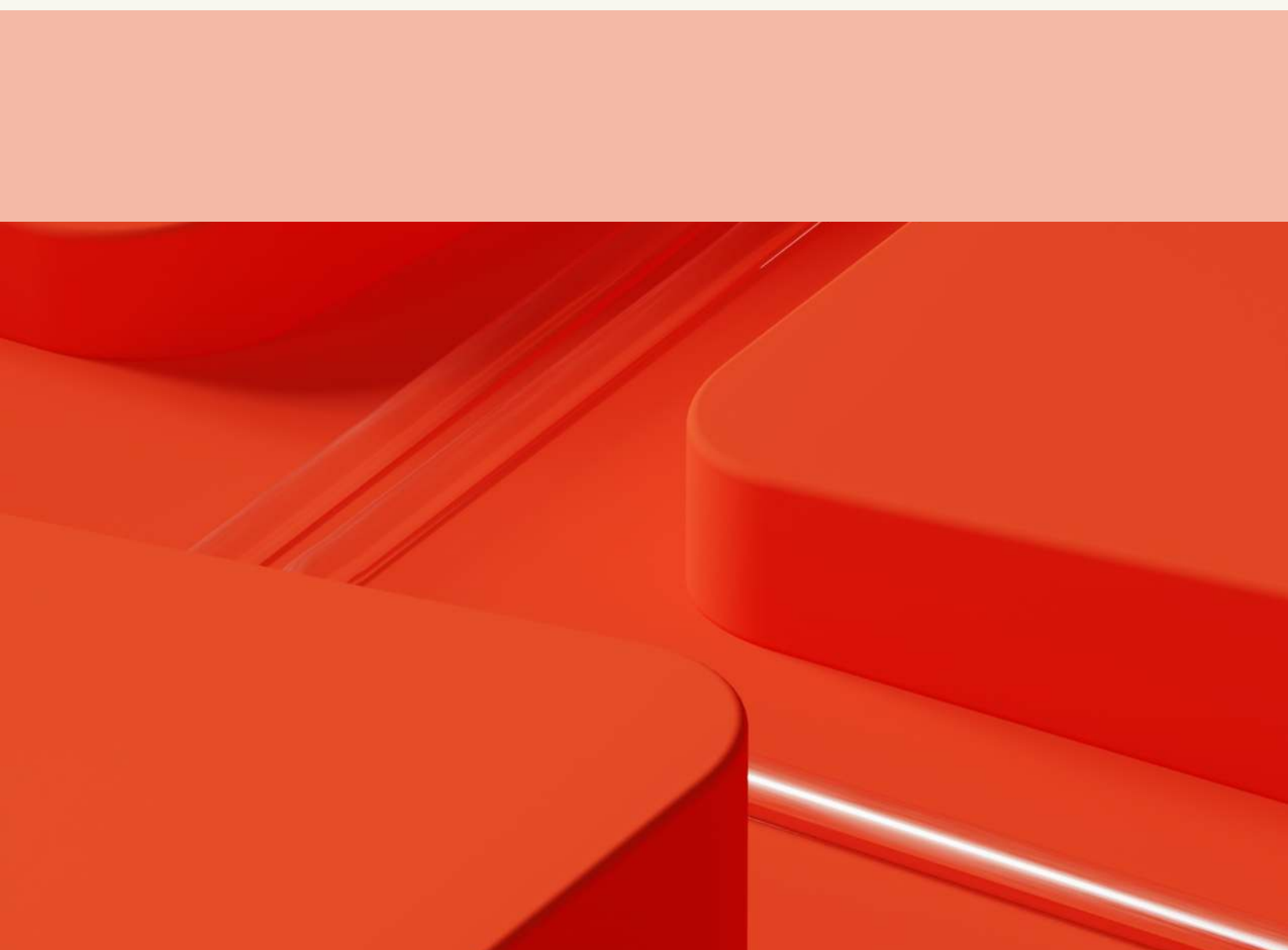


DATA SHEET

Alvaria Contact Center Modernization

Understanding the Contact Center as a Service (CCaaS) Hype



Enterprises continue to hear hype about CCaaS deployments: CCaaS is “better, faster, cheaper.” As a result, many enterprise customer centers have received OPEX and modernization mandates that have driven the exploration of CCaaS/multitenant environments as the end-all solution.

