

# Unlock the Secrets to a Successful Cloud Migration:



How to Overcome the  
Toughest Challenges

#UCBuyersJourney

The migration process can be complex and overwhelming, particularly when dealing with large amounts of data or intricate systems.

**That's why the "crawl, walk, run, fly" approach to migration is so effective.**

# Ready to fly?

Discover the benefits of Migration.

Why “CRAWL, WALK, RUN, FLY” migrations work:

You don't have to choose between Crawling  
and Flying for Migrations

## Crawl

involves identifying the basic requirements for a successful migration. This involves carefully reviewing the systems involved and considering factors such as capacity, compatibility, and data security. This phase allows for a solid foundation to be built upon before proceeding further.

## Walk

involves the actual migration process. This is where data is transferred from one system to another, and any necessary modifications are made to ensure a smooth transition. This phase requires careful planning and execution to avoid any disruptions or data loss.

## Run

is all about optimizing the newly migrated systems. This involves testing and refining the systems to ensure they are fully functional and capable of handling the required workload. Any remaining issues should be resolved at this stage to ensure the best possible performance.

## Fly

involves leveraging the new systems for greater success. This can include implementing new features or tools to streamline processes further or even expanding into new markets or product lines. By this stage, the migration process has been successful and opened new opportunities for growth and development.

**Overall, the crawl, walk, run, and fly approach to migration works because it acknowledges the complex nature of the process and breaks it down into manageable steps. It allows for careful planning and execution while allowing flexibility and innovation opportunities. With this approach, any migration can be successful, no matter how large or complex.**

## Crawl

During the **CRAWL** stage of porting an existing voice solution to CallTower, it is important to develop a thorough understanding of the current system to transfer it onto CallTower's platform effectively.

This process involves gathering detailed information about the premise-based PBX, which may include Avaya, Mitel, Cisco, or other similar systems, as well as any cloud-based solutions such as Teams, Zoom, or Webex.



One key aspect of the migration process involves transitioning from analog SIP into CallTower's platform, which can then be further integrated with CallTower Connect. It is important to ensure that this transition remains within the CallTower network and does not touch the PSTN, as this will help to eliminate any usage costs associated with external communication channels.

During the **CRAWL** stage, it is important to gather as much detailed information as possible in order to facilitate a seamless transition process. This may involve understanding the specific hardware configurations used in the current system, as well as any associated software or code-level dependencies that need to be addressed. Additionally, it is important to consider any special considerations or customizations that have been implemented in the current system, as these will need to be replicated or migrated as part of the transfer process.

By focusing on high semantic richness and detailed information gathering during the **CRAWL** stage of the porting process, it is possible to ensure a successful migration of the existing voice solution onto the CallTower platform. This will help to enable efficient communication within the organization and eliminate any usage costs associated with external communication channels.

# Walk

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The **WALK** process of integrating an existing voice solution into your new enterprise voice platform can be tailored to your unique company goals, with the ability to customize the integration at various levels. This can be done on a location-by-location basis, with each physical site having its own set of unique requirements and preferences when it comes to voice communication.

Alternatively, this can be done department by department, allowing for more targeted and specialized integration that is specific to each team's communication needs. This approach is especially useful for companies with larger organizations where each department may have varying communication workflows and requirements.

Subsidiary by subsidiary integration is another option available to companies looking to integrate their existing voice solution onto a new platform. This approach takes into consideration the unique operating procedures of each subsidiary and accounts for the variance in communication preferences between different business units.

Moreover, the integration can be tailored on an individual user level, with personalized settings that cater to the specific needs of each user. This enables a more granular approach where each employee can have their own settings that work best for their communication style.

## **In conclusion,**

integrating existing voice solutions to a new enterprise voice platform can be customized to meet a company's unique needs and requirements at various levels - location, department, subsidiary, or individual. This tailored approach ensures a seamless transition to the new platform that optimizes communication workflows and ultimately increases productivity.

# Run

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During the **RUN** stage of your voice platform transition, it is critical to turn down your existing voice services and complete the journey to your new enterprise Teams, Webex, and/or Zoom Voice platform. This stage involves a meticulous shutdown of your existing voice communication system, including the disconnection of all hardware and service subscriptions.

To accomplish this goal smoothly and efficiently, it is essential to develop a thorough plan that outlines all tasks, timelines, and resources needed for this transition. This plan should include a detailed breakdown of the migration process, identification of any risks or challenges, and a timeline for various stages of the transition, including final completion.

