeting or an OpEx model that can free up precious resources to apply to other areas that need improvement. Whatever you need, RingCentral will accommodate.

- **Data privacy**: Remember that data is always your data, and you have rights and protections at a regulatory level in terms of retrieval periods and access.

- **Duration of migration**: How long is each phase of the migration taking? How long does it take to test a data migration? Or application migration? Does the duration of each phase match expectations? These are important questions we encourage you to ask any cloud provider you consider. Please contact your RingCentral account executive for this information.

- **Disruption**: This is an especially critical consideration in UK public services. Will the cloud migration process disrupt or delay any day-to-day operations? To what degree? Amount of disruption can be measured by:
  a. Availability of critical services
  b. Length of downtime of services and data centers
  c. Degradation of service due to downtime
  d. Number of service tickets generated

- **Post-migration business impacts**: Business impact is another way of getting at the overall user experience for applications. For example, you can measure things like:
  a. Call abandonment rates
  b. Subscribe/unsubscribe rates
  c. Conversion percentage
  d. Re-engagement percentage

  If call abandonment or call wait time duration grows suddenly, it might signal that response times are inadequate or that a critical service is timing out. That kind of lost business is costly, but fortunately, it is usually also easy to fix.

- **Post-migration cost and time savings**: Decision-makers will want to know that the investment in cloud migration was worthwhile, so cost and time savings numbers will be needed to give them an accurate ROI for your organisation's cloud journey.

Good KPIs to track here include:

a. Monthly billing, broken down by charge

b. Ongoing staffing costs

c. Costs of third-party management tools and consulting

These should be tracked against the costs of running the same infrastructure and applications on-premises. For example, you should have numbers indicating:

a. Total hardware costs/reduction

b. Annual replacement costs

c. Total real estate costs/reduction due to flexible work

d. Ongoing staffing costs dedicated to on-premises hardware and servicing

e. External costs (money saved on electricity, cooling systems, storage, insurance, etc.)

Comparing the two can give you a better idea of what the ROI on your cloud transformation is.

SOME SUGGESTED RESOURCES:

1. National Cyber Security Centre cloud security guidance

2. National Cyber Security Centre separation and cloud security

3. Cloud guidance for UK public sector

4. RingCentral UK data residency page

5. RingCentral Meetings security response

6. RingCentral data security knowledge article

7. Cloud communications and collaboration eBook

8. Forrester Study: Total Economic Impact™ (TEI) of RingCentral

9. RingCentral for local governments and UK cities

Why RingCentral for the public sector

Our expertise is more than just cloud. RingCentral is a 5x leader in the UCaaS Gartner Magic Quadrant, recognised for our industry-leading technology, manageability, and reliability. We have over 20 years' experience implementing, managing, and improving mission-critical cloud communications for customers across all sectors and have helped over 400,000 customers and millions of users migrate to the cloud.

RingCentral integrates with your already familiar apps and services such as Microsoft Office, Outlook, Teams, G Suite, Google Chrome, Jira, Salesforce, and more. Our celebrated customer onboarding and end-to-end migration support is notable to our success in the UK. RingCentral has the cloud migration expertise to help define a viable path to the cloud for your government applications and data.

Outbound contact centre
Engage citizens, patients, and community members

Cloud phone system
Implement a cloud-first strategy, ease budget pressures by adopting cloud

Inbound contact centre
Integrate and customise to improve efficiencies, service, and insight

RingCentral®

Messaging
Enable co-workers to seamlessly share information from anywhere

Digital customer service
Connect care teams, service teams, and frontline workers seamlessly

Video meetings
Promote reliability under any circumstance, reduce travel costs

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP™ combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre™ gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

For more information, please contact a sales representative. Visit **ringcentral.co.uk** or call **0800 098 8136**.

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