Then why is over 51%* of the market remaining in CCI environments? (Gartner, 2023). It is because CCaaS has yet to prove itself as a viable solution for most complex enterprise contact centers. There is a SaaS alternative that provides contact center modernization without accepting the compromises of CCaaS.

The Truth About CCaaS Deployments

By serving much of the Fortune 500 in highly regulated industries with Alvaria's Contact Center Infrastructure (CCI) platform in SaaS-based and self-hosted solutions, Alvaria has learned:

ENTERPRISES REQUIRE SEAMLESS MIGRATIONS WITHOUT BUSINESS DISRUPTION

CCaaS/multitenant migrations prove to be a painful and commonly failed endeavor. A recent Forrester Study proves that “40% of NA, LATAM, and EMEA contact decision makers claim to have limited success with their CCaaS migration.”* (Forrester, 2023).

ENTERPRISES DEMAND COMPREHENSIVE INTEGRATION CAPABILITIES

When exploring CCaaS solutions, many enterprises face a hard reality: CCaaS products struggle to integrate with existing business applications and network infrastructure.

ENTERPRISES MANDATE FLEXIBILITY AND EXTENSIVE CUSTOMIZATION

Fixed feature user interfaces built on CCaaS vendor platforms do not allow enterprises to modify the internal and external customer experience. Enterprises are:

- Forced to relinquish control of customer engagement, and therefore unable to course correct from changes in customer behavior.
- Limited to the feature functionality provided by the vendor and constrained by the vendor's roadmap.
- Unable to customize or lead administration of POC environments, resulting in poor production environment launches.
- Boxed into limitations of the CCaaS provider locked-in solution; when attempting to integrate homegrown or existing workflows, the piece parts under the hood are not open enough to support sufficient customization.

ENTERPRISES REQUIRE THE ABILITY TO CREATE A CUSTOM SECURITY POSTURE

Highly regulated and compliance-driven industries require not only preeminent security standards, but also the ability to author a security practice that is suited to the individual enterprise that is flexible enough to include new security solutions as the business transforms.

- Vulnerabilities to breaches, potentially involving your customers' data, happen when enterprises are forced to adopt mediocre standards.

ENTERPRISES REQUIRE BETTER ROI AND REDUCTION IN TCO

The ability to leverage existing investments is critical to quicken time to value and reduce additional or redundant expenditures. CCaaS/multitenant providers force adoption of their suite of tools causing an inability to:

- Employ previously acquired and developed technologies.
- Leverage existing partnerships, including infrastructure or software vendors.

ENTERPRISES BUILD THEIR BUSINESS ON INNOVATIVE BEST OF BREED SOLUTIONS

80% of NA, LATAM, and EMEA contact center decision makers claim their CaaS solution has less functionality, robustness, and usability than their on-premises solution (Forrester, 2023).

- CCaaS/multitenant solutions offer their own technologies, keeping customers locked-in to one platform and one vendor. While locked into one solution, they cannot capitalize on the best-of-breed technologies made by others.
- Ground-breaking solutions come from providers with the most significant ongoing investment, like OpenAI, AWS, Google, and Microsoft. Savvy enterprises align themselves with the leaders in AI, NLP, and machine learning.

The Alvaria CX Difference: The Superior SaaS Solution for Modern Enterprise Contact Centers

Alvaria knows that today's CCaaS solutions fail to fully meet the needs of the sophisticated enterprise. Control and autonomy, security independence, data access, customization flexibility, and innovation-ready systems are critical to the ongoing success of an Enterprise.

Alvaria believes CX delivered over CCI in SaaS-based and self-hosted solutions is the right path for most of today's complex and compliance-focused enterprises. We continue to make investments in our cloud and security, feature richness, and integration ease while helping you modernize your technology platform and appropriately migrate assets to the Cloud.

HAVE IT YOUR WAY: CONTROL & AUTONOMY

Alvaria's solutions are available as SaaS or can be hosted in your own environment with any existing or planned infrastructure provider.

