



# Cloud Myths vs Realities

Cloud technology is one of the most misunderstood concepts of our time. Although delivering software as a service (SaaS) from the cloud has distinct advantages, the market is so filled with hype, it is difficult to decipher between what is myth and what is reality.

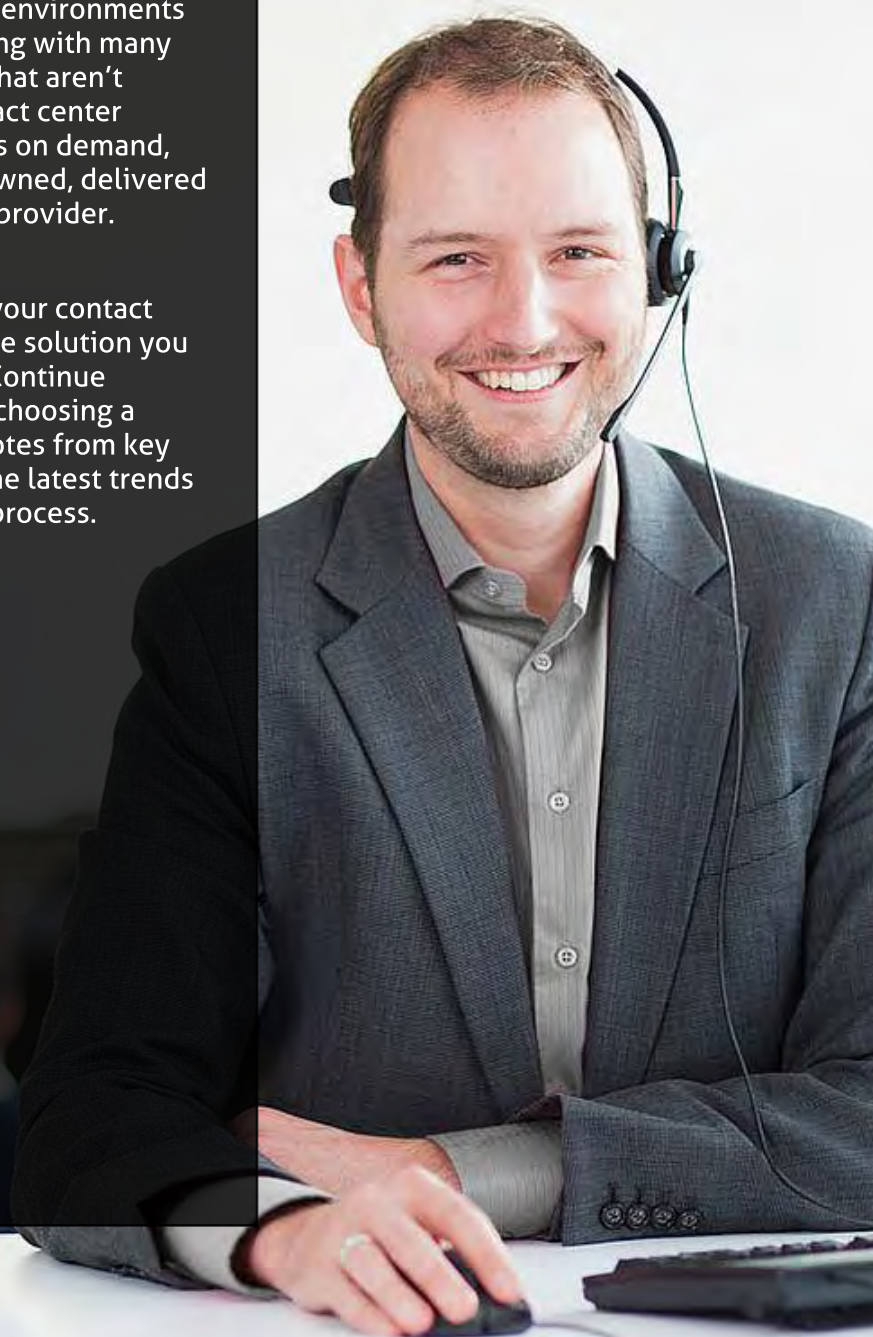
Clouds aren't just fancy virtual computing environments — they make use of virtual computing along with many other technologies to accomplish things that aren't possible otherwise. The cloud-based contact center model calls for the delivery of applications on demand, whereby the enterprise applications are owned, delivered and managed remotely by the third-party provider.

When it comes to making a decision with your contact center, you need to have a clear view of the solution you are choosing before you enter the cloud. Continue reading to find the top five myths around choosing a cloud-based contact center along with quotes from key industry players to help you understand the latest trends and bring clarity to your decision making process.



