

What the Optus UCaaS Migration Means for You



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What the end of service for Optus hosted Cisco Unified Communications Manager (UCaaS) means for you

Optus's delivery of Cisco's Unified Communications Manager, which provides communication and collaboration capabilities, and includes features such as Enterprise Telephony, Presence, Instant Messaging, Voice Mail & Unified Messaging and Audio Conferencing, is being discontinued from the end of 2022.

This change creates a tremendous opportunity to review your organisations overall telecommunications service network and select the right collaboration tools and commercial approach to remain agile and relevant in a rapidly changing digital environment.

Fortunately, you don't need to tackle this change alone – review your Collaboration Tools & Commercial Strategy with the assistance of CDRU.

- Current Contract and commercial assessment
- Technology roadmap & strategy in the context of a Modern Workplace approach
- Improved Productivity through supporting new ways of working
- Integrated communications capability to support flexible working
- Vendor Agnostic approach integrating traditional Telecommunications elements and a modern workplace approach

Situation:

Optus is withdrawing its current hosted Cisco Unified Communications Manager offering by December 2022.

This change is forcing clients to consider how they will continue to provide these services for their organisation.

How are you adapting, and what are you doing to turn this change into an opportunity?

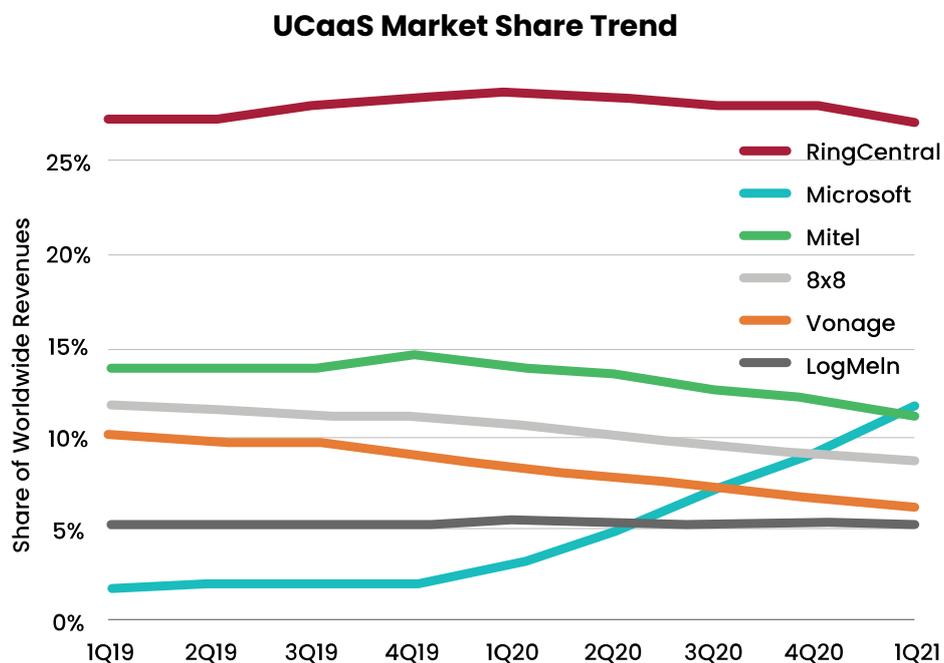
Opportunity:

If you are a current Optus hosted Cisco Unified Communications Manager customer affected by the withdrawal of this service over the next 18 months, you should take the opportunity to ensure that the new service fits with your strategy and provides value against the cost of acquisition.

Don't just take the default transition to the Cisco hosted offering, take the opportunity to assess which technology stack and vendor fits within your wider strategy, and what price points are available in the market.