- Deployment flexibility—operate in any environment.
- Leverage existing vendor relationships, security practices, and disaster recovery procedures, as well as Enterprise Agreements like EDPs (Enterprise Discount Plans) or minimum spend commitments.
- Establish your own upgrade and maintenance schedule as well as business continuity plans and disaster recovery practices.

MAINTAIN YOUR SECURITY INDEPENDENCE

Alvaria knows that security is king in today's highly regulated, compliant, and data-rich environments. Many CCaaS solutions offer limited options when it comes to security practice standards. With Alveria you can:

- Maintain or extend your existing security standards and practices while keeping control.
- Improve security components as you see fit (data sovereignty requirements, reducing attack surface through dedicated infrastructure, allowing for robust DR and HA options, and self-governed access controls).
- Control authentication and password policies and least privilege access controls.
- Retain monitoring tool and methodology choice while extending practices.
- Reduce Attack Surface and data sovereignty adherence.

ENHANCE YOUR OPERATIONS WITH ROBUST CUSTOMIZATION AND FLEXIBILITY

Alvaria understands that your organization's operations are unique and require customized care and attention.

- Employ extensive APIs and Low Code / No-Code capabilities combined with Alvaria's professional services consulting expertise and expansive partner network (e.g., Google, Avaya, etc.).
- Collaborate with our experts and your analysts, consulting resources and development teams
- Customize without complexity.

ALWAYS HAVE ACCESS TO YOUR DATA

With Alvaria, you'll never be restricted from your own data.

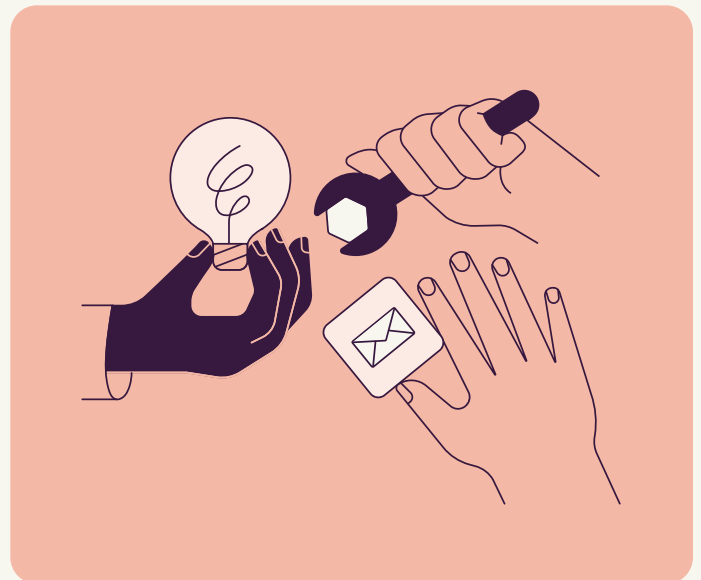
- Real-time Access via APIs and unfettered replication access.

CONTINUE TO INNOVATE WITH BEST OF BREED TECHNOLOGIES: ALVARIA IS INNOVATION-READY

Alvaria wants to help you drive innovations throughout your contact center by giving you the ability to use our best-of-breed solutions, integrate with other leading industry solutions, or use solutions built using your own IP investments.

- Integrate with leading AI/LLM providers that have strength in your industry.
- Use your own Business Intelligence tool for data analysis.
- Extend communication channels to innovative technologies trending with customers.
- Broaden the capabilities for lines of business that are already using CCaaS solutions with our industry-leading outbound capabilities.

Alvaria provides pluggable architecture that is feature-rich and offers headless capabilities with prepackaged integrations.



Sources

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To learn more about how Alvaria can help you solve your SaaS solution challenges, contact your Alvaria account team or visit www.alvaria.com

About Alvaria™ Alvaria helps organizations efficiently manage and engage the modern workforce and connect compliantly with customers and prospects. Our open, innovative multi-platform is purpose built for two core competencies; a feature-rich, intuitive, and intelligent workforce engagement management platform, and a multichannel proactive compliant outreach platform. Alvaria, the product of the merger of world leaders - Aspect Software and Noble Systems - is proudly celebrating 50 years in business reshaping customer and employee experience. ALVARIA. Reshaping Customer Experience™.