

Your guide to navigating Avaya's 200-seat policy

Smarter CX strategies for sub-200 seat Contact Centres



Seeing support and maintenance costs creep up

Some legacy items have increased by over 40%

No clear roadmap

for platform evolution or modernisation

Introduction: What's changed?

Avaya has increasingly signaled a shift away from supporting sub-200 seat Contact Centres, particularly those exploring a move to cloud-based CCaaS solutions. While their pedigree was built in the enterprise space, the average UK Contact Centre is closer to 130 seats - leaving a large proportion of the market underserved.

This shift has created uncertainty, especially around AXP and Avaya's future direction in the cloud. AXP remains undefined for many, with limited adoption, and as of 30 June 2025, Avaya will be enforcing a minimum 200-seat policy for access to AXP-based CCaaS solutions. Customers below this threshold will have no direct path to Avaya cloud services.

What this means for your Contact Centre?

For organisations below the 200-seat mark, Avaya's direction presents several challenges:

- Avaya will not offer AXP CCaaS to customers with fewer than 200 seats after 30 June 2025
- Legacy platform costs are rising - in some cases by over 40%
- No defined upgrade path or cloud roadmap for sub-200 customers
- AXP itself remains unclear and under adopted

Organisations below this threshold may find themselves stuck on legacy platforms with no path forward within the Avaya ecosystem.

“With over 80% of UK Contact Centres operating below 200 seats*, Avaya's policy shift leaves the majority of the market underserved — despite the average Contact Centre size sitting at just 130 seats”

ContactBabel Ltd

The challenges we're hearing

Here's what we're hearing from organisations across the UK:

"We're still on a legacy Avaya platform — and AXP doesn't seem like a viable option."

"We need to modernise, but Avaya no longer supports our size or growth plans."

"What other platforms make sense for Contact Centres under 200 seats?"

Your options: stay, adapt, or move

Every organisation is different - and the best path forward depends on your goals, budget, and CX strategy. Here's what we help clients evaluate:

What about customers with over 200 seats?

For organisations that do meet the 200-seat threshold, Avaya's acquisition of Edify in May 2024 aims to enhance its CCaaS capabilities. Edify brings AI-driven workflow automation, natural language processing, and no-code orchestration into the Avaya Experience Platform (AXP). The introduction of Edify is planned to be introduced from June 2025 with a phased product launch. This means that large enterprise customers may see improved agility and integration options, although AXP's overall market maturity and adoption remains limited compared to more established CCaaS platforms.

If you're evaluating whether to stick with Avaya's CCaaS vision or move to a proven alternative, it's critical to compare capabilities, scalability, and long-term viability. As an Avaya Diamond Partner of over 30 years, that's where we can help you.

Option 1: stay with Avaya and adapt

- Attempt to renegotiate licensing or support terms
- Absorb the growing limitations and risk regarding regulation, security, patching etc
- Consider a short-term roadmap before transitioning

Best for organisations with low complexity and short planning horizons.

Option 2: transition to a more flexible platform

- Consider cloud-native platforms
- Eliminate artificial seat requirements by optimising license and feature usage
- Consolidate tools into a single, modern solution

Ideal for organisations ready to modernise for long-term CX agility and future proofing.

Option 3: adopt a hybrid or phased migration approach

- Begin with core functions or new channels
- Integrate with legacy systems in the short term and migrate using API's at your pace
- Minimise disruption while modernising to gain quickest time to value

Best for organisations seeking a balance of stability and progress.

How IPI can help

We've helped leading organisations - including The Co-operative Group, Motability Operations Ltd, Hodge Bank, and Boden - modernise their Contact Centres and navigate change with confidence.

In fact, our proven Blueprint methodology has helped dozens of organisations successfully move off Avaya platforms. From discovery and readiness assessments through to full implementation and training - we've done it all.

"IPI helped us take control of our Contact Centre strategy and modernise on our terms - not the vendor's." – Head of CX, National Retail Brand

"The Blueprint process gave us the clarity and confidence to make the move." – IT Director, Financial Services Provider

We offer:

- Contact Centre Readiness Assessments
- License usage audits
- Vendor-neutral platform evaluations
- Migration planning and execution

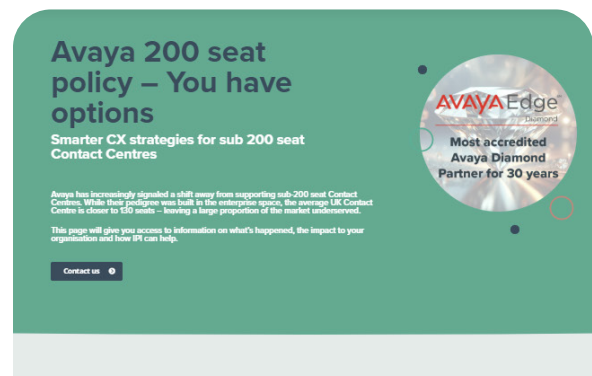
Let's find your best-fit solution

This shift doesn't have to disrupt your Contact Centre - in fact, it could be the opportunity you've been waiting for to rethink your CX tech stack.

Book a free CX strategy session with one of our consultants.

Visit our [knowledge hub](#) to find more information on how IPI can help you navigate Avaya's 200-seat policy.

Knowledge Hub



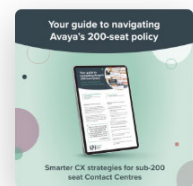
The challenges we are hearing



What this means for your Contact Centre...





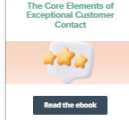
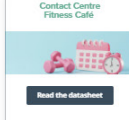

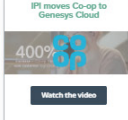
- You need to make a decision by 30 June 2025
- Limited investment in platforms that support sub-200 operations
- AXP not clearly defined or proven in the market
- Increased costs on legacy support contracts - in some cases by over 40%
- No clear roadmap for platform evolution or modernisation

[Download our guide >](#)



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Get the insights you need to move forward

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 Read the ebook	 Read the dashboard	 Read the case study	 Watch the video

TAKE THE NEXT STEP



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