



Setting the stage for operational excellence

Enterprises are setting new priorities in response to the recent unprecedented period of global economic chaos. To thrive and remain competitive, they need to rethink the way they operate, and optimise technology advantages to accelerate the shift to digitalise services, processes and workspaces. In the past, enterprises may have focused on creating a digital workplace with critical applications and services being moved to the cloud.

However, it's now time for organisations to maximise the impact of technology on the operational model, by tackling areas which will ultimately improve execution, with the same budget, and take them to the next stage of transformation. These areas include:

- IT simplification and automation
- Cybersecurity
- Budget optimisation

All this must happen while ensuring attention to corporate eco-sustainability.

1 IT automation and simplification: The next digital shift



While web-based technology has primarily been used for end user applications, we are now entering a second phase where the cloud is becoming the cornerstone for new services, aimed at automating IT services such as management and provisioning in three core areas:

- **IT Operations**
Cloud-based architecture and technology are used to streamline processes, automate tasks and centralise management of distributed applications and systems.
- **Employee Experience**
Self-provisioning, simplification and role-based rights management enable end users to be autonomous, making them more agile and empowered. Cloud-based collaboration solutions seamlessly complement existing communications services, without the hassle of maintenance and upgrades.
- **Customer Experience**
Automation of customer service applications, with the increased use of AI-enabled intelligent robots for self-service (such as chatbots for websites and voicebots for IVRs), reduces the total cost of service and improves customer satisfaction, loyalty and experience.



2

Cybersecurity:

The rapid shift to work from home has extended organisations' network perimeters and their attack surface, accelerating the need for new requirement.



- **Secure by design:** Taking security into account during every step of product development, including hardened hardware and operating systems and built-in Denial of Service (DoS) protection
- **End-to-end encryption:** Allows employees and customers to securely and confidentially communicate and collaborate using voice, video and text, no matter where they are, using solutions that are on premises or in the cloud
- **Certifications and accreditations:** Including security standards such as ISO 27001, 27017, 27018, vertical-specific certifications such as HIPAA in the U.S. and Health Data Hosting in France, and government regulations such as GDPR
- **Continuous testing:** Ongoing penetration tests that are driven solely by cybersecurity requirements. These tests simulate cyberattacks to reveal security vulnerabilities

3

Budget optimisation:

A move to the cloud and "as a Service" models offer a convenient way to bring flexibility into enterprise budgets.



Any shift to the cloud and to an "as a Service" model must be planned through a series of steps. Additionally, it's critical to decide which cloud model to adopt for enterprise communications, for example:

- **Private single instance:** IP-based call control (IP PBX) owned by a Service Provider with a single customer on a dedicated system. *Sold as a Service.*
- **Private multi-instance:** IP-based call control (IP PBX) owned by a Service Provider with each customer (enterprise, public organisation) allocated a dedicated instance with central management. *Sold as a Service.*
- **Public multi-tenant:** IP-based call control (IP PBX) owned by a Service Provider with multiple customers (enterprise, public organisation) on a shared platform. *Sold as a Service.*

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