

A man with a beard and dark hair is looking down at a smartphone he is holding with both hands. He is wearing a light-colored t-shirt under a dark grey cardigan. The background is a blurred office interior with large windows and modern furniture.The Avaya logo, consisting of the word "AVAYA" in white, uppercase, sans-serif font, centered within a solid red square.

AVAYA

IS YOUR PHONE SYSTEM ABOUT TO BECOME OBSOLETE?

Your older phone system may have
to be upgraded. Here's how to find out:



If your business phone system provides basic service, you probably haven't even thought about what platform or system runs it. And why would you? All you need is something that connects you to the rest of the world — and you've got it. But do you, really?

GET AN EDGE WITH SOME BASIC PHONE SYSTEM KNOWLEDGE

While your phone system may have been working well for years, communications technology has changed dramatically. Many, older PBX-based systems are being phased out. That includes the Nortel and Avaya Communications Server 1000 — a system you may be using.

All this means that you must determine what phone system you have in place right now. But it also provides a fantastic opportunity to plan for how your organization can connect and communicate more effectively.

A Short History of Business Phone Systems

Back in the day, all organizations used phone technologies such as POTS (plain old telephone service) and PBX (private branch exchange). POTS was a basic phone service delivered by your telecom provider. PBX was the physical phone system your employees used internally within the organization, and externally using shared communications channels. The PBX is referred to as a “premise” system and the Nortel and Avaya CS1000 are examples.

More recently, IP phone technology came along, offering calls and other services over public or private internet connections. This has enabled businesses like yours to take advantage of many more functions. One of the latest advances are cloud-based phone systems, where the technology is hosted in the cloud by your provider.





YOU'RE SAYING I MIGHT BE AN AVAYA CUSTOMER?

How would you know if you use the CS1000 phone system? Well, here's some quick history. The CS1000 platform was originally developed by Nortel, one of Canada's largest and oldest telecom companies. In 2009, Avaya bought many of Nortel's assets, including the division that provided phone systems to businesses. The CS1000 then became an Avaya system — and Avaya has supported and upgraded the platform for almost a decade since then.

If your organization used to be a Nortel customer, there's a good chance you have a CS1000 phone system — sometimes also referred to as "Meridian." If you implemented a CS1000 since 2009 — you may have some Avaya handsets. There's also a chance you could be using a CS1000 system with handsets from another supplier.



Factoid: Owing to their respective brand colors, some telecom professionals have referred to legacy Nortel systems as “blue” and Avaya systems as “red.” But, a decade later, “blue” or “red” shouldn't make any difference. Avaya is dedicated to providing you with communication solutions that will help boost results for your business.





CHECK YOUR PHONES AND TECHNOLOGY CLOSET TODAY

Are any of the desk phones in your office branded as Nortel or Avaya? You can also take a look around the basement or a facilities closet. The CS1000 platform is housed in a large, light gray box. It may be branded Avaya or Nortel and it will probably have a “CS1000” or “Meridian” label on it somewhere too. If you don’t find anything conclusive or you’re just not sure, Avaya’s customer support team can help.

MODERNIZING IS MORE URGENT THAN EVER

Now, there is a particular imperative for your organization to think about modernizing. In January 2018, Avaya announced it would stop selling new Communication Server 1000 platforms from April 2018 – and from April 2019 it will no longer be providing upgrades or creating new service packs. Many long-time users of CS1000 have already upgraded to Avaya IP Office™ or Avaya Aura®, Avaya’s next-generation communications platforms. If you’re a CS1000 user yet to do so, you should have a short conversation with your Avaya Partner to start mapping out your migration strategy.





HERE'S WHY IT'S TIME TO UPDATE

Few businesses still communicate with voice communication only anymore. They use a variety of other channels. Modern workplaces are adopting new models of work like remote working, that require new communication channels such as video and text chat to be effective.

STAY AHEAD OF EXPECTATIONS

As the workforce comes to be dominated by millennials, who have grown up in this rich technology environment rather than adapting to it, organizations must evolve towards “unified communications.” This is the term the communications industry uses to describe integrated communications services spanning everything from traditional voice calls to video conferencing, presence and instant messaging, team collaboration, mobile device access, advanced call centers, and more.

Your customers have higher expectations too. They expect to be able to reach you in any way they see fit at any time, and they'll penalize organizations that don't cut it. In a world where Gartner says 89% of companies now expect to compete solely on the basis of customer experience, can you afford that?*

Traditional phone systems aren't capable of supporting this much broader range of services. That's why Avaya is now focused on the next generation of platforms. These provide all the functions that customers value today but add a whole new range of tools they will want, sooner or later, to use in their organizations.

*Sources:

Gartner Predicts a Customer Experience Battlefield, Tom McCall, 2015
<https://www.gartner.com/smarterwithgartner/customer-experience-battlefield>



UTILIZE THE ADVANCED FEATURES YOU'VE BEEN DOING WITHOUT

Here's what a modern phone system should offer you:



You can call right from your laptop, desktop, mobile device, and of course your desk phone — enabling greater productivity and flexibility.



Your remote workers stay connected to the business phone system and take their extension wherever they go on any device and never miss a call.



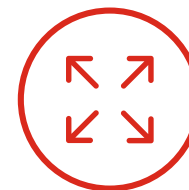
You can bring your company directory everywhere and use presence to call and message the right people fast.



You can host conference calls simply and easily, even from your smartphone.



You can engage with colleagues and customers with video and web collaboration.



You can even scale up or down quickly and simply, as needed, to adjust for seasonal capacity demands.





KEEP WHAT YOU LIKE ABOUT YOUR OLDER SYSTEM

Don't worry that upgrading means giving up the features you love in your CS1000:

For instance, the feature Call Park and Page is still available. Organizations such as hospitals depend on Call Park and Page to communicate with practitioners who are constantly on the move around the building – you'll be able to carry on using this feature on your new platform.

You'll be able to carry on using Multiple Appearance Directory Number facilities too. These allow you to designate the same number to several phones – to allow multiple receptionists to take calls, for example.

The bottom line is, as we developed our modern communications platforms, we made sure to retain functionality that Avaya customers like you told us they really appreciated.

MAKE THE EASY CALL – CHANGE FOR THE BETTER

Here's the most important reason why it makes sense to scrutinize your current phone system. Identify what system you're using so you can boost productivity, better compete, and future-proof your organization.

The good news is that migrating to a new platform doesn't have to be complicated or disruptive. For a long time it's been tempting to do nothing with a setup that seems to work fine. But it's not a sustainable strategy anymore.





TAKEAWAYS:

- You need to know what type of phone system you're using.
- If you're on a Nortel or Avaya CS1000 system, now is the time to upgrade.
- You'll keep all the features you like from your current system.
- You'll get access to a whole load of new capabilities.
- Your new phone system can substantially improve both employee and customer experience.

DON'T DELAY IT'S IMPORTANT TO TOUCH BASE SOON

To learn more, get in touch with your Avaya Partner right away. If you don't know who your Avaya Partner is, contact Avaya and we will help you.



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