

# The Versatility of Avaya OneCloud

The classic film “City Slickers” includes an exchange between a rugged, wise cowboy and a vacationing guest rancher — with surprising implications for today’s communications landscape. The cowboy offers that “the secret to life” is one thing: “You stick to that, and the rest don’t mean (anything).” The guest is confused at first, wanting to know what the “one thing” is, but he gradually realizes that each of us values things differently. What’s more, that “one thing” often changes over time.

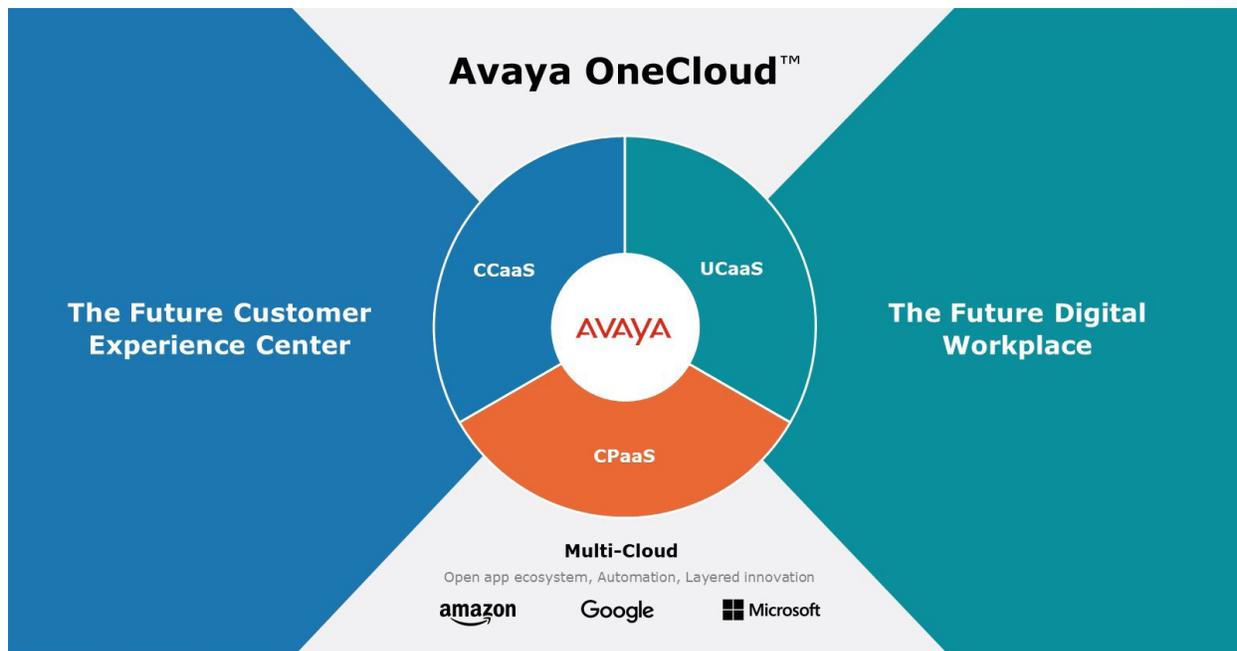
The same idea underlies Avaya OneCloud, the company’s new, comprehensive brand for its business communication and collaboration solutions.

“The cloud” has been a driving force in enterprise communications for the past 20 years. However, the definition of cloud not only varies among providers and businesses, but tends to evolve. Research reveals that organizations consistently cite a range of motivations for pursuing a cloud strategy. Organizations often perceive the cloud as superior for reasons that are not necessarily technical — rather, because it represents several significant changes in how we source and consume technology. Those changes are a key part of Avaya OneCloud.

Avaya OneCloud is not a specific solution to a specific problem; it is a framework that addresses current and evolving business communication and collaboration needs. Avaya views the cloud not as a destination but as a “tool chest” that facilitates the evolving requirements of the experience economy and provides an innovation platform to power customer experiences in the digital workplace. This highly versatile model brings unprecedented flexibility and other advantages to Avaya’s customers.

