

Transitioning PSTN voice services to Office 365

Offering overview

Transitioning PSTN Voice Services to Office 365 by Zertia offering is intended to facilitate a smooth transition from any On-Premises environment around unified communications to Skype for Business Online with Cloud PBX. This offer is also designed to provide PSTN calling services for Office 365, which are completely adaptable and customizable to any customer business scenario and requirements, on top of Skype for Business Online Cloud PBX.

Whether you are a customer already consuming Skype for Business online in Office 365 or operating a OCS/Lync/Skype for Business on premises deployment or just non-Microsoft solutions customer yet around unified communications, this offering adjusts perfectly to you.

Think about how is the best way to move all your PSTN communications to O365 with a minimum impact in the transition from your current unified communications solution and adapted to your needs, your business and technical requirements and having the right business and technical partner helping you in this journey, allowing the desired result without any impact and adopting the technology naturally with a fully support and added value service. If this is what you need, and what you are thinking about, then **Transitioning PSTN Voice Services to Office 365** by Zertia is what you are looking for.

Skype Operations Framework

The shift to the cloud requires rethinking how enterprises and partners Plan, Deliver and Operate Skype for Business. The Skype Operations Framework (SOF) provides a multi-faceted approach to the successful deployment of Skype for Business.

By means of the **Transitioning PSTN Voice Services to Office 365**, we simplify the transition of any organization from their current On-Premises workloads to Skype for Business Online Cloud PBX by means of our added value services and with our voice experts team and an offering born from and to Skype Operations Framework.



Zertia Operations Framework

We have integrated Microsoft Skype Operations Framework (SOF) as the main methodology to deliver this offering allowing a very simple phased definition applicable to all the elements included on it. In this offering we also use Zertia Operations Framework (ZOF), a generic methodology built on top of SOF that takes also elements from our own experience working with customers in the telecommunications field and from Microsoft FastTrack program that can help customers to Plan, Deploy and Operate not only Skype for Business Online, but also Office 365, Azure, EMS and Dynamics 365.

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Skype and Zertia Operations Frameworks Benefits

Based on both SOF and ZOF Methodologies, this offering enables the following benefits to customers:

SOF & ZOF Benefits		
<ul style="list-style-type: none"> ✓ Deep understanding & analysis from a business perspective of customer expectations in regards of Digital Transformation with Microsoft Cloud Voice Solutions. ✓ Ideate and write customer's digital transformation journey. 	<ul style="list-style-type: none"> ✓ AS-IS Analysis of current state of the art of customer in regards of Unified Communications identifying any gaps that needs to be fixed before starting any action towards the move to Microsoft Cloud Voice Solutions, ✓ TO-BE Analysis: design a first prototype / model of the ideal Cloud Voice Solution for customer. 	<ul style="list-style-type: none"> ✓ Design and plan all the activities required for customer's digital transformation. ✓ Generate tangible elements that reflect how transformation will be successfully achieved for customer: Business Case + Transformation Roadmap.

Skype Operations Framework scope

Transitioning PSTN Voice Services to Office 365 is a multi-faced approach which is ideal for almost any type of customer situation, adoption speed and network implementation. Before adjusting the offering to the customer, Zertia analyses all the important aspects, from a business and technical point of view, together with the customer to understand two principal aspects:

- What are current customer scenarios in regards of UC by means of AS-IS Analysis activities: What's your starting point around UC and what must be done to transition to Cloud PBX and Microsoft O365 services.
- Design the ideal PSTN Voice Solution for customer by means of TO-BE Analysis activities: Prototype or modeling the ideal Skype for Business Online Cloud PBX solution for you.

We get understanding on your business and how to adapt the solution to provide the maximum impact at your environment. The main goal is to get the maximum efficiency of the solution applied to the customer environment, ensuring a minimum impact, and guaranteeing a clear ROI and a GAP analysis from the beginning. The principal milestones are three:

- Vision and Scope: Projects are successful using the proper methodology, in our case Skype Operations Framework and Zertia Operations Framework, and having the right vision and with a correct scope definition
- Persona Analysis: Profiling is basic to understand how to get the maximum profit from the solution, adjusted totally to all the needs of your different users and to get advantage of your internal tools and processes.
- Advanced Network Assessment including remediation services: Zertia has a background of more than 10 years in managing and deploying telecommunications services; we are experts on providing networking services and in voice services. One of the key parts of any transition to cloud services, specially for media traffic is a proper network connectivity and network quality so end users can have a good a wonderful experience when using Skype for Business Online Cloud PBX.