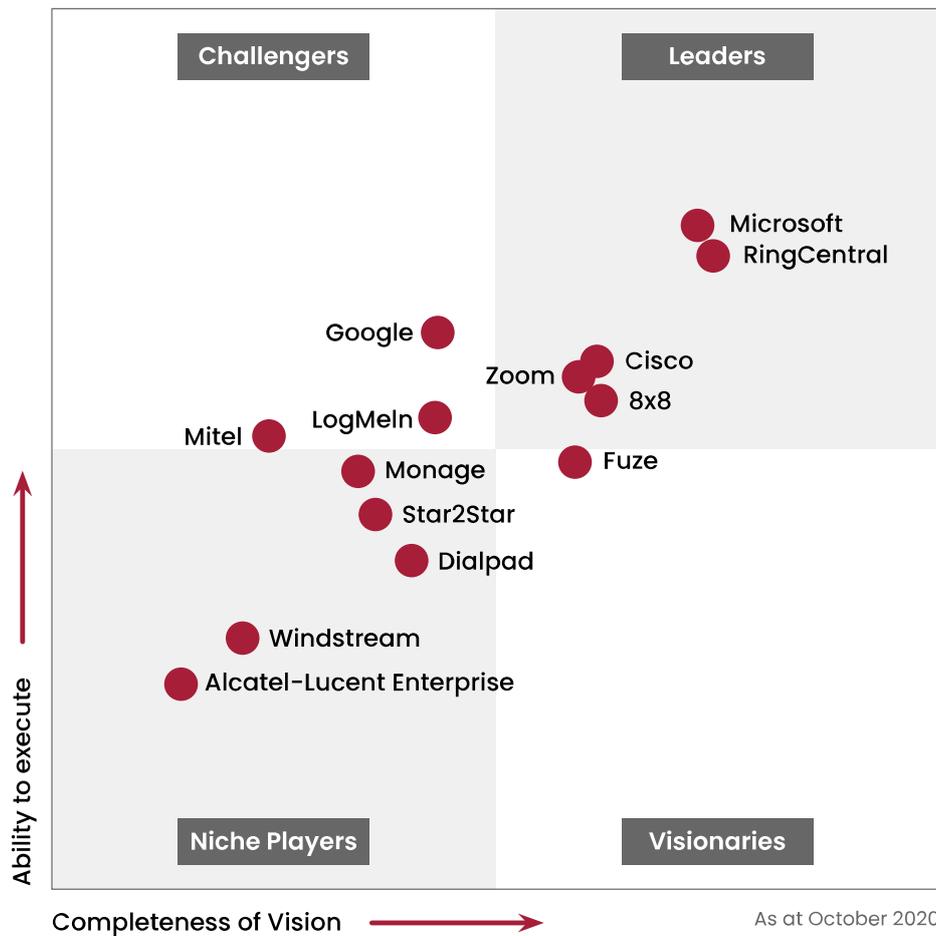
Many organisations are adopting a Modern Workplace approach centred around flexible integration across the common productivity tools.

Market moves across the UCaaS market will also have a significant impact on which technical direction should be evaluated. The significant growth in Microsoft Teams adoption highlights another option which should be considered, given it is much easier to interact with customers, partners and suppliers if all are using a common platform.



As On-Premise PBX Market Moves to the Cloud, Microsoft Jumps to #2 in UCaaS | Synergy Research Group (srgresearch.com)

Magic Quadrant for Unified Communications as a Service, Worldwide



Source: Gartner (November 2020)

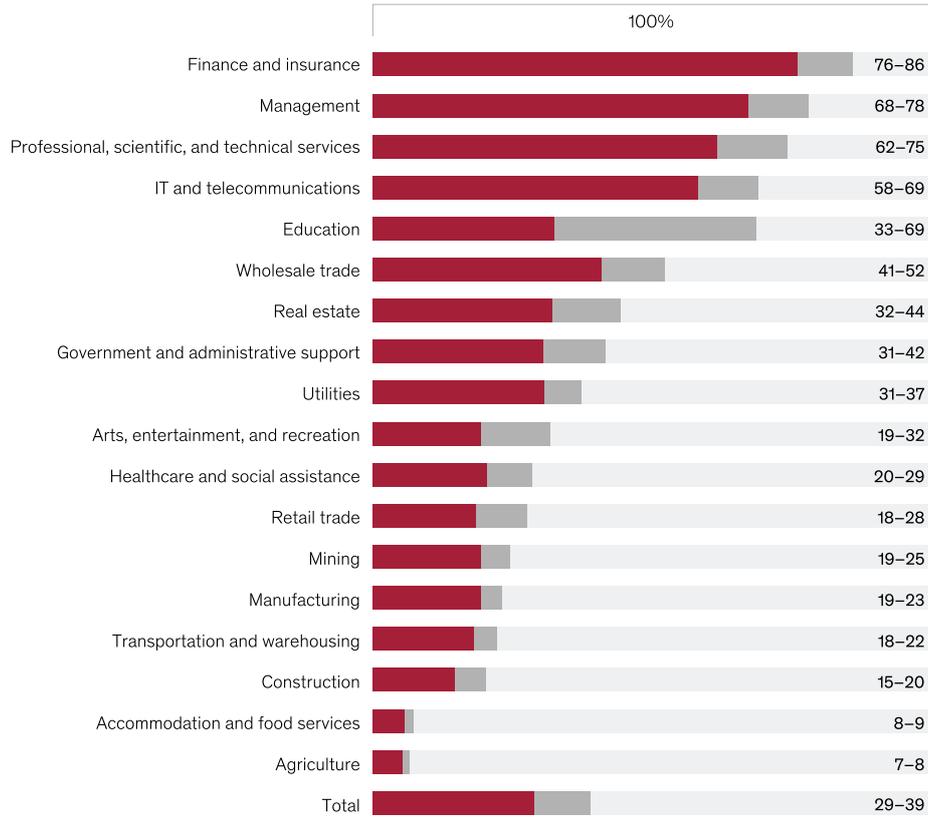
If continuing with a Cisco platform then the value between the various platforms including Webex, Cisco Unified Communications Manager Cloud or Hosted Collaboration Solution including acquisition, transition and ongoing operation should be carefully considered within the context of your organisation's needs.

