

End-of-Life: To sweat or to switch?

A guide to making the
right calls for your PBX

The future is exciting.

Ready?



The end of the road or a new beginning?

When your PBX is coming to end-of-life or end-of-support, it doesn't need to mean the end of the world as we know it.

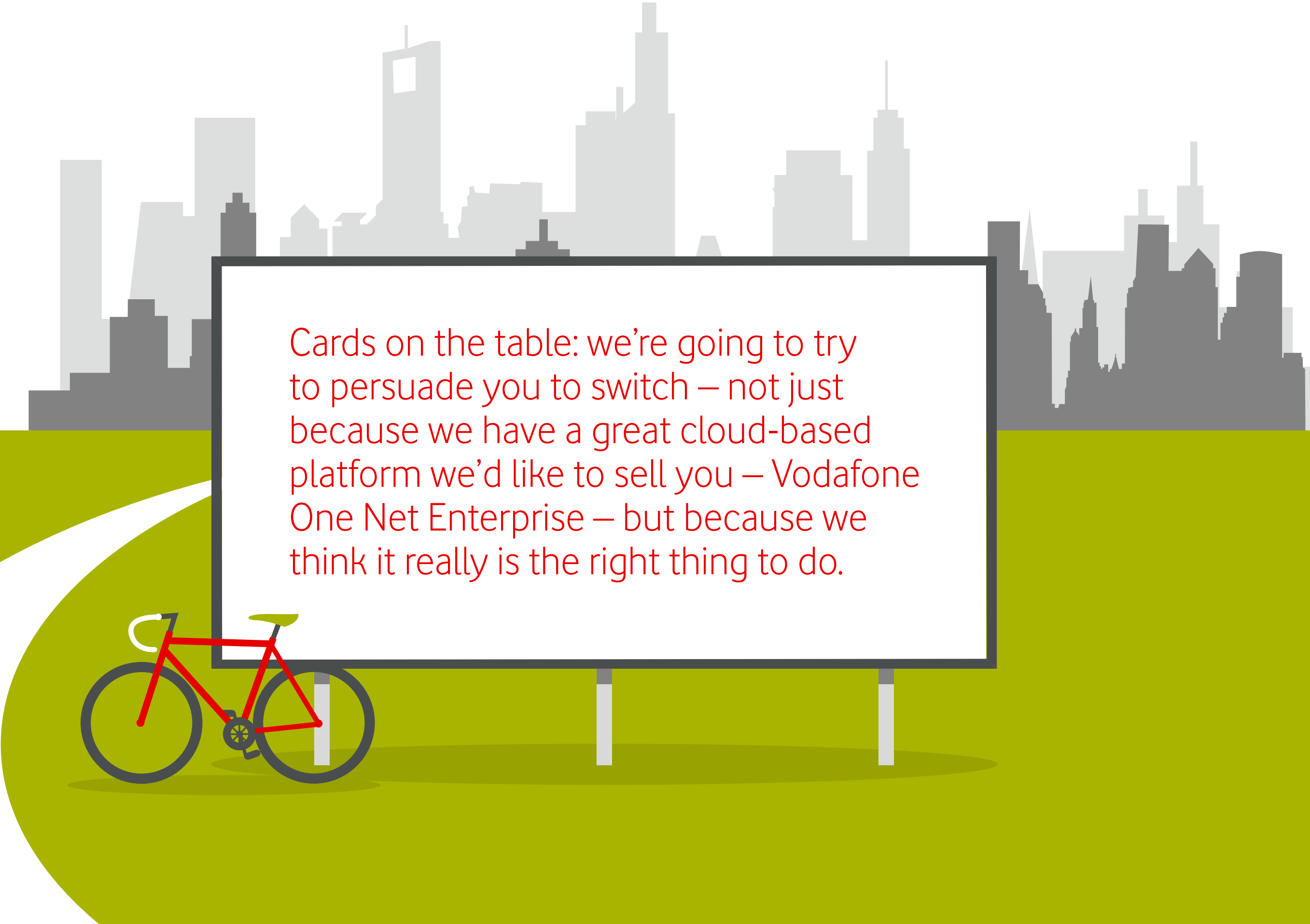
But the big question is what to do next?

To sweat – sticking with the trusty PBX that's served your business well over the years?

OR

To switch – migrating to a new, more modern IP telephony system?

This Vodafone guide aims to help you make the most informed decisions for your business.



Cards on the table: we're going to try to persuade you to switch – not just because we have a great cloud-based platform we'd like to sell you – Vodafone One Net Enterprise – but because we think it really is the right thing to do.

