



# Alianza's Migration Methodology

A proven, expert-led approach to cloud migration – minimizing risk and maximizing success for service providers.

Voice services remain a critical revenue driver for communication service providers (CSPs), yet many are still relying on outdated, legacy platforms that no longer meet customer expectations. No matter your business—fiber ISP, WISP, ILEC/CLEC, satellite, cable MSO, municipality, or electric co-op—future-proofing your communications is essential for long-term success. While a network transformation may seem complex or costly, delaying migration to a cloud-based platform and taking on the project yourself could be far more expensive in the long run. Let's explore the **hidden costs of in-house migrations and the game-changing impact of leveraging managed migration services for your transformation to the cloud.**

## Why CSPs Need Migration Support


Managing migrations internally is difficult, time-consuming, resource-intensive, error-prone, and costly.

Migrating to the cloud is a major step for CSPs looking to modernize, reduce costs, and stay competitive. However, migrations involve significant complexity, requiring meticulous planning, precise execution, and deep expertise. Without the right approach, providers risk **service disruptions, data integrity issues, and extended migration timelines**—all of which can impact customer satisfaction and revenue.




# The Hidden Risks of In-House Migrations

6,000 Seat Migration Example




**Resource-Intensive**

It can take **800+ engineering hours over five months** to develop API scripts for account creation, all while existing employees juggle full-time responsibilities, making it unrealistic to offload migration tasks without disrupting daily operations.




**Costly**

Integration constraints **limited the migration to 250 phone numbers per day**. Together with the cost of running legacy and new platforms in parallel (often with a hard deadline tied to annual renewals) migration speed directly impacts costs.



**Time-Consuming**

**28 migration groups**—split by user type, rate center, and device type—were completed over six weeks, while manual data collection and **switch extraction from multiple sources alone took 3.5 months**.



**Error-Prone**

Service downtime, unexpected feature mismatches, and provisioning errors lead to frustrated customers and increased churn risk—at a 15-20% customer churn rate, **\$360K in annual revenue could be at risk**.

**In-house migration costs, including engineering hours, churn impact, and running multiple platforms concurrently, can easily exceed \$400K for a small to mid-size service provider looking to migrate 6,000 lines.**



# Migrations are More than Just Moving Customers

Migrations go beyond transferring end user accounts. Successful migrations require a multifaceted strategy, demanding more effort, coordination, and expertise than most business leaders anticipate.

**That’s where Alianza comes in.**

With our structured process, CSPs drastically reduce downtime, the risk of a disrupted service, and lost customers due to a negative experience – **turning what could be a costly, chaotic experience into a strategic upgrade.**

**Your Migration Manager will work closely with you on everything from:**

- ✓ Software Configuration
- ✓ Network setup
- ✓ Device testing and optimization
- ✓ Understanding your business model
- ✓ Set timelines
- ✓ Train your team

## What Sets Our Migration Toolkit Apart

Our **programmatic, scalable, and repeatable** migration system ensures a smooth transition with:



- ✓ **Automated, workflow-driven ETL processes** for extracting, transforming, and loading data.
- ✓ **Pre-built API integrations** for seamless data extraction from TDM, Metaswitch, BroadWorks, and Genband switches.
- ✓ **An intelligent transformation engine** that maps and aligns features between legacy and modern platforms.

# Why Alianza?

**We're your partner in building or transforming your voice offering – not simply handing you a piece of software and wishing you luck.** Your success is our priority, and we're with you every step of the way, from onboarding and go-to-market support to keeping your product competitive. We invest in ensuring your team has the capabilities, context, and confidence needed to succeed.

Instead of absorbing these risks internally, **leading CSPs trust Alianza to execute migrations efficiently**, ensuring:

- **Minimal-Downtime Migration.** We deploy your cloud platform in parallel with your existing infrastructure to ensure a seamless transition.
- **Simplified Integrations.** BSS/OSS vendor, seamlessly integrate with Alianza by utilizing our comprehensive suite of APIs. Our dedicated team collaborates with yours, providing interoperability with your existing systems.
- **Adoption & Training.** Custom training programs help your internal teams quickly adapt to the new platform.
- **Ongoing Support & Optimization.** Post-migration monitoring, troubleshooting, and performance tuning keep your platform running at peak efficiency.