During this stage, businesses must ensure that all team members and stakeholders are informed about the upcoming transition and provided with appropriate training, guidance, and support. This includes communicating the new voice platform features and benefits, as well as any potential changes in processes or workflows.

One key factor in the success of the RUN stage is having a dedicated team of experts to manage the transition process proactively. This team should work closely with stakeholders and vendors to address any challenges or issues that arise during the transition process.

Ensuring a smooth transition to your new voice platform is critical to sustaining business operations and fostering productivity. By following a well-planned RUN stage, businesses can minimize disruption and achieve a seamless transition to their new enterprise Teams, Webex, and/or Zoom Voice platform.



# Fly

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In terms of the FLY stage and scalable expansion, there are several factors that need to be considered. First, the emergency notification system needs to be able to handle a large volume of users without crashing or slowing down. This requires a robust infrastructure that is capable of scaling up as needed.

Similarly, the dynamic E911 system needs to be able to adapt to changes in the environment, such as the movement of individuals or the placement of new equipment. This requires a flexible and responsive system that can keep up with the dynamic nature of emergency situations.

The contact center and CRM also need to be scalable, particularly in the case of a major emergency. This means having enough agents and resources available to handle a high volume of calls and requests for assistance.

It's also important to consider compliance call recording, particularly in light of recent regulations around data privacy and security. The system needs to be able to record all calls while still maintaining compliance with these regulations.

One-click failover is another key consideration, as this ensures that the system can quickly switch over to a backup in the event of a failure or outage. This prevents any interruption in service and ensures that emergency services always remain available.

Other components such as pagers, door buzzers, and credit card machines also need to be included in the system, as these can all play a role in emergency situations. Additionally, SMS/MMS texting is becoming an increasingly popular method of communication and should be integrated into the system as well.

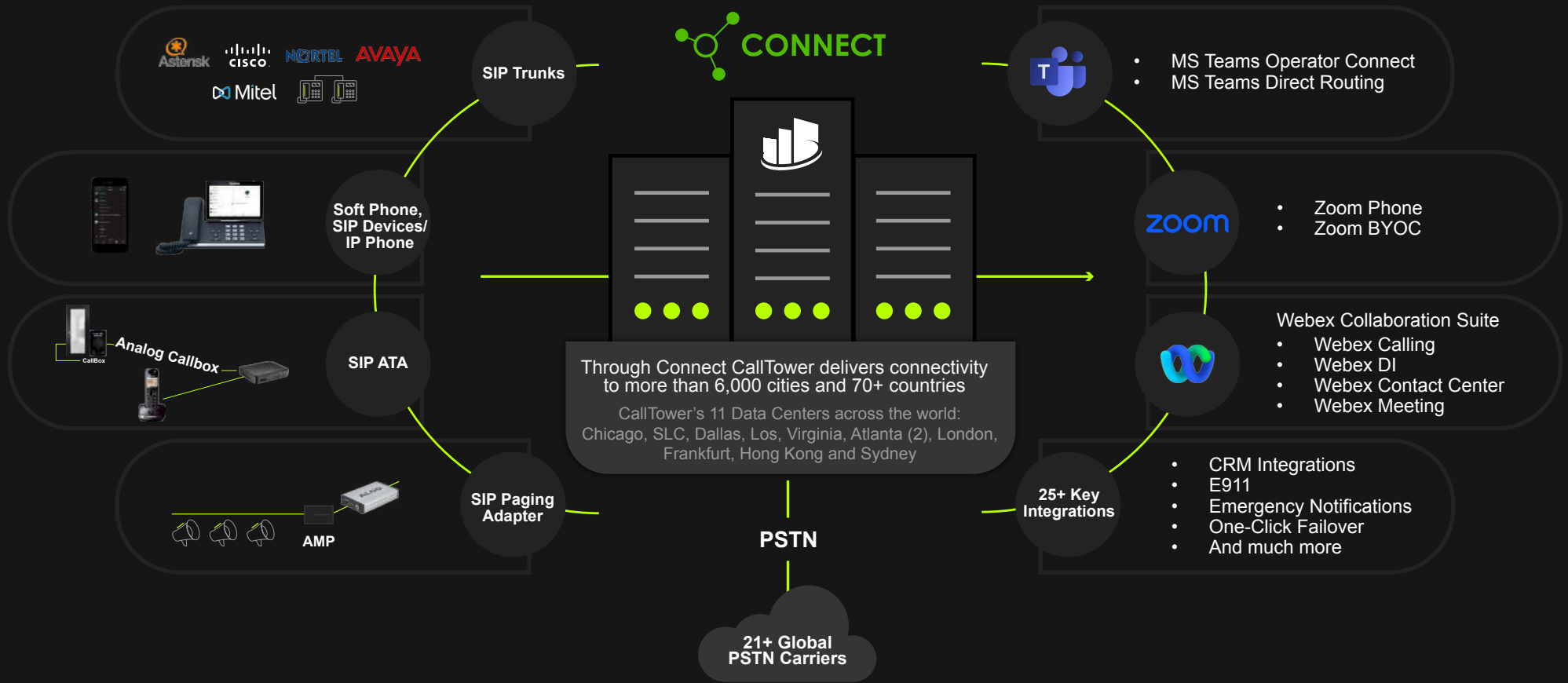
**Overall, a fly stage and scalable expansion approach requires a comprehensive and adaptable system that can handle a wide range of emergency scenarios. This requires careful planning, investment in the right technology and infrastructure, and ongoing testing and optimization to ensure that the system can perform at its best when it matters most.**