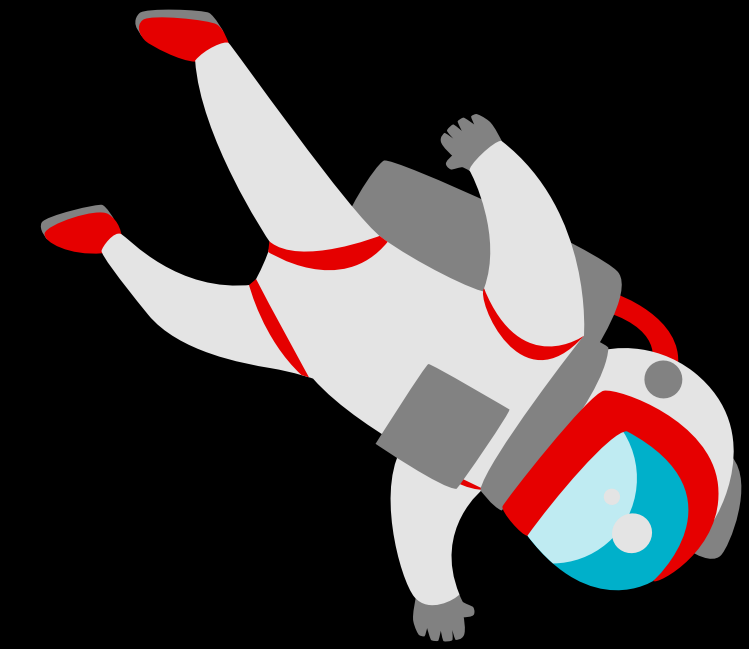
You are not alone

Firstly, some words of reassurance: many businesses just like yours have faced or are facing the same scenario.

In recent years, there's been a succession of end-of-support and end-of-life announcements by manufacturers – from Siemens to Nortel, Avaya to Cisco.

Why? It's in these firms' commercial interests (if they still exist – Nortel RIP) to convince you to buy their latest, greatest phone system – and what better way to do that than by withdrawing support and killing off the system you're currently using.

So please don't take it personally.



Can you sweat it?



Let's be realistic: end-of-life doesn't have to mean the end of the road for your PBX. Despite the manufacturer no longer providing updates or upgrades, it will still work. Just consider all those good things about your trusty PBX for starters:

It's familiar: who doesn't know how to forward a call or set up a redirect to a mobile? Okay, maybe not everyone.

It's reliable: it does what you bought it to do. Make calls. Receive calls. And it doesn't seem like it's going to let you down any time soon.

It doesn't need you do anything: changing system is an expense you just don't need and may not have budgeted for.

It's not costing you anything: you've paid for it so why shouldn't you sweat it? We'll come back to that one.

But unfortunately here's the not so good news...

It's only going to get more expensive, not less

At end-of-life, the manufacturer of your system will stop making replacement parts – such as gateways, servers or circuit cards. It means they'll be harder to source and costly to buy.

If you find yourself in a situation where you need to add capacity, you could find the costs starting to mount up – and experience more than a few challenges along the way.

Skills and expertise around the system are likely to become harder to come by. If you need them, they're likely to cost a premium.

In short, beware – there's a chance your maintenance and management costs could rocket.



That trusty system may become a little less trusty



With no more updates, upgrades or patches available, it might not be too long before your system becomes less reliable.