**“Alianza is uniquely positioned to help Lumen’s customers successfully navigate from legacy voice services to the cloud.** In doing so they are also helping us achieve our strategic revenue growth goals and differentiating us from over-the-top competitors.”

— Scott Velting, VP of Product Management, Lumen



**Worried about the impact on a particular high-touch or difficult-to-manage customer?**

There's no need to include them in the mass migration—they can be handled separately for peace of mind while ensuring a smooth transition for everyone else.

# Our Managed Migration Service

Our migration methodology is designed to **simplify, accelerate, and de-risk your transition** to the cloud.

## 1. Assess

Your Migration Project Manager will define scope, roles and responsibilities, audit your current platform, and deliver a feature requirements, devices, and user configurations report for your sign off.

## 2. Plan

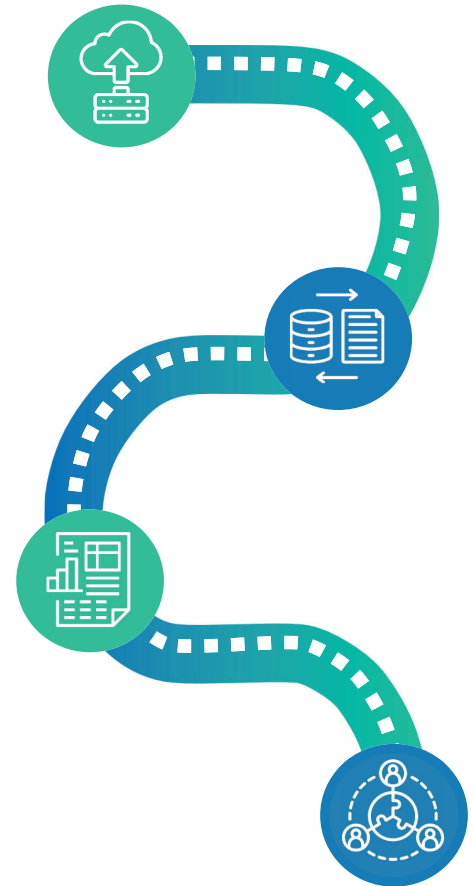
Together, we'll craft a detailed migration execution project plan for each migration group with timelines and milestones for your review, and submit port requests for a smooth transition to Alianza.

## 3. Extract & Transform

Alianza's migration toolkit will extract data, such as customer accounts, phone numbers, and relevant features, for each migration group and prepare it for seamless provisioning to our platform.

## 4. Load & Validate

Starting with a pilot group, we'll extract, transform, and load data into our system, manage ports, verify traffic flow, and obtain your enthusiastic scope of work (SOW) completion approval.



## Pre-Migration Considerations

Looking to understand what happens before migration?

Check out our Onboarding Data Sheet, where we break down the measured steps we take to get to know your business before executing migration.



# Proven Industry Success

We've successfully migrated CSPs from virtually every switching platform on the planet, and many now customers have expressed that transitioning from their legacy service to the cloud would not have been possible without Alianza's complete platform.

Alianza has successfully migrated CSPs of all types, including fiber ISPs, WISPs, ILECs, CLECs, satellite, cable MSOs, municipalities, and electric co-ops. By moving to the cloud with Alianza, providers gain **scalability, operational efficiency, and long-term profitability**—without the migration headaches.



Service Provider  
Customers in  
**81 countries**



**35+ CSPs Moved Off BroadSoft**

Legacy Voice Migrations Include



**Top 19 of 20**



**Global Operators**

We describe the transition to the cloud as the last migration a service provider will ever have to make. Seriously.



As one of the industry's leading cloud communications platforms for service providers, Alianza helps our customers supercharge growth, reduce costs, and transform into modern techcos. Our team of experts is passionate about simplifying service delivery and ensuring first-rate customer experiences.



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