

AVAYA

# UPGRADE FROM YOUR CS1000 SYSTEM NOW. DON'T GET FURTHER BEHIND.

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25 year-old phone technology could be a strategic liability. It's time to upgrade your business communications system





The CS1000 was a remarkable business phone system. From its 1990s debut under the Nortel brand, to its eventual end-of-sale announcement 25+ years later, the CS1000 provided rock-solid communications for Avaya customers. Any technology that can last a quarter of a century is impressive.

But now that end-of-sale announcements have been made about the CS1000, it's time to plan the future.

You're probably tempted to try keeping your existing system in place for even longer. But that decision means missing out on the game-changing benefits of a modern phone system that your competitors already enjoy. Besides, there are some real risks to hanging on to the CS1000 for longer.







## MINIMIZE BUSINESS DISRUPTION

An upgrade can seem like a double-edged sword. There's a promise of more and better features – but fear that the process will set you back temporarily. That can be especially true when a system has been reliable for so long.

But rest assured, Avaya has been migrating customers from the CS1000 to much better solutions like Avaya IP Office™, Avaya Aura®, and Avaya Cloud Solutions for a long time now. There are special teams devoted to making sure your transition is a smooth one. If needed, a hybrid premise and cloud-based solution can be implemented in the medium-term to make sure that your business doesn't miss a beat.

Though, on a higher level, consider that a little disruption is necessary now and then. Every industry is currently in the midst of disruption as new challengers enter the space, bringing with it alternative ways of working that better resonate with your customers.

Businesses are being forced to embrace and exploit disruption as a way to align processes and services with customer expectations. In fact, disruption is at the heart of “digital transformation” projects, where you evaluate every technology and process you use, and how they can be streamlined to deliver more value to customers.

Short-term disruption is not negative if it delivers long-term benefits. And Avaya's modern phone system solutions are designed to do just that.







## WHY WOULD WE EVEN TOUCH OUR CS1000? IT CONTINUES TO OPERATE WELL.

Long stretches of time between failures can create unrealistic expectations. The CS1000 has generally outlasted estimates of how long it could perform. But now there are some real risks associated with trying to stretch that life further.

While the CS1000 was fully supported by Avaya, operation was not a problem. There was plenty of support and replacement parts available to restore full operation quickly. But as official support wanes and stocks of critical parts shrink, full operation will become more challenging.

Without official support from Avaya or your Avaya Partner, your business could be more reliant on third parties for maintenance and parts. Many of these vendors are good, but they will be constrained by the same problems. They cannot access support or advice from Avaya, and they cannot source spares that may no longer exist. Third-party support is a short-term solution to avoiding an upgrade that you will need to carry out eventually anyway.

Replacing a working phone system makes perfect sense when it's a strategic decision designed to ensure the future of your business communications.





## IT DOESN'T SEEM LIKE WE NEED NEW FUNCTIONALITY

In the age of ubiquitous communications, it is easy to regard those handsets throughout your office as “just” a phone system.

But, like most businesses, over time you've acquired a mess of disjointed applications with the aim of better connecting with customers, partners, and suppliers. Apps like Skype, Slack, and Google Hangouts seem interesting, useful, and low-cost. But there are most definitely costs and risks associated with allowing staff to make ad hoc IT decisions.

Rather than managing all communication on a unified platform, your business is trying to manage several – and paying for the pleasure too. Tapping into Avaya's solid, more secure platform of business communication tools enables you to rationalize the services in use, bring costs back under control, streamline support, and centralize communications. All that allows you to provide a better experience for your customers and end users.

Have you seen any of the hundreds of articles explaining how critical customer experience (CX) has become? The millennial generation has grown up with all this technology – and their numbers have grown even larger than the Boomers. They expect to be able to communicate with your company on whatever channel they prefer at that moment. They are also vocal when dissatisfied, so it pays to offer more.

Functionality improvements are not restricted to front-end services either. Security is now a board-level issue, as is the commitment to improve standards across your organization. Moving away from the CS1000 system opens up new opportunities to better secure your communications, including AES-256 encryption. The ability to better secure your customers' data not only protects your corporate information assets, but it will help comply with legislation like the European General Data Protection Act which levies potentially massive fines (~\$24m or 4% of global turnover) for losing their citizens' personal information (even if you are not based in the European Union).

**Why would you not embrace improved functionality from your business phone system?**





## VALID ARGUMENTS AGAINST UPGRADING ARE EXPIRING

The reality is that your CS1000 system should be replaced, sooner rather than later. No matter how robust and resilient it may seem, leaving it in place is a strategic miscalculation that could leave your business less competitive in a changing marketplace.

Many reasons for not upgrading are actually invalid when considered in the wider context of business goals and customer demands. Speak to your Avaya Partner today about your options and how a modern solution will help your business better manage the challenges of the future.





## REMEMBER:

- The CS1000 has been resilient. But considering how technology has moved on, that can't go on indefinitely. Plus, support and parts for legacy systems will be harder to acquire.
- Change is part of the modern operating environment – embrace it to reap the benefits of improved communications tools.
- You do need enhanced functionality from your telecoms systems – to replace the myriad of tools currently in use.
- Old technologies tie your business to old practices - you're out of step with customer expectations.

## DON'T DELAY IT'S IMPORTANT TO GET IN TOUCH

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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