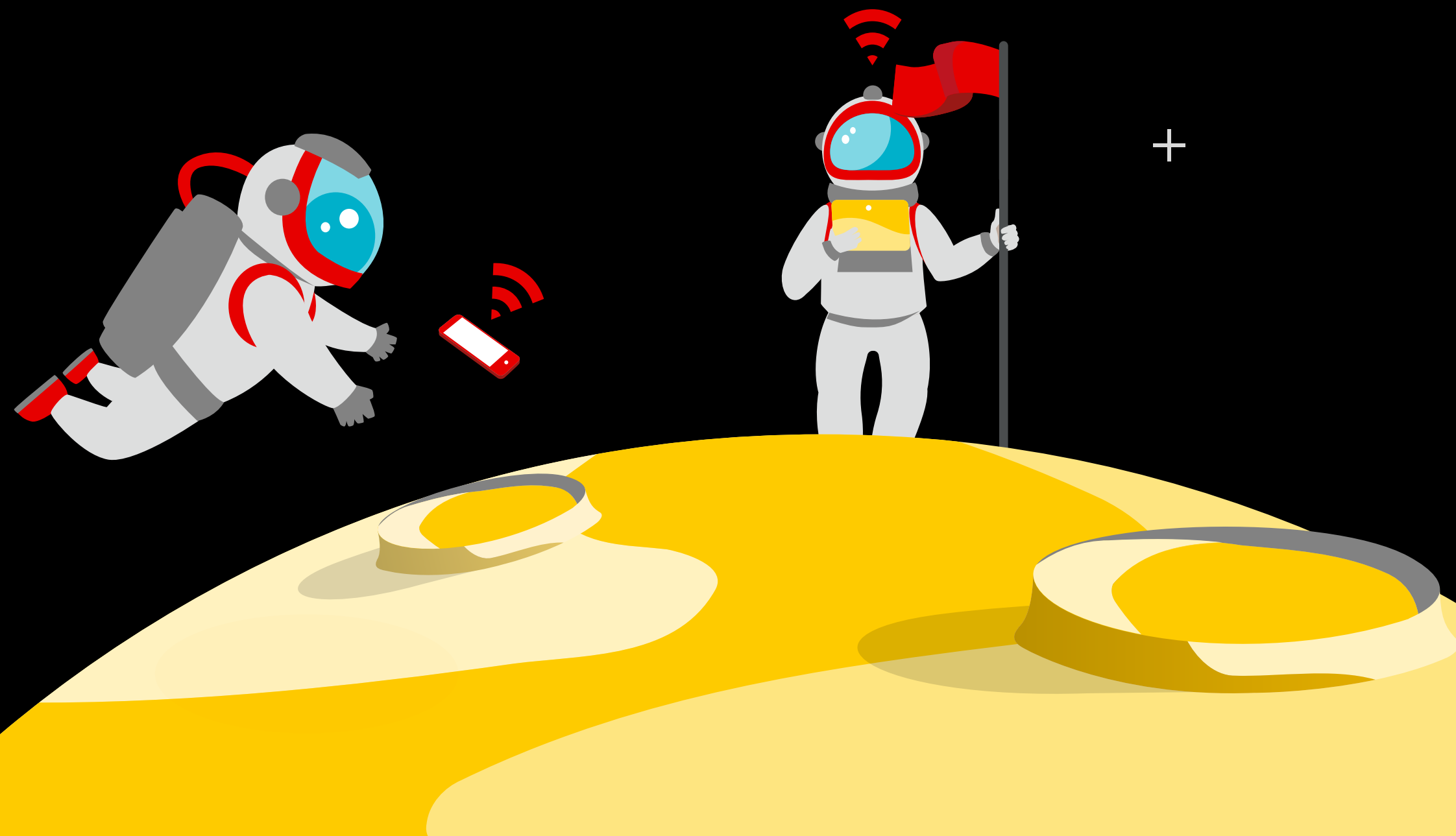
There's then the risk of outages that could impact your business continuity. Could your business operate without its phone system for a few days?

There's also the question of security and the real chance your PBX could be hacked, with a hacker using your system to make unauthorised long distance calls, with you footing the bill.

You could also find yourself locked into your PBX vendor's future investment plan. But with older hardware based systems, this may equate to no investment – and therefore, no plan.

Maybe it won't happen to you, but then again is it worth running the risk?

Chances are, your PBX is no longer fit for purpose



- It's highly likely the way your people work is changing – and their expectations about how they communicate are radically different now than when your PBX was first deployed.

More mobile. More messaging. More conference calls. Less sat at a desk, making and taking calls.

If you're trying to keep up with their needs, it can mean buying multiple services from different vendors – adding to the cost and complexity. It can also mean lots of different user interfaces for them to contend with. Making communication harder for employees – not easier.

- If you're not meeting their needs, your users are probably using unsanctioned services – out of sight and out of your control.

Is your PBX really still fit for business?

So is now the time to switch?

Yes. But then switching is hard isn't it?
It's costly? And risky to boot?

Well it doesn't need to be.

What if we could persuade you that moving to a new system is far less costly than you may think?

That you can migrate at a pace that suits your business?

And that you can unlock a wealth of cost, flexibility and productivity benefits by doing so?

Would that make you more willing to consider switching sooner rather than later?



Let us show you how...

Vodafone One Net Enterprise: More than just another PBX



Okay, you've had IP-Telephony vendors throwing themselves at your feet. But bear with us.

Vodafone One Net Enterprise is different in more ways than one. It's a cloud-based platform designed to change the way your people communicate for the better – making work easier, more productive and a better experience for all.

More than simply replacing your PBX, with Vodafone One Net Enterprise you're also benefiting from a platform that integrates your fixed and mobile communications to deliver more.

In fact, it's the only truly converged fixed and mobile solution on the market today – leveraging Vodafone's global carrier network.

Vodafone One Net Enterprise: Offers you more

More joined up communications: delivering a seamless experience across fixed and mobile services, with one bill and one contract.

