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Accelerating Teamwork with Cisco Webex Teams

Whitepaper

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Introduction

In many IT environments, the gap between functionality and usage is widening. For too long, IT teams have focused primarily on tech-centric solutions, ignoring business and end user requirements. The result? Siloed collaboration tools, dissatisfied employees, and low productivity.

"Did you know: "94% of business leaders report that agility and collaboration are critical to their organization's success". However, "only 6% feel they are agile enough today." (Deloitte Insights)

Perhaps you know what this means in your own daily business routine where sometimes that online meeting just doesn't start so easily, or you're not able to share a document like you expect, or you hear: sorry "I was on mute!".

What do you think of when someone says "Modern Collaboration"? Consider this, there are now more mobile devices on the planet than people [link] and 72% of workers will work remotely by 2020 [link]. Our customers need help to manage these changes, stay competitive, and ensure both a great Customer Experience and a great End User Experience.

Meaningful Collaboration, the solution, is an ideal state where corporate users are provided the flexibility to communicate with teammates, clients, and vendors in the manner most suitable to the conversation. Softchoice has developed a Teams Accelerator services offering to assist customers with implementing modern collaboration tools based on Cisco technologies. This service will accelerate the customer's journey and will equip customers with the market-leading tools to improve collaboration and productivity.

Problem Statement

Modern Collaboration is not easy and poses a real challenge for all businesses. Whether it's trying to meet the needs of up to 5 generations of workers, increasing demand by remote workers, or managing an influx of Shadow IT - businesses need guidance and strategies to provide their workers with a collaboration platform that increases productivity and ROI.

Legacy collaboration tools are impacting employee productivity, employee job satisfaction, and is hindering timely internal and external communications.

Nearly every industry is facing a similar set of problems around user productivity. Generically speaking, all companies want to drive the most productivity as efficiently as possible to create the largest margins and thereby

increase the success of the business. The heart of this issue orbits around the ability of the end user to perform the functional and substantial aspects of their role. Specifically, as users create, build, design, implement, and execute their day to day production, they must collaborate in creation, coordinate in execution, and communicate both results and objectives to teammates.

- **ALL INDUSTRIES** rely on the communication needs noted above at a fundamental operational level. From our vast experience at Softchoice, we have identified many problems which businesses face as they try to succeed.
  - Employee and Client Experience:
    - Inefficient collaboration: users waste time trying to locate and communicate with other internal and external users (can't find the user, can't join the meeting, delays in lost or missed messages)
    - Incomplete collaboration: users are forced to utilize multiple disjointed platforms to carry on a complete conversation (Voice, text, meetings, video, file sharing)
    - Unreliable/Inconsistent collaboration: User experience changes across devices and locations causing confusion and leading to both of the preceding challenges
    - In both client and employee experience realms, a poor communication or collaboration experience cause lower retention rates. Churn of employees and clients decrease business productivity and also increase the costs of acquiring new employees and new clients.

  - IT Strategy and Execution:
    - Creating and executing a Cloud Migration strategy and executing
    - Matching solutions to client needs
    - Keeping up with the pace of new technology releases
    - Governing Cost and mitigating shadow IT initiatives
    - Training Users for technology, new technology, ongoing training, new user training, etc.
    - Governing ways in which end users uilize of technologies (Data Loss Prevention, information sprawl, inefficient usage patterns)
    - Monitoring and Analyzing usage patterns
    - Modifying technology deployments to keep with shifting trends and needs of the users (and the IT Strategy and Execution cycle repeats)

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Background

Softchoice is one of the largest IT solution and managed service providers in North America. Headquartered in Toronto, Canada, Softchoice came in to being 30 years ago to help our customers get access to hard to find software that was critical to their business. But over the past three decades as technological needs have become more complex, Softchoice has evolved to an end to end IT solutions provider who helps customers select, adopt and manage the right technologies that are key to their business transformation. In today's world, without modern infrastructure, IT goes from business enabler to cost center which

has put IT departments under pressure to modernize infrastructure and accelerate the delivery of applications and service. This is where Softchoice enables organizations to realize the full benefits of public cloud and a modern IT infrastructure through solution design, implementation, asset management, and assessment services, as well as ongoing support and mentorship through managed services. With access to one of the most efficient and cost-effective technology supply chains in North America, Softchoice also ensures products get to our customers quickly and in a trouble-free way.

