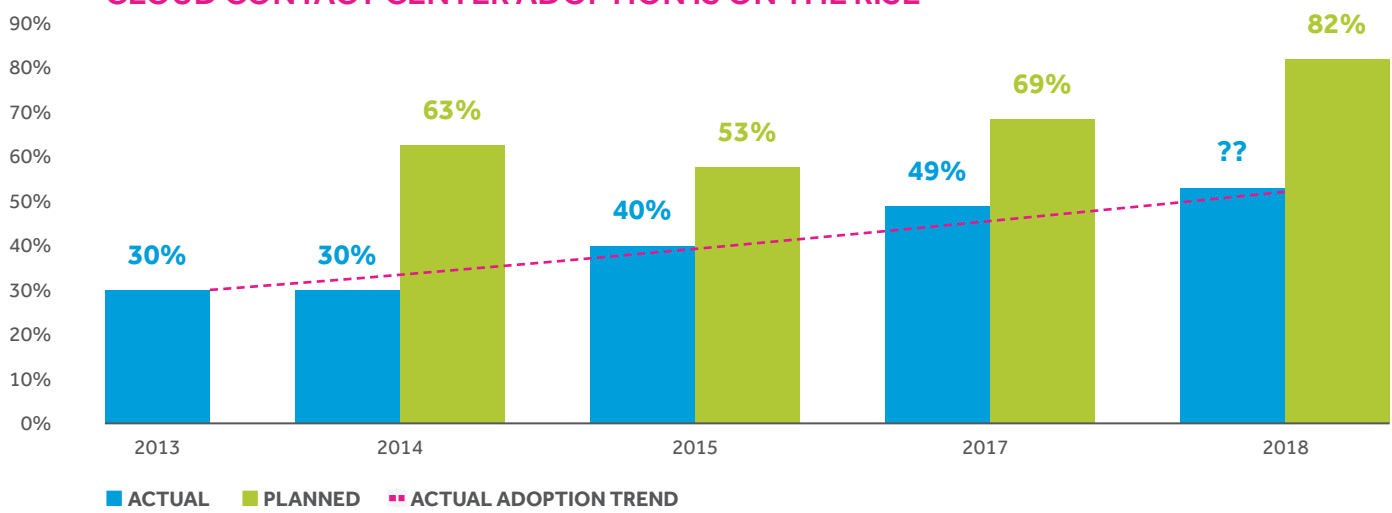


Picking the Right Cloud Model for Your Contact Center



CLOUD CONTACT CENTER ADOPTION IS ON THE RISE



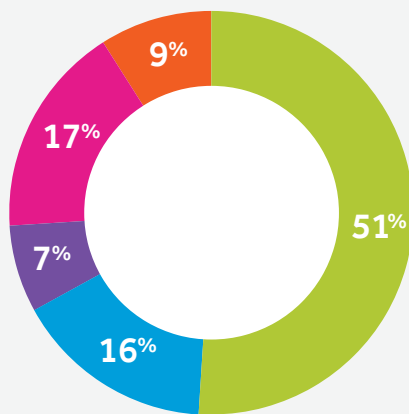
Cloud contact center sees a **63%** growth from 2013-2017.



Almost **1 out of 2** contact centers are currently deployed in the cloud.

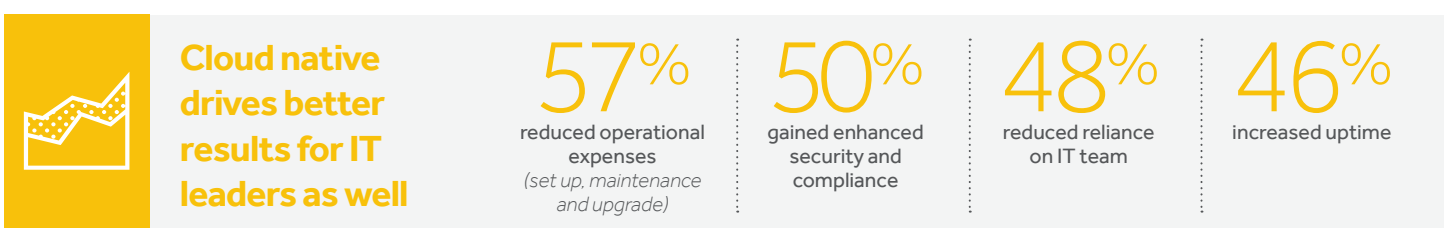
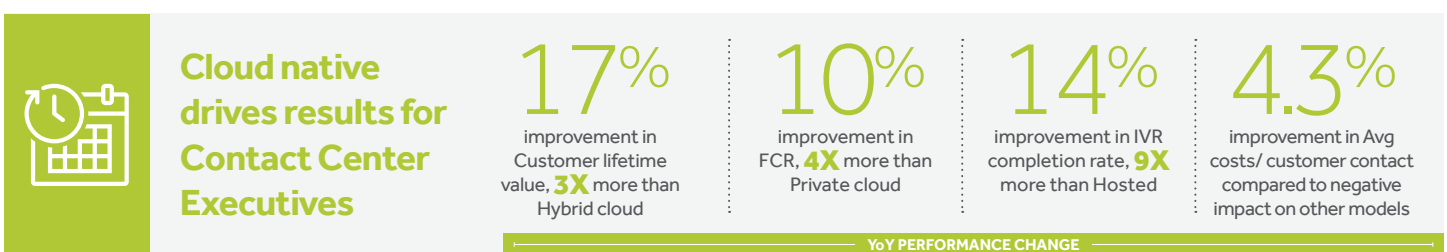
If you're planning to move to the cloud, it's important to pick the right model

NOT ALL CLOUDS ARE THE SAME
DEPLOYMENT MODELS ARE MANY AND VARIED



- HYBRID CLOUD USERS**
(Mix of on-premises and cloud)
- PRIVATE CLOUD USERS**
(Internal cloud, hosted within the company)
- HOSTED CLOUD USERS**
(3rd party hosts apps, single tenant)
- SAAS/CLOUD NATIVE USERS**
(3rd party hosts apps, multi-tenant)
- ON-PREMISES CONTACT CENTERS**
(Software installed and run on premises)

Only cloud native delivers larger benefits for both IT and Business.
Other clouds still leave companies with operational burden and deliver lesser value.



Design contact centers to maximize cloud benefits

- Optimize data flows, get information management right
- Measure performance to see if activities are producing desired results
- Test regularly to see the benefits of cloud technology

Whether it's scaling your operation, improving cost predictability, or enhancing your operational agility, cloud helps you get there.

Ready to start experiencing the benefits of cloud **NOW?**

Data source:
Aberdeen Report, Cloud Contact Center: What's the right model for you?
Aberdeen Report, Cloud Contact Center: Customer-Centricity with Greater Agility & Less Cost