Contactual

The 6 Myths of On-Demand
Contact Center Solutions

San Carlos, CA

Today, on-demand contact centers offer clear advantages over on-premise solutions. But commonly held myths about the superiority of on-premise solutions prevent many businesses from taking advantage of on-demand contact centers.

Traditional contact centers were built to be operated on-premise using proprietary hardware and software. In the late nineties first-generation hosted contact center applications were released. However, these solutions did not offer comparable technology, cost, features and flexibility and therefore failed to gain acceptance in the contact center market. The inability of early hosted applications to deliver feasible solutions for contact center users created a number of myths, reinforcing the superiority of on-premise solutions.

Second-generation on-demand contact center applications not only overcome their predecessors' weaknesses with advanced technology, they also deliver clear advantages over on-premise systems in terms of cost, flexibility, and reliability. It is time to refute the myths.

Myth # 1
I can build and run an on-premise contact center for less

It is commonly accepted that on-demand contact centers cost less initially than their on-premise counterparts. But it is wrongly believed that on-premise solutions are cheaper in the long-term when software licenses and hardware costs are amortized. This analysis doesn't account for ongoing operating expenses – IT staff to deploy, maintain, support and upgrade the system and hardware; secure and reliable facilities with appropriate network and telephone connections. In fact, the Contactual OnDemand Contact Center delivers the functionality of a multi-million dollar on-premise solution for a low subscription fee. That fee is typically a fraction of the operating expense of on-premise solutions.

On-demand, multi-tenant, VoIP-enabled solutions are winning the mid-to-large contact center market.
The Yankee Group

Myth 2
On-demand solutions cannot be integrated with other applications

Originally, hosted applications were considered to be tactical, point solutions and lacked flexibility and integration capabilities. However, with the proliferation of second generation on-demand contact center applications and Web Services APIs, integration issues are a thing of the past. The robust API capabilities of the Contactual OnDemand Contact Center simplify integration with back-end systems, CRM, Workforce Management and other business applications. Additionally, the OnDemand Contact Center comes pre-integrated with leading CRM solutions, such as Salesforce.com and NetSuite.

For more information about Contactual and its products, please visit www.contactual.com, or call 1-877-725-2621, or email us at info@contactual.com.

Myth 3
On-demand contact center solutions are not as secure as on-premise systems

The common belief is that on-premise contact center solutions provide the highest security standards because data is stored in-house. In fact, experts say that most security breaches occur because of unauthorized physical tampering with in-house systems. On-demand vendors can provide higher security levels because they use professional data center facilities and enable the latest versions of encryption protocols. The Contactual OnDemand Contact Center is hosted at a Tier 4 data center, all data is encrypted, and professional staff monitor security 24/7. Contactual puts its investment and corporate reputation on the line to keep customer data safe.

On-demand contact center solutions enable companies of all sizes to control operational expenses and focus budgets on core business areas.

Myth 4
On-premise solutions have more features than on-demand

Compared with on-premise systems, early hosted solutions lacked features. New generation on-demand applications include more features than most organizations have with their on-premise systems. Not only is the Contactual OnDemand Contact Center as feature-rich as most on-premise systems, the application is easier to use because of its convenient, intuitive GUI. Plus, the system's rapid four-hour deployment lets customers benefit from these features faster. Contactual seamlessly upgrades the application with new functionality and features at no cost and without business interruption.

Myth 5
On-demand solutions are only for small contact centers

In the past hosted solutions were the best fit for smaller contact centers, with on-premise systems catering to the needs of larger organizations. However, according to Yankee Group, the new generation on-demand, multi-tenant, VoIP-enabled solutions are winning the mid-to-large contact center market. Contact centers with 500 agents or more are using the Contactual OnDemand Contact Center Version 5.0 successfully. Regardless of size, all Contactual customers enjoy the benefit of advanced contact center technologies, a flexible pricing model, and a rich feature set.

Myth 6
An on-demand contact center is a temporary solution until I can afford an on-premise one

The belief that on-demand contact center solutions are a stop-gap until an in-house system can be purchased no longer holds true. Frost & Sullivan expects the market's acceptance of on-demand contact centers to grow at a

healthy pace, over 30 percent CAGR by 2012. On-demand contact center solutions enable companies of all sizes to control operational expenses and focus budgets on core business areas. With no capital investment, minimal operating costs, low monthly fees, integration capabilities, and enterprise-level features, the Contactual OnDemand Contact Center easily scales. Contactual lets clients start small and grow freely without the need to switch to an on-premise system.

On-demand applications include more features than most organizations have with their on-premise systems.

> **As businesses make decisions about contact center solutions, they need to understand that today's choices are very different from those available only a few years ago. On-demand contact center solutions now offer superior functionality than on-premise systems. In addition, on-demand solutions deliver greater security, flexibility, and scalability – and do so at a much lower cost of ownership. It's time for old myths to give way to new realities.**

About Contactual
Contactual pioneered the use of hosted contact centers that dramatically reduce the costs of outfitting customer service, help desk, technical support and inside sales operations by eliminating the need for premise-based infrastructure. The Contactual OnDemand Contact Center eliminates all upfront hardware and software costs; enables organizations to operate virtual contact centers with agents working from home and/or multiple sites; and unifies customer communications from phone, VoIP, voicemail, email and Web channels into one routing, queuing, tracking and reporting system for maximum efficiency. Contactual has earned the Frost & Sullivan 2005 Global Excellence in Technology Award, TMC Labs' Customer Interaction Magazine 2005 Innovation Award, and a berth in the 2006 Red Herring 100 North America list of the top 100 privately held technology firms. For more information, visit www.contactual.com.

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