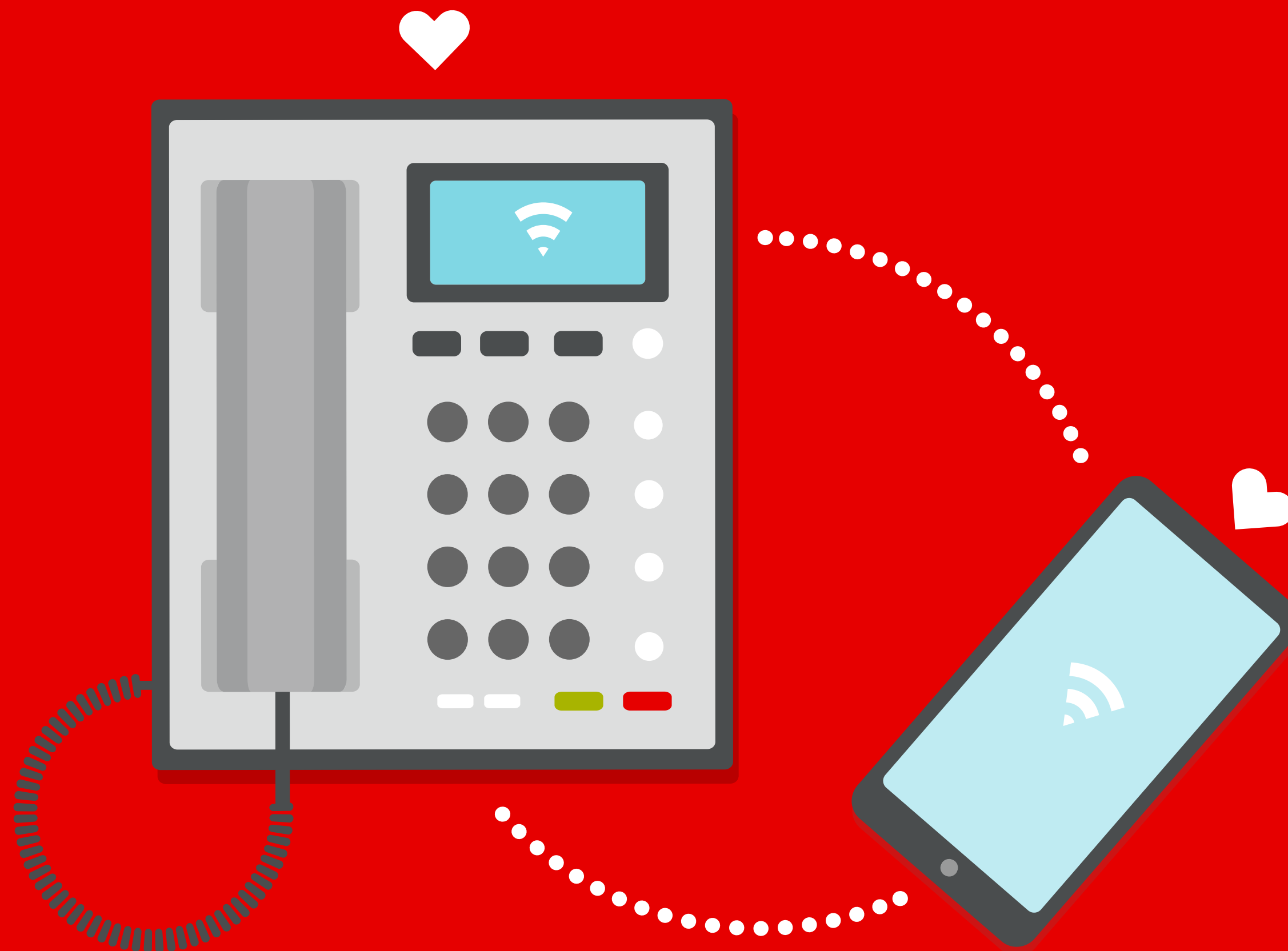
More choice: offering voice, video, messaging or social – all in one solution – so your people can choose what's best when.

More flexibility: by giving your people access to a single digital workplace so they can stay productive and collaborate with colleagues virtually, wherever they are.

More control over your communications: empowering people with choice but via a single, secure integrated platform you control.



Vodafone One Net Enterprise: Migrating is less costly than you think



As a cloud-based service there's minimal capital outlay required – and no management or maintenance costs.

You can slash your calling costs with free calls between all your users – landlines and mobile phones.

No longer do your people need to run up costs by redirecting their landline to their mobile. Hidden call forwarding charges can amount to thousands of pounds a month – not anymore.

You benefit from predictable per user per month pricing – so no more bill shock.

Migrate at your pace

With Vodafone One Net Enterprise, you don't need to rip and replace.

You can migrate at a pace that suits your business. So if there are assets you want to sweat further, you can continue to run these alongside Vodafone One Net Enterprise.

What's more, Vodafone can give you all the support you need to target your deployment to maximise the benefits, while minimising the risks.

You'll also be joining over 5 million cloud Unified Communications users globally who have already successfully made the move to Vodafone.



**Let's make the end-of-life of your
PBX the start of something new**

We'd love to discuss how we can help you make the move to Vodafone One Net Enterprise and start reaping the benefits sooner rather than later.

For more information, call your Account Manager today on: 0845 241 9552