About Softchoice

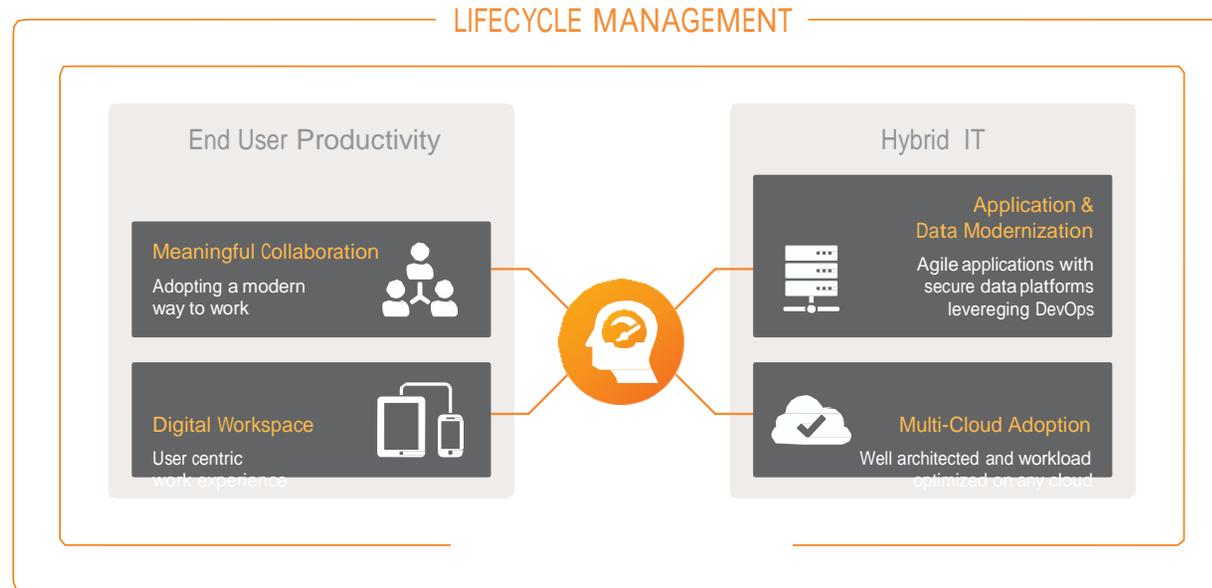| #1 CDN TOP SOLUTIONS PROVIDER	75+ ITIL-CERTIFIED RESOURCES	45,000+ DEVICES SUPPORTED BY KEYSTONE MANAGED SERVICES
#5 GLOBAL RANKING OF MANAGED SERVICES PROVIDERS	30 YEARS IN BUSINESS	189 CISCO CERTIFIED INDIVIDUALS
2,200+ TECHNICAL ASSESSMENT DELIVERED ANNUALY	5,000+ PAID VOLUNTEER DAYS TAKEN BY EMPLOYEES	
14 STRAIGHT YEARS VOTED BY EMPLOYEES AS BEST WORKPLACE	$2,000,000+ RAISED AND DONATED BY SOFTCHOICE CARES SINCE 2014	
1,800+ EMPLOYEES (AND GROWING)	600+ SELLERS	500+ TECHNICAL RESOURCES

Why Softchoice?

- Data-Driven Insights
- Technology Mentorship & Adoption
- Personalized Enterprise-Grade Managed Services
- Licensing Selection & Software Asset Management

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With a focus on programmatic adoption and tech integration, Softchoice has a successful track record of helping end users be more productive with leading collaboration and mobility solutions. Our services include implementing implementing Cisco UC, security best practices and more. Ask how we drastically improve enterprise productivity by analyzing your environment, and using real-time data to create actionable reports and plans.

