



## Face-to-Face Events and Recognition: The Better to See You

The Packet Fusion team has been venturing out a bit more lately and will share more about that below. We want to thank those of you who have joined us at some face-to-face events, and share some recent recognition.



### AVANT Pinnacle Award

We are especially proud to share that we were awarded the **Pinnacle Award** as one of the **Top 10 Trusted Cloud Advisors in the U.S.** by AVANT, after working on hundreds of projects over the past 12 months.

To celebrate the milestone, we traveled to the AVANT President's Club event in Jackson Hole, Wyoming. We appreciate the recognition and look forward to sharing more from AVANT (HINT: keep reading to find a link to the AVANT 2021 State of Disruption Report later in the newsletter!)

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### Connecting at MISAC

Packet Fusion also just participated in the Municipal Information Systems Association of California (MISAC) Annual Conference, where IT professionals from cities, towns, public safety, special districts and other local governmental agencies and districts meet to collaborate. We hope you stopped by our booth, where we were pleased to welcome AT&T representative Jason Miller. It was great to have so many conversations about California Network and Telecommunications (CALNET), and how we can help customers get the most out of the program.

Kevin Doohan, Packet Fusion sales team member, shared that he was very impressed with the number of cities that are ready to move to the cloud, and he's excited to help. Special thanks to Mitel for their support to sponsor a dinner during the event. What a great conference!



### The Orchard City cultivates lasting community relationships with 8x8

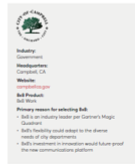
Nestled in the heart of Silicon Valley, the City of Campbell is home to over forty thousand residents and a wide range of businesses, from family-run shops to corporate enterprises. Campbell is like a "collection of neighborhoods," says Mayor Liz Gibbons, "with a strong sense of shared community and identity."

To keep the spirit strong, the City makes community engagement a top priority with a goal of being as transparent, responsive, and collaborative as possible. This includes Campbell with its modern, cloud-based, future-proof solution, allowing the City to better serve the public while controlling costs.

**The challenge: a costly, aging legacy system**  
 Most operations are run manually for public works. The city government are even more so. This led to open public bids to a cloud-based, multi-tenant solution that was both cost-effective and long-lasting.

Changed and faced with a money-pinching and communications system that had become increasingly expensive to maintain. The technology was outdated, difficult to integrate with other systems and higher labor costs. Staff of Manager Cost savings. Now, the system has been adopted by the entire organization and has improved the overall quality of service.

On the operations side, the aging system had become too complex to manage effectively. Staff of Subscribers are struggling. "Change and communications. A lot of things are going on. The system was hard to use and it would be difficult to manage change requests."



## The City of Campbell Gets a Cloud-Based, Future-Proof Solution with 8x8

Speaking of cities moving to the cloud, 8x8 shared that the City of Campbell has a new, cloud-based solution that has eliminated the highest costs of the previous system, such as hardware provisioning, infrastructure maintenance, and third-party services. Packet Fusion was the Trusted Advisor on the account, helping in the sales and implementation, as well as the deployment of the project. The city's team has already provided feedback that their daily operations are faster, less labor-intensive, and much more scalable.

[Read more now.](#)

## Check Out the Top Five Reasons Why Cloud Projects Fail

Rest assured, if you work with Packet Fusion your cloud projects will NOT fail. Unfortunately, many others do because of reasons like these:

1. **The project is too technical.** We will never make assumptions about what you need without doing a thorough analysis and engaging your team for feedback so you don't miss out on the transformational effects that will help your business.
2. **Don't bother the execs.** You may think that they just don't have time or you don't need them to understand what's going on. But if the CEO doesn't get the need for change and isn't fully on board, the project will fail. So we'll help you bring them in for success.
3. **We will deal with training in the end.** When it comes to training, let's be honest: most people think that they do not need it when they do. In our experience, only 15% of users will need no help. The other 85% will require change management, which we will help you cover. Plus, reluctance and resistance are natural. Expect it, anticipate it, and then you can manage it (plus, we'll help).

If you discovered that these are just three reasons, [read the top five list now...](#)



## Topaz Hotel Services Moves Contact Center to the Cloud with Help from Packet Fusion

### Background:

Since 1986, **Topaz Hotel Services** has provided call handling, reservation sales, and contact center services for hotels. They partner with the world's largest hotel chains, providing outsourced operations through their reservation sales associates who convert more calls into bookings through superior customer service.

### Changing Business Landscape Means Changes for Contact Centers

Packet Fusion has provided contact center solutions to Topaz for over 20 years. They were using a Mitel Connect Contact Center premise-based system for agents working in a single location. However, when the pandemic hit, the changing business landscape meant that Topaz needed a fast pivot to enable their agents to work from home.

To learn how Packet Fusion worked with Topaz to move their contact center operations to the cloud, [read more.](#)

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### How Secure Are You? Take Our Vulnerability Assessment.

It's wise to get an annual physical when we're not feeling sick. Having a baseline for security health is smart, too. You don't want to leave concerns open for too long, or your network and applications open and vulnerable to attacks. Through our partnership with CloudPro, we can help you with a check-up to identify weaknesses in your network and web applications and then eliminate vulnerabilities. Grab our [example assessment](#) then give us a call at 1.866.972.2538 before you are hit with a security breach.



### Mitel Special Discounts through the End of 2021

It's a great time to be shopping for end-of-year deals, including communications deals from Mitel. The list of discounts is extensive and includes offers for new and existing customers and for business verticals including EDU and hospitality, among others. If you're considering making the move to Mitel, or if you're in the market for a Mitel migration or upgrade, you could be eligible for discounts on phones, licenses, and more.

Call us to learn more at 925.701.2015

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### AVANT 2021 State of Disruption Report

We are excited to share the AVANT research report on the 2021 State of Disruption. Technology decision makers who are deciding whether to adopt new technologies and when to adopt them can use the report as a critical tool in navigating technology evolution based on the feedback and experiences of industry peers. Key takeaways from the report include:

- Nearly half of the respondents intend to grow their usage of SD-WAN
- Nearly 60% of respondents expect to increase or significantly increase their use of MPLS.
- Customer interest in UCaaS surged 86% at the outset of the COVID-19 crisis
- The highest uptake and growth for CCaaS is currently in the Healthcare/Medical vertical with an anticipated 40% rate of displacement.

[Get the report now!](#)



## PACKET FUSION CUSTOMERS: Updated Customer Portal Web Address Change

Our customer support portal web address has changed. The **new web address is:** <https://packetfusion.peakportals.com>. If you have directly bookmarked the customer support portal login page, please update your bookmark now.

Questions? Please contact support at 925.701.2020.

## Resources to Help You Make Informed Decisions

**Info Gallery:** Our curated collection of resources, training and news on the technologies you care about: cloud, contact center, business telephony, SD-WAN, security, and collaboration are updated regularly.

**Lunch & Learns:** Our popular monthly webinar series covers a wide range of topics from industry trends to leading solutions from companies such as Genesys, Zoom, Mitel and more.

**Tech Talks:** Packet Fusion engineers cover a wide range of in-depth technical topics.

**Technical Explainers:** Technical explainers cover complex topics at a high level in an easy-to-understand way.

If you have questions on any information in this newsletter, please reach out to your Packet Fusion representative.



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