Avaya OneCloud includes three major families of solutions:

- **Avaya OneCloud CCaaS:** Provides customer and workforce engagement solutions to connect and orchestrate customer journey touchpoints – including voice, video, chat, messaging, and social. Solutions also incorporate AI, insights, knowledge, and resources from across the organization.
- **Avaya OneCloud UCaaS:** Enables things to get done in today’s unplanned world of work, from anywhere. Empowers staff to meet, message, and collaborate.
- **Avaya OneCloud CPaaS:** Provides an advanced, API-economy supporting platform for developers that enables innovation at the edge and the rapid communication-enablement of workflows and apps.



These OneCloud components are available separately or combined. More importantly, Avaya OneCloud delivers these solutions via the customer’s choice of a private, public, or hybrid cloud model. Avaya helps organizations design and deploy their own personalized cloud journey — enabling them to pick and adapt their communications as a service, regardless of how it is hosted.

This paper focuses on Avaya OneCloud Subscription, which enables organizations to start their journey to cloud by adding the new benefits and capabilities of cloud-delivered services while still keeping their existing communications infrastructure under their control. Avaya OneCloud Subscription delivers several significant benefits to businesses, including:

- Adaptability
- Simplification
- Risk mitigation
- Innovation
- Business continuity

## Adaptability as a Service

Avaya OneCloud Subscription acknowledges that priorities change. This statement may seem obvious, but historically, most IT decisions get cast in concrete. The traditional IT selection model involves documenting requirements, evaluating solutions against those requirements, and then recommending and implementing a solution, with an expectation of at least a five-year depreciation schedule.

In hindsight, it’s a ridiculous model that never made any sense because the key assumptions for these decisions expire. Even the best-laid plans become obsolete over time due to changing economic assumptions, leadership changes, new technologies, natural disasters, and other causes. As a result, IT plans also need to change. Unfortunately, the depreciation schedule acts as a sunk-cost anchor.

This broken model has caused many organizations to favor the public cloud. However, like any model, the public cloud solution has its own set of limitations — such as lack of choice and customization — which means it isn't right for everyone. That leaves some organizations between an old rock and a new hard place.

The public cloud tightly couples capabilities to a specific deployment architecture. The Avaya OneCloud framework addresses this problem by separating the concepts of acquisition and deployment. It enables businesses to pay for using services rather than owning a license, regardless of how they choose to deploy their communications solutions.

Many Avaya customers are using Avaya OneCloud Subscription as the initial step in their journey to the cloud. Choosing this option makes their next steps easier — whether they opt to stay where they are or move on to a private cloud option — because private and public cloud solutions use the same purchasing model.

An additional benefit of adaptability is increased flexibility in how organizations migrate to the cloud. There's a funny thing about application migrations; they are always occurring. It seems IT workloads are never where they are supposed to be. There is always some active initiative to move workloads from one thing to another, including any combination of servers, data centers, deployment models, infrastructure providers, and SaaS providers. Too often, a simple change triggers a stampede, a chain of events that cause organizations to commit to some structure faster or for longer than ideal.



Another theme from “City Slickers” that applies here: Migrations are difficult. There may not be any rivers to cross in the world of enterprise communications, but there are plenty of other barriers. Migration projects are often measured in years, so flexibility in what moves, and when, can be invaluable. Here, too, Avaya OneCloud adds flexibility. For example, a OneCloud customer can move its UC to private or public cloud but keep its contact center on-premises (for now) and use Avaya OneCloud Subscription for the on-premises software.

Using Avaya OneCloud Subscription reduces the risk of migrations in several other ways, too. First, the Avaya OneCloud framework separates sourcing from deployment, as described above. Then comes the familiarity benefit: In many cases, Avaya applications work the same regardless of deployment. That means the same

databases, the same configurations, the same skills, the same hardware, and everything else. It also means migrations can be “lift and shift” instead of “rip and replace.”