The Softchoice + Cisco Opportunity

LIFECYCLE MANAGEMENT

End User Productivity

Meaningful Collaboration
Adopting a modern way to work

Digital Workspace
User centric work experience

Hybrid IT

Application & Data Modernization
Agile applications with secure data platforms levereging DevOps

Multi-Cloud Adoption
Well architected and workload optimized on any cloud

Softchoice is a Gold Certified Cisco Partner with two Masters level certifications in Collaboration and in Cloud and Managed Services, and is the #3 ranked Managed Service Provider worldwide via MSP Mentor 501. As a Cisco Lifecycle Advisor Partner, Softchoice helps companies navigate a new way to buy, consume and manage their Cisco software. Leveraging 20+ years of contract management expertise combined with funded services and exclusive assessments, Softchoice is committed to simplifying the licensing experience.

Investments

$35M+ investment

- Training & Enablement
- Business Transformation Project (CX, EX)
- Dedicated Innovation Team
- Hybrid IT Sales Account Executives
- Cisco Core Team @ Softchoice
- Multi-cloud management platform (managed services)

Opportunity

- **4600+ New Active Buying Accounts (2019)**
  Opportunity to introduce the SC-Cisco Value proposition

- **1300+ Active Buying Accounts with Cloud Environments NOT Purchasing Cisco**
  Opportunity to incorporate Cisco into our cloud journey

- **2100+ Microsoft Active Buying Accounts NOT Purchasing Cisco**
  Opportunity to leverage our strong Microsoft relationships to position Cisco solutions

- **1100+ Current Active Buying Accounts**
  Opportunity to expand wallet share with a value add such as Cisco EA

Solution

Softchoice helps customers by bringing to bear it's combined insights of multi-vendor solutions, advanced software and licensing lifecycle model, extensive cloud expertise, and adoption-based consulting methodology to investigate, design, deploy, educate and help customer adopt the most appropriate solution for the client at the best price with the best ROI.

- Employee and Client Experience
  - Softchoice utilizes Adoption Services to understand the business drivers and challenges which clients need to overcome. THEN – Softchoice custom crafts a technology solution to address those challenges. NEXT – Softchoice is able to provide KPIs to ensure the solution is indeed driving value to the client. - It's not the tool, it's how you use it.
- IT Strategy and Execution
  - Softchoice understands the need for IT departments to control cost and understand the value of the solutions to management. Softchoice consulting digs into the skills gap of the clients technical community to enable the organization to support the technology solutions from a cost and lifecyle perspective as well as from and administration, usage analysis, and ongoing end user and technology support perspective.

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Softchoice has designed The Webex Teams Accelerator to specifically help customers accelerate their adoption of Webex Teams and empower their collaboration transformation.

With that in mind, the Teams Accelerator has been built with the following capabilities:

- Adoption Services
- Network Assessments
  - For voice/video
  - For wireless
  - For SD-WAN
  - For overall application
- Teams Governance
- Voice/Video/Meetings configurations

- Cloud PBX (Webex Calling), bring your own PSTN service (Webex), CUCM-Cloud (Cisco hosted Cloud PBX), Cloud Contact Center (Cisco Journey Platform)
- Endpoints (phones, video endpoints, room systems)
- Custom integration (3rd party apps and devices: phones, analog devices, overhead paging, bots, ticketing systems, file storage, mobile device apps, Single Sign-On, etc.)
- Voicemail
- Contact Center

At a high level, Softchoice will provide plan/build/operate services as well and assessment and adoption services to help customers implement hybrid on prem and cloud Cisco Collaboration that fit specific customer teams and ultimately empowers customers to simplify their environments by fully adopting Cisco Webex Cloud solutions

The Webex Teams accelerator brings a unique perspective in the market to remove barriers to end users' productivity and create a collaboration environment which provides capabilities specifically tuned to overcome business challenges.

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Teams Accelerator
WEBEX TEAMS

CISCO

AWARENESS

Conduct network, environment, and voice Discovery Workshops

- Existing UC configuration
- Expressway dependencies (datacenter, network, security, certificates)
- Existing telephony infrastructure (phones, video endpoints, etc)

STRATEGY

Softchoice led roadmap and design to meet and exceed Customer expectations. The Design document will include input from Adoption Services (Stakeholders, Use Case Scenarios), and Softchoice Discovery Workshops.

The Design will also include Adoption Services – Gold – to support Customer outcomes for productivity and security.