Crawl	Walk	Run	Fly
<ul style="list-style-type: none"> <li>■ Easy porting of existing voice solutions to CallTower</li> <li>■ Compatibility with multiple existing systems, including premise-based PBX (Avaya, Mitel, Cisco), cloud PBX, Microsoft Teams, Zoom, and Webex</li> <li>■ Analog SIP into CallTower and CallTower Connect integration</li> <li>■ Fully contained within the CallTower Network</li> <li>■ No touchpoints with the PSTN, thus eliminating usage costs</li> </ul>	<ul style="list-style-type: none"> <li>■ Integration of existing voice solution to new enterprise voice platforms such as Teams, Webex, and Zoom Voice. Customizable migration process depending on the organizational structure (location by location, department by department, subsidiary by subsidiary or even user by user).</li> <li>■ WALK Migration Process differentiates itself from similar products in the market by offering a highly customizable and seamless integration experience for organizations. While competitors may offer a limited scope of migration options, WALK distinguishes itself by providing tailored solutions to businesses that suit their unique requirements and ensure minimal operational disruptions during the migration process.</li> </ul>	<p>RUN is a powerful solution designed to simplify the migration process of voice services to Enterprise Teams, Webex, and Zoom Voice platforms. Our target audience for RUN is IT decision-makers who are responsible for implementing efficient communication systems in their organizations. RUN stands out from similar products in the market through:</p> <ol style="list-style-type: none"> <li>1. A seamless and user-friendly migration process</li> <li>2. Compatibility with leading communication platforms (Enterprise Teams, Webex, and Zoom Voice)</li> <li>3. Customized solutions that adapt to the specific requirements of each organization</li> </ol>	<p>Delivering Scalable Expansion with Key Business Integrations:</p> <ul style="list-style-type: none"> <li>■ Emergency notifications</li> <li>■ Dynamic E911</li> <li>■ Contact Center</li> <li>■ Advanced CRM with CT Cloud Unite</li> <li>■ Compliance Call Recording</li> <li>■ One-Click Failover</li> <li>■ Analog Devices: Pagers, Door Buzzers, Credit card machines</li> <li>■ SMS/ MMS Texting</li> <li>■ And much more</li> </ul>