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Transitioning PSTN Voice Services to Office 365 has the next general structure based Skype Operations Framework:

Phase	Outcomes	Activities
Plan	<ul style="list-style-type: none"> • Introduce Project scope, goals, stakeholders and expected results • Initial gathering requirements to start a SOF project • Introduction to Zertia Architecture models • Introduction to communication line design patterns • Customer is aware of which devices selections are available and recommended by Zertia and Microsoft • Customer is aware of how to execute the adoption success framework • Identify current state of the art in regards of existing / non-existing Voice Services & Solutions deployed at customer • Detect any GAPS / Issues customer can have when planning the move to cloud voice solutions and services • Identify customer network readiness to deploy cloud voice solutions and services and remediation plans • End users are aware how to best use Skype for Business for voice/meetings cloud services based on profiling • Zertia Tech Support approach and processes (2-3 support levels, procedures and response times) 	<ul style="list-style-type: none"> • Vision and Scope aligned with FastTrack Methodology and Zertia Operations Frameworks activities • Adoption and recommendation of devices based on the agreements Zertia have in place with Hardware provider • AS-IS Analysis to understand customer starting point around UC and what's is required to move to Skype for Business Online Cloud PBX • Persona Analysis • Feature Roadmap Analysis • Platform & Services Readiness Assessment • Advanced Network Assessment • Cloud PBX Architecture Workshop • Integration and Interoperability Workshop • Design of Migration Approach • Adapted definition to Operations and Support
Deliver	<ul style="list-style-type: none"> • Identify areas that require additional support • Phone provisioning infrastructure requirements configured • QoS configured on customer network, if needed • Provisioning on PSTN connectivity and numbering • Functional tests and remediation plan and execution • Users enabled • End users trained • Managed service trained 	<ul style="list-style-type: none"> • Deployment Guidance Workshop • Test Guidance Workshop • Prepare/Update network environment • Deployment • Prepare and setup PSTN Calling services into the managed service • Advanced Adoption Trainings • Execute Functional Tests • Prepare the environment to managed service
Operate	<ul style="list-style-type: none"> • 24x7 Technical support (2-3 levels of support depending on the customer's requirements) • Service maintenance for the whole solution built and deployed (multi-vendor solutions, full Cloud PBX solution, transitioning solutions around Skype for Business) • End to End service operation • Proactive Network performance monitoring • Proactive Health and KSI monitoring 	<ul style="list-style-type: none"> • Educate operations teams to the voice managed service • Walk operations through day 1 operational material • Measure into the voice managed service Key Success Indicators • Voice Managed Service

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- Billing & Advanced reporting

PSTN Calling services

Zertia includes into this offering the management as well as provisioning of end-to-end PSTN calling services in the following flavors of choice:

- PSTN Calling services provided by Microsoft.
- PSTN Calling services provided by Zertia.
- PSTN Calling services provided by a Third-Party Carrier Provider (i.e.: Telefónica, Vodafone, etc.).

PSTN Calling services can be a mix, depending on customer needs, of the flavors detailed above. Zertia SIP Trunk voice services include both national and international phone numbers as well as national and international phone numbers, besides phone number portability at both scopes.

On top of the end-to-end PSTN services we offer our layers for billing & advanced reporting for calls and network performance and monitoring.

Zertia Voice Managed services

Zertia voice managed services for Office 365 Cloud PBX offers completes the end-to-end operation of the customer service. We include the next day-by-day managed services:

- Support: 24x7 escalation and technical support services with application and network troubleshooting.
- Advanced monitoring and alerting: platform monitoring for availability and proactive quality of service analysis and reporting/alerting.
- Reporting: based on Microsoft internal tools and other customized reports provided by Zertia on all the PSTN communications.
- Administration services: Help-desk with escalation services and advanced administration services.