VERINT

4 Keys to a Successful Move to the Cloud - With Pro Tips

If you're ready to begin innovation in the cloud, what should you consider first? We consistently see four questions you should be prepared to answer:

1
What data do I migrate to the cloud?

2
How will my processes change in the cloud?

3
Who will manage my cloud move?

4
How will my testing change in the cloud?

Let's take a look...

1. What data do I migrate to the cloud?

The first question on everyone's mind is, "What data do I move to the cloud?" This isn't the time to lift and shift your old problems to a shiny new house in the clouds. This is a time to rethink what's important.

As you plan for your data migration, be sure to assess your environment and decide which factors will guide the migration. These include application integration and critical application data.

Additionally, you'll need to consider your reliance on data, such as which telecom source(s) you integrate with for your workforce management (WFM), performance management (PM), recording, and payroll integrations. Whether you have data compliance requirements, data requiring regular syncing, or non-critical data you can migrate first—your cloud provider can help determine where to begin your data migration process.

Pro Tip: Your cloud move provides a great opportunity to evaluate what data is essential today and is a must-have in the cloud tomorrow.

You may be wondering what to do with your on-premises data. For example, you'll want to decide which systems to keep inhouse and which to move to the cloud – it's not all or nothing. Not all solutions in your contact center need to be migrated to the cloud.

This is particularly important if you're using a cloud solution for the first time. For the past five years, contact center cloud migration has increased steadily, with about half the North American market now in the cloud. Cloud solutions offer flexibility and can be used to fill technology gaps, as well as replace entire systems and solutions. This means you can join the cloud movement in a way that fits your business and data requirements.

Verint and our partners will ask what data is important to you for migration, and our consulting services offer suggestions on how to achieve your business goals. As a Verint Cloud customer, you'll have access to the Engagement Data Hub, which can store customer engagement data from your Verint solutions or external applications.

2. How will my processes change in the cloud?

Just as you wouldn't port bad or obsolete data into your beautiful new cloud solution, you wouldn't map broken, inefficient processes to your new world.

When moving to the cloud, you need to map the current and future states of your processes. The future state of your processes is how the process flow for an application will work once in the cloud.

When you make any major change, such as a move to the cloud or an update, it is the ideal time to evaluate how an application is being used. For example, let's say you have a quality program in place. How are you using your quality program for scoring and coaching, and what will those features look like once in the cloud?

Pro Tip: Your move to the cloud provides the perfect opportunity to reevaluate coaching best practices and consider how new innovations can improve results.

What if you are moving your workforce management tools to the cloud? Will you change the way you manage near- and long-term forecasting and scheduling? Moving to the Verint Cloud may allow you to take advantage of forecasting algorithms and capabilities that weren't previously available.

Understanding what the requirements are and what you are trying to accomplish from a business perspective can help ensure that the features you map to the future are the correct ones for your organization.

Verint and our partners will evaluate your current processes and tie them in to how you would like them to change. We offer a process and model optimization workshop that can help you envision your processes in the future.

3. Who will manage the cloud move?

Before and after you move to the cloud, you should assign key managers to collaborate with the cloud provider. These managers should have enough knowledge of operations and existing practices in order to accurately communicate the business and IT needs to the cloud provider.

Your IT managers will become more like change agents managing the relationships with your business and the cloud provider, and the cloud provider will take on the infrastructure.

Pro Tip: Evaluate your team's expertise. Does your team have the knowledge and experience to manage the process and governance of your cloud move?

Our most successful customers have a strong governance and change program in place. For those who do not, Verint and our partners can offer the expertise to do this for you.

We can supplement your existing staff with additional expertise in managing your cloud move—specifically, we offer Application Managed Services and Subscription Based Services to assist with this. We can help you start seeing benefits faster.

4. How will my testing change?

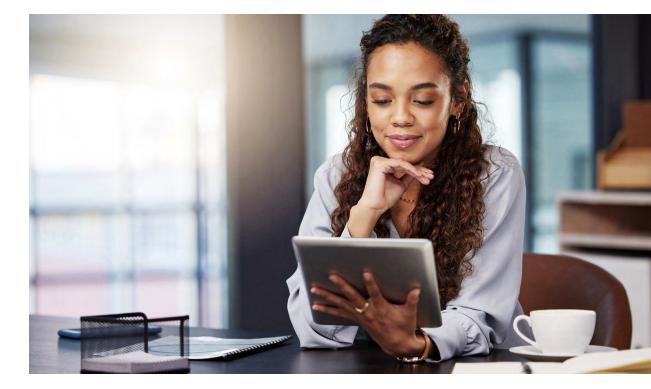One of the reasons cloud strategies can be unsuccessful is a failure to test adequately.

With on-premise software, the testing is IT related. Does the software work? Does the integration work? With cloud deployments, testing is different.

When considering how to change your testing from technical items to a user-based focus, there are several parts to consider. Will you implement user-specific testing in the cloud groups? Will you establish a team to perform user-specific testing?

Pro Tip: As you move to the cloud, the way you test the components of your solutions becomes more user-focused than technical.

For example, you may need to test how the process flow works for your scheduling, coaching, and end users. Or if you want certain information to pop up on a mobile phone, you need to test how it looks. What experience do you want your end users to have?

In a cloud deployment, your business drives testing decisions, rather than IT. As you shift your testing to this new perspective, Verint and our partners can help you. Either we can support the specific use case for testing, or we can work with you to create the test cases and run the testing for you.

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With thoughtful planning, any business can create a solid migration plan that fits its short-term and long-term business goals. For the past 10+ years, Verint and our partners have helped leading brands and small and mid-sized businesses successfully move to the cloud to achieve flexibility, efficiency, and strategic value.

As a leader in cloud solutions, Verint Customer Engagement Platform offers full-featured, unified customer engagement solutions to fit your organization's needs and budget, whether you're a large, multinational enterprise or a small or mid-sized business.

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