# All Services High Level



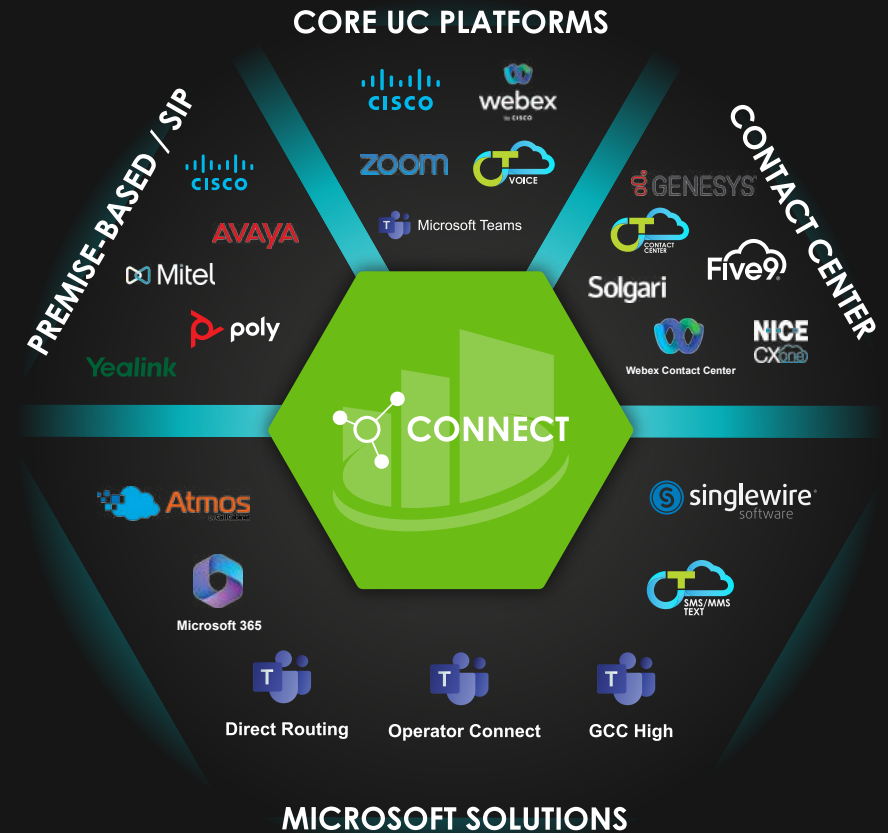
# Why CallTower?

**1** Global Hybrid MSFT Teams, Webex and Zoom Environments with key integrations, including contact center

**2** White-glove implementation ensuring a gradual shift in solutions enabling adoption

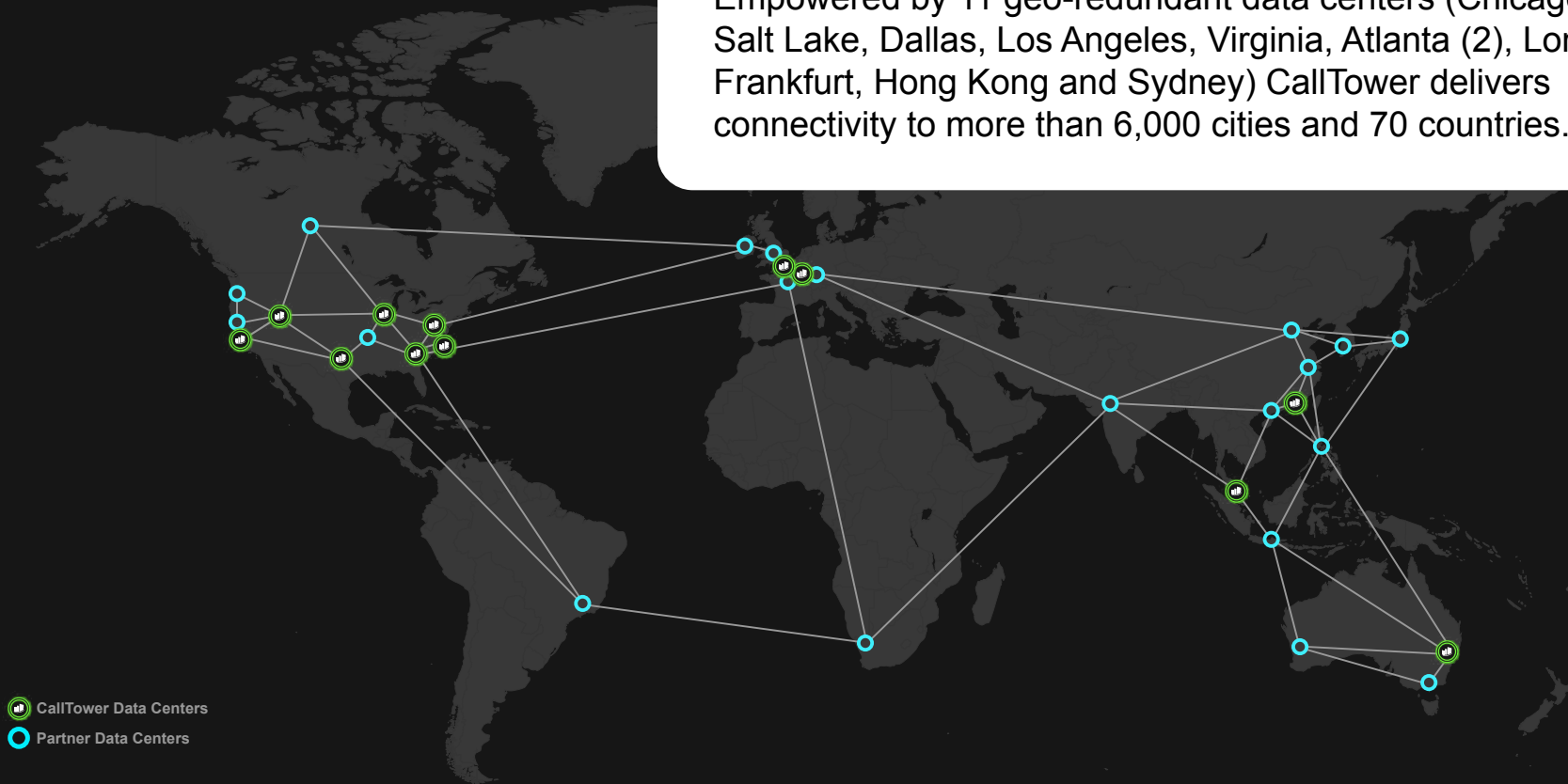
**3** Scalable / Flexible / Customizable