DEPLOY

Softchoice Implementation of Design. Inclusive of Staging, Implementation, Testing, and Knowledge Transfer.
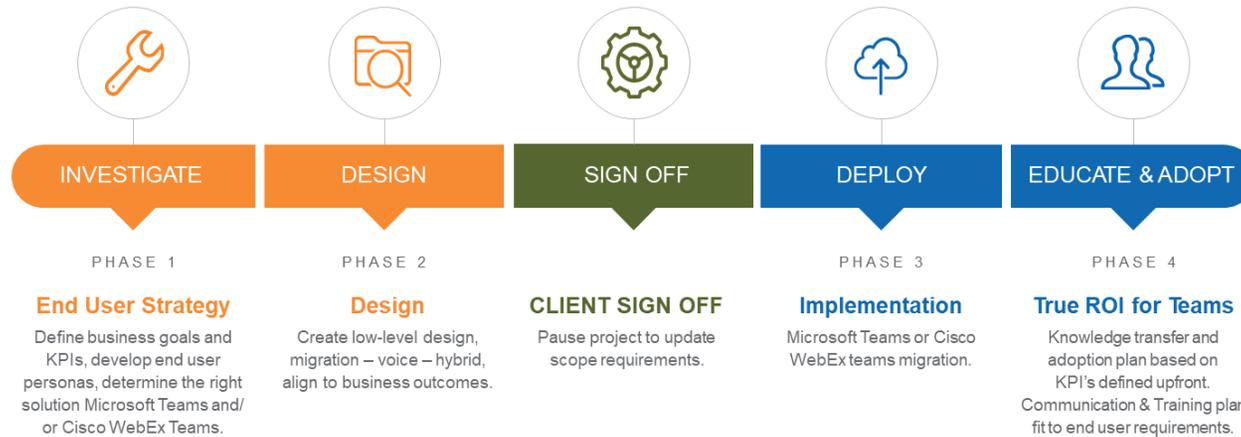
Customer will have a complete Modern Collaboration platform built to their needs and expectations including End User Adoption services and voice, as requested.

SECURITY   AND   PRODUCTIVITY

Our consultative approach focuses on the business challenges and requirements and maps those to technology solution. Our adoption-centric implementation and ongoing support measures and verifies value of the solution and provides a mechanism by which ongoing tuning and roadmaps ensure ongoing value and ROI.

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The Webex Teams Accelerator is delivered by consistently following this methodology:

SOFTCHOICE TEAMS ACCELERATOR OVERVIEW

INVESTIGATE	DESIGN	SIGN OFF	DEPLOY	EDUCATE & ADOPT
PHASE 1	PHASE 2		PHASE 3	PHASE 4
End User Strategy	**Design**	**CLIENT SIGN OFF**	**Implementation**	**True ROI for Teams**
Define business goals and KPIs, develop end user personas, determine the right solution Microsoft Teams and/ or Cisco WebEx Teams.	Create low-level design, migration – voice – hybrid, align to business outcomes.	Pause project to update scope requirements.	Microsoft Teams or Cisco WebEx teams migration.	Knowledge transfer and adoption plan based on KPI's defined upfront. Communication & Training plan fit to end user requirements.

Investigate

Demystify, uncover, document and the current collaboration posture including:

1. Documenting technologies in play (both endorsed solutions and shadow IT initiatives)
   a. Verify: cost of hardware, software, and licensing
   b. Technological capabilities of existing systems
   c. Technology upgrade readiness (if upgrade is deemed necessary)
2. Determining corporate business goals in the collaboration arena
3. Understanding end users' needs via persona-based inquiry
4. Measuring corporate appetite for change from leadership, technology skills, and end user adaptiveness
5. Conduct Discovery Workshops:

