Contact Center Security: Moving to the Cloud

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**With Serenova™
we were able to get
a new solution up
rapidly and we finally
have a contact center
platform upon which
our business can
depend and grow."**

Executive Summary

Today, Cloud is one of the most talked about trends in the IT industry. It's a paradigm many believe will have widespread business impact. However, while the term "Cloud" is relatively new, one of its core components, distributed computing, is well-established.

Over the past decade, organizations have been increasingly moving away from environments where data is centrally accessed and stored and into distributed, more efficient virtualized environments. Moving to the cloud, or a cloud platform, provides significantly more business benefits than traditional infrastructure; however, confidence in cloud security is a justifiable and top-of-mind concern.

Cloud platform providers must excel at delivering availability, proven security, scalability, complete visibility and control, as well as exhibit a commitment to continuous innovation in order to meet the business continuity and comprehensive security requirements of today's global organizations. Only a cloud solution can provide:

- Complete security and risk audit controls that far exceed the most stringent industry standards
- Proven scalability, successfully processing millions of transactions every day, seamlessly with no downtime or maintenance windows
- Continuous innovation, future-proofing your environment with innovative new capabilities and upgrades
- Complete visibility and control in real-time, directly from a web browser

Only those solutions that offer and excel in these five criteria can be classified as "cloud" solutions, ones that support the stringent requirements of your mission-critical contact center and deliver on the promises of a cloud platform.

Adequately securing the "Contact center in the Cloud" is a reality today. And it's one reason why more companies than ever are realizing how an on-demand, cloud contact center can reduce costs, increase business agility, and accelerate business innovation. Let us help you assess and address what comprises cloud security.

A Critical Attribute of A Cloud Provider: Proven Security

Serenova™ is in a unique position to offer best practices for contact centers moving to the cloud. As the operator of the world's largest "contact center in the cloud", you can leverage Serenova™ first-hand experience managing the pressures, complexities, and security risks of day-to-day contact center operations.

Serenova™ is designed to deliver a highly scalable, mission-critical contact center service that meets the most rigorous enterprise requirements. With customers spanning industries from Healthcare and High Tech to Financial Services and Banking, Serenova™ technology was built from the ground up in the cloud to meet the complex needs of the most customer centric businesses in the world.

Moreover, clients trust the proven Serenova™ it:

- Maintains the highest levels of security with sensitive customer data, handling millions of credit card, bank accounts and social security numbers, as well as medical data, each year

- Manages over 100 million calls per year
- Supports hundreds of simultaneous customers across multiple industries

Serenova™ continuously invests in its platform technology in order to develop new functionality that simplifies the job of managing agents, driving performance, and enhancing security, which takes on even greater importance in the cloud.

When evaluating a cloud provider, look for a solution that addresses security in all layers, including the physical, network, and application levels. Each layer plays a vital role in protecting your organization, including:

- Physical Security: Because your data resides in a network operations center hosted by the vendor, verify that their data center is protected by several layers of security perimeters, including mantraps, surveillance cameras, and background checked and bonded security staff.
- Network Security: Weak network security is one of the biggest threats to your corporate data, so ask if the vendor's network is protected by multi-layer firewalls and intrusion detection systems, as well as monitored by a 24x7x365 Security Operations Center (SOC).
- Systems and Application Level Security: Security must be an integral part of how your potential platform vendor designed and built their contact center technology through every stage of the software development lifecycle – not as an afterthought. And it should be thoroughly tested to prove that their solution adheres to – or exceeds – industry-standard security requirements.

Serenova™ offers multiple layers of security which meet or exceed industry standards, and are fully compliant with the 12 security domains of a PCI-DSS Level-1 Service Provider and HIPAA.

Physical security at Serenova™ encompasses five security perimeters including mantraps with two layers of biometrics, up to 500 surveillance cameras supported by infrared, ultrasonic and photoelectric motion sensors and around the clock staffing by armed ex-military and law enforcement personnel.

Serenova™ network security is equally as vigilant. This platform was created as a secured architecture with multi-layer firewalls and intrusion detection systems monitored 24x7 by the dedicated Serenova™ Security Operations Center.

Likewise, systems and application level security at Serenova™ exceeds industry leading standards, including security scans and code reviews, plus call recording encryption to NIST FIPS 140-2 3.

