

# Succeeding with Skype for Business Rollout: 5 Important Do's and 5 Critical Don'ts

*A checklist for success*

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# 1. DON'T: Try to make Skype4B work like your PBX

- Skype for Business is a good UC solution for many organizations
- But if you only want a “phone system” Skype for Business is often far more complicated and costly than other alternatives
- Don't deploy phones by default
  - Try less to start (you can always add more)
- Presence is super line appearance
- You call a person not a place
- Your PBX may have certain features Skype4B doesn't; however, Skype4B has lots of new capabilities



## 2. DON'T: Fail to gather user feedback

- IT is not a proxy for end users
- Quantitative data trumps your opinion and mine
- User perception is more important than MOS
  - Rate my call service
- Commit to regular end-user surveys

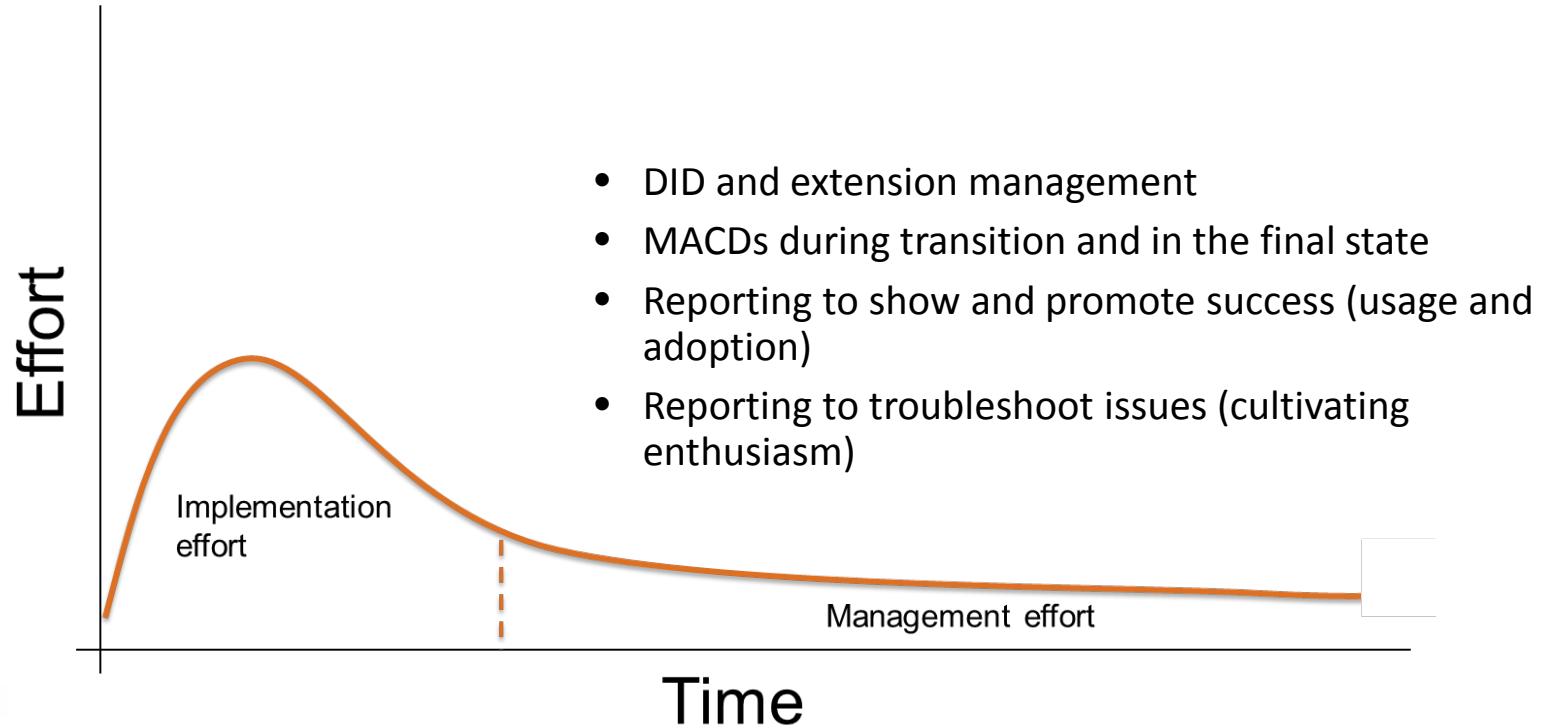


### 3. DON'T: Assume your network is fine

- Almost all network teams have told me their network is fine – almost all were wrong when it came to Skype4B voice.
- Implement QoS / DSCP
- Test end-to-end voice prioritization
- Voice over WiFi is tricky
  - See Microsoft whitepaper
  - Unless explicitly designed for voice most wireless networks have issues
  - Even if designed for voice, wireless networks will sometimes have issues
- Even if your network is perfect, the network will cause you pain



## 4. DON'T: Forget about ongoing management



## 5. DON'T: Forgot to budget for ...

- Network upgrades
  - PoE?