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- Collaboration: Obtain inventory, configuration documentation, and diagrams of the existing Collaboration applications with versions, dial plan, extension ranges, fax, analog devices, paging, blocked numbers, 911 dialing, site resiliency, relevant Voicemail, Active Directory, Exchange, calendar services, Disaster Recovery (backup) requirements, hardware, software, and licenses currently in production (obtain read-only logon credentials for Softchoice engineer to perform investigation)
- Network: Obtain inventory, configuration investigation, QOS design, network topology including WAN, network services (POE, DNS, DHCP, NTP, VLAN scheme), diagrams of the existing hardware (wired and wireless), and software currently in production (obtain read-only logon credentials for Softchoice engineer to perform investigation)
- PSTN: Obtain inventory, configuration documentation, diagrams of circuits with circuit IDs, DID blocks, contact and account information for all PSTN providers
- Internet connections / firewall: Bandwidth, Provider(s), Internet connectivity path through firewall(s) (for cloud connectivity), firewall and network change management processes

Design

- Create roadmap and remediation plan based on customer input and requirements from Investigate
- Determine critical success factors for proof of concept
- Create Network Go/No Go recommendation --> formulate remediation plan
- Scope:
    a. Technology solutions to address business needs
    b. Technology rollout roadmap
    c. End user adoption plan
    d. Client technical administrator training plan (address skills gaps if applicable)
    e. Cost governance model
    f. Identify Key Performance Indicators of success
- Design PSTN: SIP, PRI or otherwise circuit termination and call paths
- Design Communications Manager Layout (clustering), Code levels, and Backup Schedule
- Design Active Directory (User) Integration
- Design Expressway Configuration (Hybrid Calling, Hybrid Calendar, Directory Connector, MRA)
- Design Firewall Configuration Modifications
- Design End point utilization plan (hard phone, soft phone, app, Single Number Reach configurations)
- Design Control Hub Design (Users, Licenses, Domain Name, Rooms, Endpoints, Dial Plan, Call Flows, etc.)
- Design Softchoice Test Plan
- Create Detailed Design Document
- Create Method of Procedure Document for Staging and Configuration, Implementation, and Migration and Cutover phases

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Typical deliverables in this phase will include Client-Signed Design and Method of Procedure Documents PLUS Project Implementation Timeline with Client Approval and will lead to an architecture design as follows:
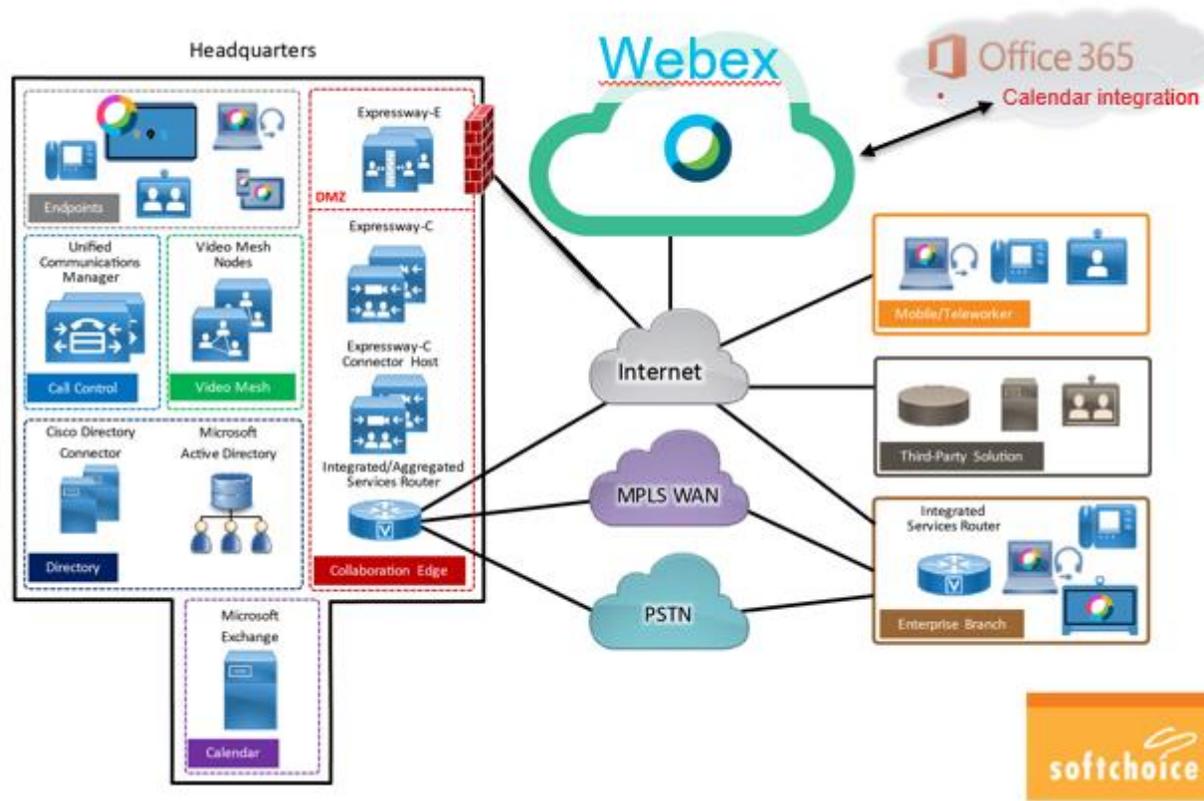
Deploy