There is another important aspect of call center security — the human factor. Serenova™ agents are subject to call monitoring and must adhere to highest standards in the contact center business. For example:

- Serenova™ provides more visibility into data collected by each agent
- Call center security is supported by Agent Service Representatives who are Security Manager Certified
- Agent calls are monitored by Auditors who listen to thousands of calls per day for compliance with Serenova™ fraud and security requirements
- Secure Exchange restricts agents' access to sensitive data with seamless technology. It assures that captured data is encrypted whenever it is stored or transferred and agents cannot

access sensitive customer information.

- Secure Desktop restricts an agent's desktop, ensuring compliance and data encryption, as well as helping prevent data leakage and sanitizing data via deletion of cached browser history

Moving contact center infrastructure to the cloud can meet an organization's most formidable security requirements – and LiveOps' customer list proves it. This innovative deployment model is being rapidly adopted by some of the largest and most trusted companies in the world. Why? Because operating your contact center in the cloud radically simplifies how you deploy, maintain, and access software, platforms and infrastructure. Next, we'll discuss the criteria other successful organizations consider when selecting a cloud partner.

How Do Well-established Companies Choose a Cloud Contact Center Provider?

When it comes to making an important decision like moving to the cloud, keep in mind that only a proven cloud solution can support the stringent requirements of your mission-critical contact center. See why leading companies are choosing the Serenova™ for their cloud contact center solution.

Let's take a look at a few real life cases and the business drivers which led these organizations to choose Serenova™.

CASE IN POINT » An internationally known data protection and network security company entrusted their security to Serenova™

Company Profile:

This organization develops advanced intelligent network security and data protection solutions that adapt as organizations and threats evolve.

The Situation:

The Technical Support (engineers) help desk struggled with long hold and handle times. The company has three contact centers in three countries and manages 350 agents.

The Business Challenge:

The company had a limited salesforce.com integration, limited monetary and personnel resources to maintain their existing infrastructure, and custom integration precluded any improvements to customer service such as call flows and handling of new requests.

The Solution:

This security company chose the Serenova™ because it offered a robust salesforce.com integration, required no capital expenditure, was simple to use and make changes, and provided flexible capacity with 24/7 availability.

CASE IN POINT » The world's most trusted online backup service for consumers and SMBs selected Serenova™ for their platform solution.

Company Profile:

This trusted online backup service for consumers and small businesses has more than a million customers and 50,000 business customers, and backs up 25+ petabytes of information to multiple data centers around the globe.

The Situation:

The company has two sites with hundreds of agents.

The Business Challenge:

The company needed to consolidate its technology in order to support its continued business growth.

The Solution:

This large online backup company entrusted their business and data to the Serenova™ because it met their need for a complete and robust salesforce.com integration, quick and easy deployment, proven security, flexible capacity and 24/7 availability.

CASE IN POINT » The leading cloud computing CRM solution provider called on Serenova™ to help them manage their global operations.

Company Profile:

The world's leading cloud computing CRM solution provider.

The Situation:

The company required a fully integrated, cloud-based global contact center solution to manage 400 agents across 10 locations.

The Business Challenge:

The company criteria stipulated that their cloud provider have a global solution, offer complete visibility and security across all data centers, work with existing phone systems and provide complete integration with salesforce.com CRM.

The Solution:

This well-known CRM company found that Serenova™ not only met, but exceeded the organization's in-depth buying criteria. With robust salesforce.com integration, the Serenova™ provided complete visibility and control across all locations, improving customer handle times, and streamlining business operations.

Learn more about how the Serenova™ can confidently help you migrate to the cloud

There's no singular approach to security. But by partnering with the right technology platform provider, you can be confident about migrating your contact center infrastructure to the cloud without compromising security. Let Serenova™ demonstrate how our platform can empower your organization to:

- Improve your customer's experience
- Instantly scale to meet spikes and seasonality

Buying Criteria
✓ Proven security
✓ Quick and easy to deploy
✓ Full visibility and control
✓ Simple to use, make changes easily
✓ Always-on availability
✓ No capital expenditure
✓ Flexible capacity
✓ Minimal training and staffing
✓ Extended suite
✓ Salesforce.com integration

Serenova®

For more information about Serenova™, please visit www.serenova.com.

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