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An AI-first business of Pronix Inc.

MIGRATION PLAYBOOK · PNX·GDE·943

Amazon Connect Migration

A pronix.ai migration playbook covering amazon connect migration. Scope, approach, reference architecture, roles, delivery cadence, guardrails and unit economics — written for enterprise leaders funding real programs, not evaluating slideware.

PREPARED FOR

CIO, Chief AI Officer, VP Contact Center, COO

PREPARED BY

pronix.ai Strategy Practice, Enterprise AI & CX advisory

EDITION

Updated Q1 2026 · Migration Playbook

STRATEGY · IMPLEMENTATION · TALENT pronix.ai/resources

EXECUTIVE SUMMARY

Amazon Connect Migration

A pronix.ai migration playbook covering amazon connect migration. Scope, approach, reference architecture, roles, delivery cadence, guardrails and unit economics — written for enterprise leaders funding real programs, not evaluating slideware.

90 days

To first production increment

2-week

Delivery cadence

Fixed-fee

For defined scopes

What you'll take away

- Scope discipline that makes the first increment ship in weeks, not quarters
- The reference architecture and platform choices for this workload
- The role card and RACI that keep delivery on cadence
- Guardrails, evaluation and audit patterns your risk officer will sign off on
- Unit economics and how to instrument them from day one

Audience: CIO, Chief AI Officer, VP Contact Center, COO

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SECTION 01

Parity inventory

Line-by-line map of intents, flows, skills, dispositions, WFM/QA integrations and reports on the source platform. Each item is tagged retain, redesign or retire before design starts.

In our engagements, the practical work in this section usually breaks down into three deliverables: scope discipline that makes the first increment ship in weeks, not quarters; the reference architecture and platform choices for this workload.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

SECTION 02

Target-state design

Modernized flows on the destination platform that keep parity where the business requires it and use native capabilities where the incumbent design was a workaround for platform limits.

In our engagements, the practical work in this section usually breaks down into three deliverables: scope discipline that makes the first increment ship in weeks, not quarters; the reference architecture and platform choices for this workload.

Treat this as a reference, not a recipe. The layer boundaries matter more than the specific products you pick — a clean seam between orchestration, tools, memory and evaluation is what lets you swap providers as pricing, model quality and regulatory posture shift over the next 18 months.

WHAT GOOD LOOKS LIKE

The reference architecture and platform choices for this workload

SECTION 03

Data & telephony cutover

SIP trunk staging, DID porting or SIP re-homing, historical data extract and re-load, and a dual-run window with production traffic parity checks before flipping.

In our engagements, the practical work in this section usually breaks down into three deliverables: scope discipline that makes the first increment ship in weeks, not quarters; the reference architecture and platform choices for this workload.

Cutover risk lives in the seams — telephony, CRM, workforce management and reporting. We stage every migration behind a dual-run window, prove parity with production traffic, and only then flip the DNS or SIP trunks. Rollback is a documented procedure, not a hope.

SECTION 04

Agent & supervisor enablement

Role-based training paths, sandbox access, floorwalker coverage on cutover week and a supervisor dashboard that shows the delta versus the previous week's baseline.

In our engagements, the practical work in this section usually breaks down into three deliverables: scope discipline that makes the first increment ship in weeks, not quarters; the reference architecture and platform choices for this workload.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

WHAT GOOD LOOKS LIKE

Guardrails, evaluation and audit patterns your risk officer will sign off on

SECTION 05

Risk & rollback

Documented rollback procedure per workstream, tested in the staging environment before go-live. Cutover is reversible for the first 72 hours; irreversible only after acceptance sign-off.

In our engagements, the practical work in this section usually breaks down into three deliverables: guardrails, evaluation and audit patterns your risk officer will sign off on.

Governance that ships is architectural, not a policy PDF. Every enforcement point should be a callable service with test coverage, and every high-risk decision should have a named human owner, a documented review SLA, and an audit trail that a regulator or internal auditor can pull without a ticket.

SECTION 06

Post-migration optimization

First 60 days are dedicated to closing the gap between as-is parity and target-state design — routing tuning, intent consolidation, AHT reduction and containment lift on the new platform.

In our engagements, the practical work in this section usually breaks down into three deliverables: scope discipline that makes the first increment ship in weeks, not quarters; the reference architecture and platform choices for this workload.

Cutover risk lives in the seams — telephony, CRM, workforce management and reporting. We stage every migration behind a dual-run window, prove parity with production traffic, and only then flip the DNS or SIP trunks. Rollback is a documented procedure, not a hope.

WHAT GOOD LOOKS LIKE

Scope discipline that makes the first increment ship in weeks, not quarters

FREQUENTLY ASKED

Questions from enterprise buyers

What outcomes should we expect in the first 90 days?

A single production increment on a real queue, an instrumented unit-economics dashboard, and a documented delivery cadence your internal team can carry forward.

Do we need to be on a specific platform to engage pronix.ai?

No. We are certified across Amazon Connect, Genesys Cloud, NICE CXone, Five9, Kore.ai, Salesforce Agentforce, Microsoft Dynamics 365 and Google CCAI, and we deploy on AWS Bedrock, Azure AI Foundry, Google Vertex AI, OpenAI Enterprise and Anthropic Claude.

How is pricing structured?

Fixed-fee for defined scopes (pilots, migrations, implementations) and blended monthly for managed run. Talent solutions are per-role, per-month with defined replacement guarantees.

TURN THIS INTO A DECISION

Book a 30-minute working session.

Bring your platform, data, seats and delivery constraints. A pronix.ai strategy or CX engineering lead will walk this document through with your team and adapt it — no slideware, no generic playbook.

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