During deployment, Softchoice will stage, configure, implement and test the agreed upon design, by performing the following to help customers:

1. Procurement of hardware, software, licensing
2. Build technology lifecycle plan

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3. Initiate End User adoption communication plan
4. Train technical staff on administration
5. Implement/Deploy technology solution

To do that, Softchoice will:
- Document hardware inventory and serial numbers into As-Built Documentation
- Deploy hardware and software and assign licenses as per design documentation
- Configure voice gateways for PSTN access as per design documentation
- Integrate corporate Active Directory for user accounts
- Configure on premise and Cloud systems are configured as per the design
- Deploy and configure Expressway Systems
- Configure users and phones to register to Webex or On Prem
- Update all hardware and software to levels prescribed in the Design Document
- Run Diagnostic tests to verify system health

- Deploy applications, physical devices, any access layer or core layer switching/wireless configurations
- Connect PSTN circuits (if possible – the circuits may be in use by a previous PBX)
- Connect remote users to cloud services (Teams, Jabber, or MRA)
- Generate As-Built documentation
- Test all call flows, messaging, presence, scheduling, proximity, which are listed in Design Document and Method of Procedure
- Perform UAT (User Acceptance Testing) and document any discrepancies in functionality
- Perform any changes required to configuration in order to achieve objectives of Design Documentation (and update Design Documentation)

Educate and Adopt

Sponsor and Stakeholder Engagement workshop:

- Awareness & Communication Planning workshop
- Communication plan, messages (pre & post deployment, posters)
- Success Criteria and Measurement Workshop
- Use case scenario workshops
- Training, if selected, will be billed separately according to the desired number of workshops
- Employee training workshop
- Train the trainers workshop

Softchoice will conduct an Executive Sponsor Engagement Workshop with Client. Client is responsible for ensuring commitment from Executive Sponsors and stakeholders before proceeding to the next step of the engagement. The purpose of the workshop is to review and integrate the following into a Sponsor Engagement Plan:

- Identification of core Adoption and Change Management Team members to drive and effect positive change
- Importance of Executive Sponsorship
- What is the role of Executive Sponsor?
- Who can be an Executive Sponsor?

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- Involvement of Executive Sponsor- What is expected
- Time requirement
- Communication expectations
- Activities and actions required
- Results measurement and monitoring trends
- Celebrate successes
- Responsibilities, qualifications and anticipated time commitments for other stakeholders:
- Sponsors
- Project Lead
- Core Team with members from Technical, Communication, Management, End User fields
- Change Champions

Softchoice will conduct a workshop to review and integrate the following into a Sponsor and Stakeholder Engagement Plan:

- Define roles & Kick off core team
- Roles, Responsibilities, qualifications and anticipated time commitments for other stakeholders:
- Sponsors
- Project Lead
- Core Team inclusive with members from Technical, Communication, Management, End Users fields.
- Change Champions
- Managers, Supervisors

Softchoice will conduct Use Case Scenario Building Workshop(s) with Client. The total number of workshops required is determined by the Prerequisites for Use Case Scenario Building Workshops

Prior to conducting the workshops, Client will provide Softchoice with the following information:

- Deployment plan (technical upgrades required, testing phase, Pilot project, phased deployment [local, regional or world global

size of the organization, the total number of participants from across various Lines of Business and the discretion of the Softchoice Adoption Consultant. The purpose of the workshops is to identify key business drivers to which proposed technology changes need to align. Business requirements must come from a cross section of functional areas and organizational hierarchy. To achieve success, we need to better understand business collaboration needs of key stakeholders and to clarify factors affecting solution adoption, leadership expectations and desired business outcomes.