- UPS upgrades?
- Headsets
  - Some costs as much as desk phones
  - Replacement cycle – 2 years?
- Azure Express Route (if using Skype4B Online)
  - 50 Mbps - \$375/month
  - 1 Gbps - \$6,450/month
  - 10 Gbps - \$54,300/month
- Diagnostic tools
- Management tools



# What you should DO



# 1. DO: Document and prioritize your requirements

- Avoid talking about specific technologies
- Look for evidence of a problem – pain points, gain
- Search for evidence solution will improve business
- Determine how you will measure meaningful results
- Identify constraints
- Write things down and order them in terms of importance





## 2. DO: Evaluate your options



- There is no best without requirements
- Multiple options will succeed
- Two purposes to evaluate options:
  1. Make a good choice
  2. Build consensus around the choice

### Process:

- Evaluate multiple options, including the status quo
- Focus on pros & cons, more so on cons (note material differences)
- Encourage broad input and debate



# Evaluating your options

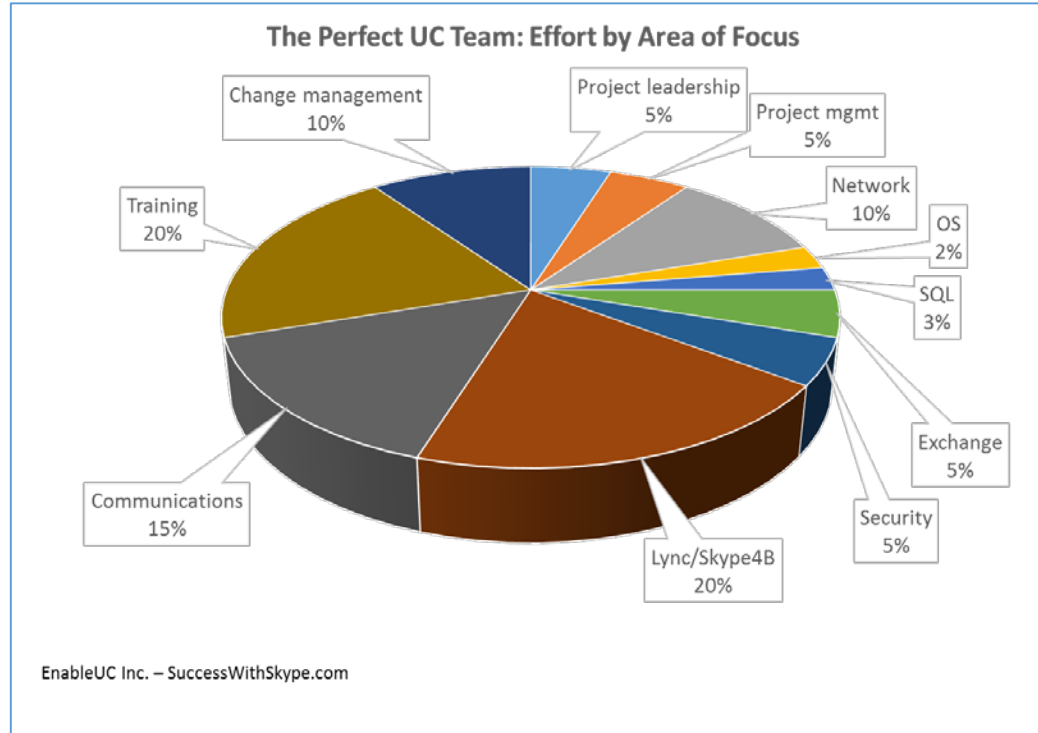
	Status quo	Option 1	Option 2	... Option N
<b>Description</b>	Continue using the existing voice platform.	Skype4B on premises	3 <sup>rd</sup> party hosted Skype4B	Microsoft Skype4B online
<b>Pros</b>	<ul style="list-style-type: none"> <li>• one</li> <li>• Two</li> </ul>	<ul style="list-style-type: none"> <li>• A</li> <li>• B</li> <li>• C</li> </ul>		
<b>Cons</b>				
<b>Specific criteria 1 (e.g. cost)</b>				
<b>Specific criteria 2 (e.g. ease of use)</b>				
<b>Notes:</b>				