**4** CallTower Connect - Provisioning portal with 25+ APIs



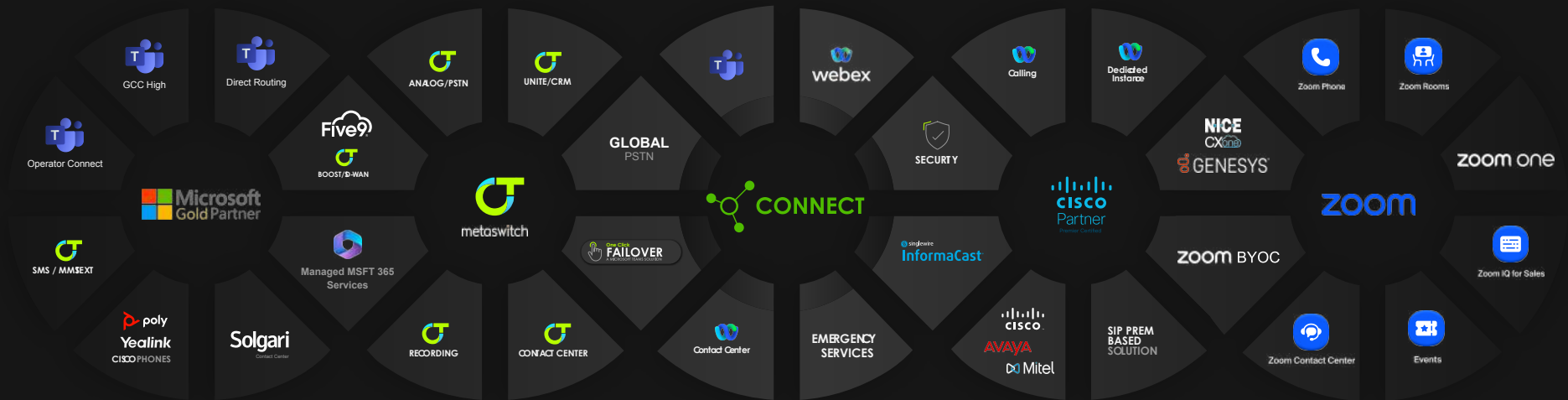
## CallTower's Global Enterprise Voice Solutions

Connect with anyone, anywhere, inside or outside your organization, from a single, dedicated geographic number. Empowered by 11 geo-redundant data centers (Chicago, Salt Lake, Dallas, Los Angeles, Virginia, Atlanta (2), London, Frankfurt, Hong Kong and Sydney) CallTower delivers connectivity to more than 6,000 cities and 70 countries.



# CallTower Advantage

Global voice solutions provide businesses with the ability to communicate seamlessly across borders.



With Microsoft Teams, Webex Calling and Zoom, businesses can reach customers in different countries and communicate quickly and easily. Global voice solutions enable companies to maintain a high level of customer service while also reducing operational costs. These solutions make it easy for businesses to stay connected with their customers worldwide without being limited by geography.

Combine the power of global voice enablement with key business integrations and unleash the full power of a modern, enterprise-grade unified communications and collaboration solution!

**Let's Connect**