Use Case Building Workshops are approximately 1.5 hours in length and are limited to between two (2) to six (6) participants. Workshops are conducted in question and answer style and the objectives are the solicitation of user input to capture key requirements, identify most important business goals, strategies and challenges, areas requiring improvement to work processes, pain points and challenges related to communication and collaboration. Client's definition of success will also be captured during this time.

After completing the sessions, the results will be consolidated and then used as guide in providing recommendations for the applications within Cisco Collaboration that best aligns to business requirements as identified by the Client's end users.

or otherwise], use of champions, training strategy, executive involvement in the deployment)
- Key Business Drivers
- Client must provide both existing and planned content strategy and governance model and guidance on how they wish their end users to use specific applications.

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- Existing usage policies.
- Client must identify users to participate in the workshops

Softchoice will conduct an Awareness and Communications Planning Workshop with Client to capture details of the deployment, particularly as it relates to user impact, deployment schedule and review of Client's existing usage policies, company style and tone. The client's internal communications team (if applicable) is strongly encouraged to attend. The purpose of the workshop is to review and integrate the following into a Communications plan:

- Client's purpose, specific business goals (measurements, baseline, goal), objectives and strategies as they relate to Cisco UC.
- The deployment plan (technical upgrades required, testing phase, Pilot project, phased deployment [local, regional or world global or otherwise], use of champions, training strategy, executive involvement in the deployment)

- Potential problems & barriers to deployment, potential problems & barriers to adoption
- Desired User impact of the deployment (use case(s) that lead to decision to deploy)
- Client's communication plan to achieve purpose, reach goals and desired impact
- Client's definition of success and measurement of success
- Existing usage policies (Client will be responsible for providing their current usage policy of Cisco UC specific to end users
- Client-specific messaging style and tone to match that of the organization

Softchoice will conduct a Success Criteria and Measurement Workshop with Client. The purpose of the workshop is to review and integrate the following into a Success Measurement Plan:

- Review of Client business drivers and areas for improvement
- Importance in defining a formal set of success criteria to measure impact of rollout
- Methods of data collection, feedback consolidation and analysis

Conclusion

With Softchoice's help, customers who have transformed to a modern way of working through a Cisco Webex Solution, are doing three things differently to accelerate their move to effective collaboration with the right strategy aligned to user requirements and meet project ROI.

1. **Engage Users Early:** Take a user-centric approach to selecting, planning, and providing collaboration technology.
2. **Deliver a secure unified architecture:** Spend more time planning up front and readying your environment for an integrated, consistent, and secure end user experience.
3. **Have an end user Adoption plan:** develop a communication and training plan based on user needs. Track success and measure usage to provide technology ROI.

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In more detail, an end user focused collaboration strategy to drive business productivity starts by involving employees in the discovery and planning process. Ask: What do they need? Want? Expect?

Softchoice will design a Cisco Webex Teams solution to deliver results and drive end user adoption, no matter where you are in your collaboration journey.

Phase	What it is	What customers will gain
Investigate	• Define business goals and KPI's with key stakeholders. • Develop end-user personas. • Determine the right Cisco Collaboration functionality to apply based on use cases	Identify collaboration requirements aligned to business outcomes.
Design	• Create low-level design, migration – voice – hybrid and align to business outcomes.	A design that addresses both business and technical requirements providing a clear view of the future state.
Deploy	• Implementation of Cisco Webex Teams defined by customer goals • Delivered using best-practice methodologies and reference architectures • Knowledge transfer session for the technical team	Deliver a stable and secure environment ready to accommodate current requirements and scale for future uses cases.
Educate & Adopt	• Drive positive adoption and change management through end-user focused communication and training • Review and measure against project KPI's	Help your business adopt new features and embrace new styles of work while measuring the outcome to align evolving demands.

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