## Simplifies and Accelerates

Avaya OneCloud Subscription simplifies the communications purchase process. Instead of having to understand and choose from many different capabilities, buyers select among just a few packages targeted to serve specific types of employees and customer service capabilities.

When organizations evaluate a la carte pricing for various combinations, it is often necessary to normalize the offers to compare prices. But this irrefutable, logical process does not value products and services that might be needed. When you opt for a broader subscription, you get access to more — and accessing more means additional value at no additional cost. Avaya OneCloud Subscription captures the best aspects of cloud-delivered services while retaining the control and investments of traditional software models. To return to the movie analogy, it's like comparing a flat-rate streaming service with purchasing separate tickets to each film.

Shifting to a subscription model impacts the provider as much as the customer. In a traditional software license model, the vendor makes the sale, and the customer then depreciates the asset for several years. Vendors keep introducing new products in hopes of making more sales.

Cloud and software subscription providers typically don't make profits until months or years into the subscription, so they tend to focus more on customer retention. These providers have the incentive to bundle more services and help customers leverage more features. Software upgrades are not something to sell but something to implement. Software is not something to depreciate but to enhance. These are essential

distinctions that align these providers more closely with customer objectives, enabling customers to achieve their business goals more rapidly.

## Risk Mitigation

Organizations need to respond to the ever-increasing rate of change. The traditional five-year depreciation schedule was built for fixtures and furniture. If your technology is depreciating, there's something wrong. Technology should facilitate change, not hinder it.

Again, the problem has not been the technology *per se*, but the traditional acquisition model. Avaya OneCloud Subscription allows organizations to respond to dramatic changes. While some restrictions exist, it offers broad capabilities to adjust features, quantities, locations, devices, and more over the subscription term.

It is hard to predict how employees will respond to new technologies. In traditional capital models, the customer organization accepts all the risk by purchasing the solution upfront. With subscription-based models, the provider has the incentive of driving adoption. Many providers offer best practices to help employees understand and use new products and services. Since Avaya has a vested interest in customer success, Avaya OneCloud Subscription improves the trust between provider and customer.

## Innovation

Many organizations will find that one of the biggest benefits of an Avaya OneCloud Subscription is access to products and services they aren't currently using. Avaya OneCloud Subscription equips IT staff with more tools to manage the organization's diverse and

ever-changing needs. This removes a major barrier to experimentation or trying new approaches.

Because Avaya clearly wants its customers to move forward, it's making the Avaya OneCloud Subscription offer very compelling in several ways. For one, Avaya includes several of its standalone products in Avaya OneCloud Subscription. Two significant features included are Customer Self-Service and the Session Border Controller (SBC).

Both of these technologies were previously sold as separate products. And although these may come across as standard capabilities to many readers, the reality is that many businesses still do not have them or may be purchasing them from other vendors. Moreover, these technologies provide a core foundation upon which organizations can innovate and move forward. Without them, future innovations in areas such as self-service, automation, conversational interfaces, and security are at risk.

Free from licensing shackles, these features can unleash creativity in how to manage and architect communications. Besides bundling in high-value capabilities, this offering enables organizations to innovate on a dime. Adding products to Avaya OneCloud Subscription breaks the cycle of tying infrastructure improvements and upgrades to budgets. Innovation should occur when there is a need.

A clear example occurred in early 2020 when the pandemic created the rapid need to enable work-at-home employees and agents. Work-at-home is a common benefit of public cloud services, which no doubt was a big relief for many of the smaller, simpler centers. But the larger, more advanced operations are predominantly found in private clouds, and for them, the pandemic posed some interesting challenges.