*The SaaS model has become mainstream, and is quickly coming to dominate the planning - from R&D, to sales quotas, to partnering, channels, and distribution - of all software and services vendors."*

**Robert Mahowald**  
VP, Cloud Computing  
IDC



# Beware - *The False Cloud*

Beware of 'shrink-wrapped' traditional software wearing a 'cloud' package. As customers increasingly recognize the tremendous value from the cloud computing model, many traditional software vendors are wrapping the word 'cloud' around the same old traditional software and hardware using it as a sales and marketing ploy.

In addition, some still believe that cloud computing can be done internally within an enterprise. This represents a false cloud as you are buying assets that require time, people, and cost, and you do not get the economies of scale that true cloud computing provides. Simply put, if your cloud involves capital expenditures, it's not really agile, flexible or cost effective.

Bottom line - research the services you're considering to determine if they're legitimate cloud offerings or if they're previous offerings rebranded as cloud services.



*Access to new features, functions and expertise, more economically palatable usage-based models, and improved scalability and flexibility make hosted contact centers an attractive option for enterprises today. Moreover, it is relatively easy for enterprises to implement."*

*Ian Jacobs*  
Sr. Analyst  
Ovum

# Myth 1 : Security



The number one myth around cloud computing is security. Many do believe that only an internally hosted solution can prevent security threats. If you are allowing your data to be in the cloud, of course you ask: "Who has access to it, can it be hacked and can they get access without permission? "

## Truth

A true cloud offering can provide fundamental capabilities that prevent this from happening. If security is built into the code, dedicated security experts are monitoring 24x7, and risk audit controls surpassing industry standards set by GLBA, PCI, HIPAA an SOX are available, the your sensitive data is protected.



## Solution

Having peace of mind about security is extremely important. Compliance with industry standards as well as a consistent focus on security should be top of the list. Insist on understanding the security components, certifications, and best practices of your cloud provider.

*"Cloud providers are using their brightest talent in tightening things around security of the data applications. With tools such as encryption, decryption, and cryptographic data manipulation exposure and leakage is a lesser concern."*

Apex Cloud  
Cloud Computing  
Service Provider

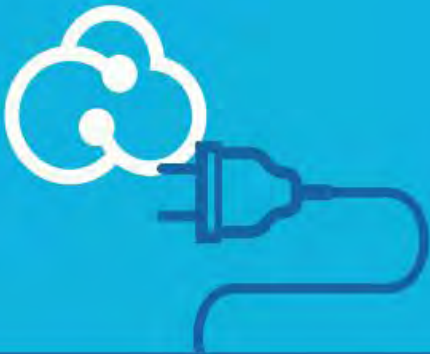


# Myth 2 : Availability



Many cloud solutions claim that they are available, but there are maintenance periods during which the system is down. Some contact centers find it acceptable that a solution is available most of the time – and cobble together solutions during off-peak times.

## Truth



Your contact center is a mission-critical application and needs to be available when your customers want to reach you, anytime of the day or night. If customers cannot obtain the service they need, you not only risk losing business, but gain a poor reputation.

## Solution

Through multiple availability zones distributed around the World, it is possible to have a solution that delivers >99.99% uptime. If active-active, servers are always running and replicated in multiple data centers, upgrades can be done without availability being affected. This means you never have to worry about your mission-critical revenue production engine going down.

“ A provider’s SLA should cover the availability of all of the services on which it depends.”

# Myth 3 : Scalability



Most cloud technology providers are unable to manage fluctuations in volume and quickly scale in size and capacity as an enterprise experiences a sudden increase in demand.

## Truth



A true multi-tenant cloud solution can scale without compromise - from a few agents to thousands.

More importantly, you can scale back when demand is less.

With Cloud, you can bring up a contact center in minutes, anywhere in the World, without having to build out physical infrastructure to the nth degree.

## Solution

When launching a new product, allowing for seasonality, or facilitating interactions based on unknown circumstances, you need to know that you can scale anytime anywhere in order to maintain service quality without the risk of over-provisioning.

“While it is relatively easy to move from one hosted provider to another, it's best for prospective customers to address all functional and technical requirements up-front so that they can move when you want to, not because they're forced to.”

Gartner

# Myth 4 : Innovation



Releasing a simple bug fix, deploying maintenance releases and changing agent priorities is a major effort and inflexible.

## Truth



In a true cloud model, an upgrade, fix or enhancement is made once and deployed to all. You have the ability to choose when to initiate and also benefit immediately from ongoing innovation.

## Solution

On-going innovation allows you to maintain your competitive advantage and operational excellence. A multi-tenant code base solution provides automatic and continuous access to the latest upgrades and capabilities - on demand & without delay. You no longer have to suffer through long, resource intensive, and costly upgrade projects.