Recent events have sharply accelerated the transition to more flexible working arrangements for many organisations, and traditional telephony biased approaches linked to providing traditional fixed desk handsets are no longer as relevant to the growing flexible working practices.

The finance, management, professional services, and information sectors have the highest potential for remote work.

Potential share of time spent working remotely by sector in the United States, %

■ Effective potential (no productivity loss) ■ Theoretical maximum



Note: The theoretical maximum includes all activities not requiring physical presence on-site; the effective potential includes only those activities that can be done remotely without losing effectiveness. Model based on more than 2,000 activities across more than 800 occupations.

Source: McKinsey Global Institute analysis

Optimising the hybrid virtual continuum

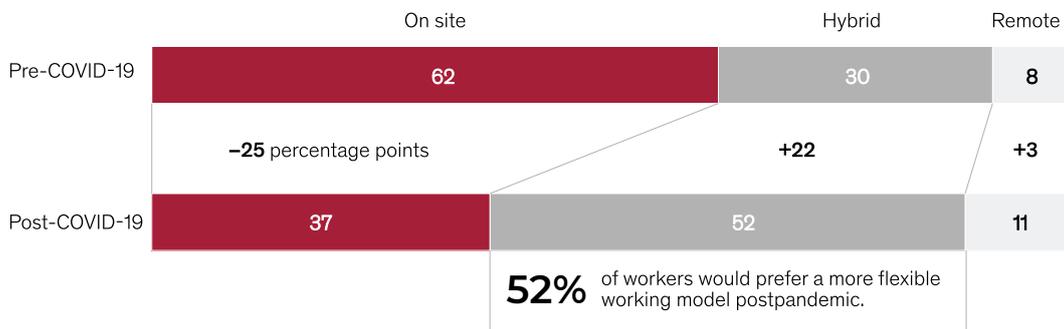
Six models reflecting a mix of on-site and remote working

			Ability to access talent	Productivity (individual and team)	Cost of real estate
Almost entirely on premises	Limited remote work, large HQ	Company leaders and employees are centralised in 1-2 big principal offices	●	●	●
	Partially remote work, large HQ	Company leaders and most employees spend majority, but not all, of their time in 1-2 principal offices	●	●	●
Hybrid models	Partially remote work, multiple hubs	Multiple proportionate-size offices with leadership and employees dispersed among all offices	●	●	●
	Multiple microhubs	Leadership and employees dispersed across small-footprint "microhubs" located in various geographies	●	●	●
	Partially remote work, with flex space ¹	No permanent offices; rented flex space ² used for periodic in-person collaboration (but not connectivity)	●	●	●
Almost entirely off premises	Mostly remote work, no office sites		●	●	

¹Flex space includes temporarily (eg, monthly) rented space used in select cities for periodic gathering and collaboration.

Most employees would prefer a more flexible working model after the pandemic is over.

Working models pre-COVID-19 and desired working models post-COVID-19, % survey participants



Source: Remington Work: Employee Survey (Dec 2020–Jan 2021, n = 5,043 full-time employees who work in corporate or government settings)

Beyond the technology strategy and demand changes the commercial impact to the wider Optus engagement also needs to be considered including:

- Per Service Minimum spend
- Minimum Service volume commitments
- Loyalty and bonus funds
- Service Design & Transition costs to move the service from Optus hosting to the new platform
- As these will all impact the spend required to support the service on an ongoing basis.

Key questions then become:

1. What are the costs to acquire and operate the services vs. the alternate options?
2. How will each of these change your IT spend profile?
3. Which options will align with your organisation's technology strategy?

Given the impending deadline, you must not wait. Act now, engage CDRU to access the savings and/or productivity improvements available through utilising CDRU's Australian Technology market knowledge.

Why CDRU?

CDRU has sourced over \$10Bn total spend, 500+ engagements, driving value and optimising costs across hundreds of enterprise and public sector clients. Here's how we will bring value to your company:

Value optimisation:

Through leveraging our sourcing experience, market data and enterprise software solutions, we offer CIO's the most valuable partnership they can have.

Independence:

We are supplier agnostic, with deep Australian market insights & knowledge across products, pricing, cloud platforms & models.

Time-to-benefit:

CDRU is a responsive and agile group of industry experts who focus on delivering rapid benefit realisation.

Every day we discover new insights that allow our clients to optimise costs and enable powerful, strategic decision-making. We can add value to your company immediately, talk to us today.

Align all these elements for a cohesive solution at the right price, with the support of CDRU

- Australia's Leading Telecommunications Sourcing Advisor
- Market analysis and vendor benchmarking
- Integration of the new service and potential service providers on a SIAM basis
- Technology strategy, roadmap and transition development