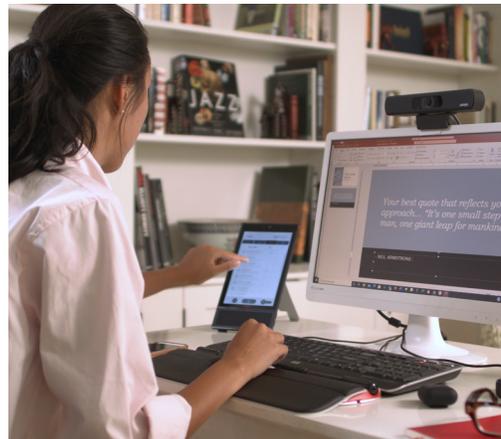
The work-at-home capability is embedded into Avaya OneCloud Subscription. Also included is Avaya Spaces, a team messaging and collabo-



ration solution. It, too, experienced a spike in usage during the pandemic. Subscribers could access Avaya Spaces for no additional charge. Avaya also includes outbound contact center solutions and advanced management packages in its subscription offering.

Subscription models are not tied to specific deployment characteristics, and they are better at adapting to changing business requirements.

Avaya launched subscription pricing last year and expanded the offering with additional packages in August 2020. Thus, the pandemic likely accelerated adoption and was a factor in the tremendous success of Avaya OneCloud Subscription. Avaya's subscription models spiked during the pandemic, as organizations — which were under very heavy cost constraints — saw it as an affordable way to address the unprecedented and unbudgeted demands they were facing.



## Business Continuity

Another crucial point about Avaya OneCloud Subscription is how it can improve an organization's communications and collaboration reliability and availability. Again, the twist here is the combination of services included in the subscription model.

One of the benefits of cloud-delivered services is built-in software upgrades. Applications such as Gmail are always current, where premises-based alternatives are often a

version or more behind. However, the problem with built-in upgrades is the loss of control. Because software updates seem to invariably include security patches these days, not running on the current release increases risk to operations and data. Being able to work anywhere, as described above, is also a form of business continuity, be it in response to a storm, earthquake, or pandemic. Simply stated, OneCloud offers organizations a way to reduce risk.

Avaya OneCloud Subscription offers a balance of built-in upgrades for the services Avaya delivers and built-in software upgrade availability for the software that organizations manage in their own data centers.

## Conclusion

Subscriptions are a new choice in how to acquire and consume technology. Many of these ideas are familiar because we've heard them in the cloud vs. premises debate. However, programs such as Avaya OneCloud Subscription reframe that conversation. Now all Avaya communications software can be sourced, delivered, and consumed as a service.

But Avaya OneCloud Subscription is much more than just a new purchasing model. Many businesses are choosing this offer because it delivers much more value than a la carte purchases via a robust and powerful set of employee and customer experience packages for business communications.

In addition to the benefits previously discussed, it also offers:

- **Increased flexibility:** The traditional capital purchase represents a long-term commitment. In addition to that commitment, the customer carries all the risks associated with making the solution work. Conversely, with a subscription model, commitments are much shorter, and customers are freer to experiment or pilot new technologies and respond to changes in requirements.
- **Scalability:** Subscribe to what you need, not what you might need. The provider carries the risk of scalability, and it's there if you need it. OneCloud simplifies the operational, human, and financial aspects of scalability.
- **Predictable costs:** Subscriptions offer predictable costs — even more so than traditional capitalized solutions, due to upgrades and security updates. There is no way to know how frequently software updates will occur, how much planning will be required, or how urgently they must be applied, but with a subscription, customers don't need to worry about it.

- **New and advanced features:** In traditional software licensing agreements, unlocking new features can be expensive. With Avaya OneCloud, new features, applications, and tools are included.

While there is a reasonably accurate perception that cloud-delivered services are more adaptable, it's not so much the delivery method as the billing method. Most of the hallmark advantages associated with the cloud are more accurately associated with subscription-based sourcing.

Subscriptions enable agility, and that's at the core of Avaya OneCloud Subscription. Regardless if the "one thing" is on-premises, public cloud, private cloud, or something else, the Avaya OneCloud model provides Avaya customers unprecedented flexibility in achieving their objectives — even if those objectives change. As in the movie, agility is the best way to chase down a renegade dogey, but also to respond to new business requirements.



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