### 3. DO: Choose the simplest solution

- The more pieces ...
  - the more things that can break
  - the more it costs
  - the harder it is to troubleshoot
  - the more likely patching and upgrades will break it
- Complexity is one of the key reasons a multi-vendor voice “mashup” rarely works out



## 4. DO: Build the right team



- Technical roles alone won't lead to success
- Enthusiasm and experience are both required
- Fill all positions at the beginning of the game



## 5. DO: Consider training and communications as key

- Training and communications set appropriate expectations
- Training helps people get the most from your investment in Skype4B
- Training and communications drive usage and adoption
- Do ignore people that say “but there is no manual for an iPhone”
  - Actually there is a 252 page user guide for iOS 9.3
  - Searching google for *iphone* “*how to*” yields 139 million hits
- Training needs to be an on-going process as opposed to a one-time event



## BONUS #6 DO: Value standards

- With a centralized solution such as Skype4B, a lack of standards will cause you pain
- Work to establish standards ahead of deployment and ensure executive support required to enforce
  - “But I need a phone”
  - DECT versus Bluetooth headsets
  - Multiple numbers in multiple offices
  - Reception / switchboard
  - Paging
  - Formal or informal response groups



# Success with Skype Checklist

Success with Skype Checklist (abbreviated)	
<input checked="" type="checkbox"/>	<b>Task</b>
<input type="checkbox"/>	Document: Write down what business objectives you expect to achieve
<input type="checkbox"/>	Prioritize: Decide objectives are most important (rank)
<input type="checkbox"/>	Evaluate Options: Create a pros and cons list for each option being considered
<input type="checkbox"/>	Develop consensus around best option for your organization
<input type="checkbox"/>	Assemble your team
<input type="checkbox"/>	Make sure you have training and communications people on your team
<input type="checkbox"/>	Make sure someone on your team has previous experience with Skype4B
<input type="checkbox"/>	Have someone complete a wired and wireless network assessment
<input type="checkbox"/>	Develop deployment standards (end points, config settings, etc.)
<input type="checkbox"/>	Create a project plan / project charter
<input type="checkbox"/>	Conduct a pilot (with IT users)
<input type="checkbox"/>	Conduct a pilot (with business users)
<input type="checkbox"/>	Refine standards, training, communications based on pilot results
<input type="checkbox"/>	Implement (in phases)
<input type="checkbox"/>	Survey end users and refine
<input type="checkbox"/>	Operationalize
<input type="checkbox"/>	Monitor and measure results; adjust as required
<input type="checkbox"/>	Celebrate your success

Thank you