*In a cloud environment, companies can spend saved money on adoption and improving business processes."*

*Chris Capossela  
SVP Business Division  
Microsoft*

# Myth 5 : Self-Service



There is too much training involved in learning how to deliver and manage all of the tools and administrative functions involved with a cloud solution. The front-end is good enough & IT does the rest.

## Truth



Self-service capabilities are a hallmark of cloud-based applications. Since there is truly no software or appliances to be installed and configured, either physically or virtually, all interaction with the application can happen in real-time directly from a web browser.

## Solution

By having complete visibility and control directly from a web-browser, you can complete critical tasks on your own such as tenant creation, flow authoring, optimizing routing paths, and real-time monitoring & reporting. Even minor improvements in efficiency can add up to less headaches and lower costs to support your already overworked staff.



*Cloud-based applications democratize access through simple web browser interfaces allowing business users often better visibility and control than CPE (customer premise equipment)."*

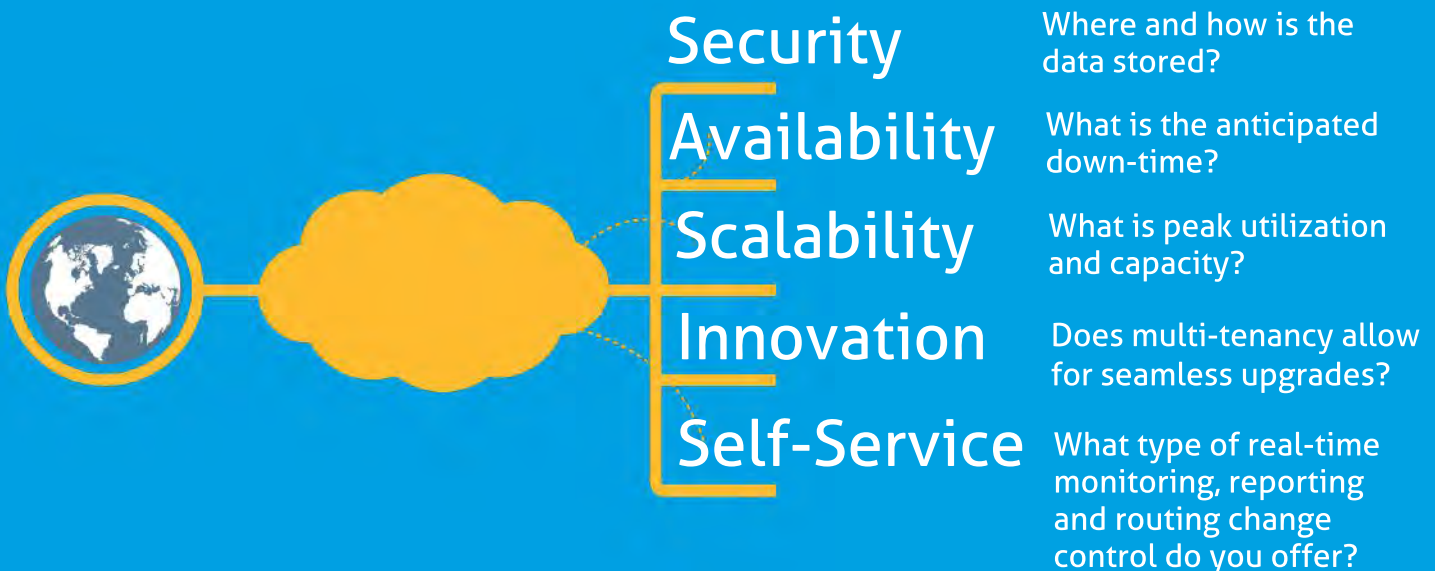
*Sheila McGee-Smith  
President & Principal Analyst  
McGee-Smith Analytics*



# Finding the True Cloud

Presumably, you are considering the cloud because you want to exploit the economics and advantages of utility computing and applications.

Don't rely on just the claims of the cloud provider. Ask key clarifying questions to ensure you dispel the myths. Get details, understand.



“Today, we consider having a Contact Center in the Cloud essential to providing great customer support. We have significantly improved the quality of our customer experiences-consistently and across all locations.”





BUILDING A HAPPIER WORLD, ONE EXPERIENCE AT A TIME.

# Our Story

It was a novel idea. Intelligently route calls to an array of at-home agents anywhere, anytime via the Internet. The result: the most advanced technology of its time and the industry's first cloud contact center platform. What once started as a novel idea in 2000 has become an obsession. We're on a mission to connect the most passionate, customer-focused brands with game-changing, cloud-based solutions to transform the way businesses and individuals interact and perceive each other. Today, LiveOps Cloud Contact Center as a Service (CCaaS) platform enables 24/7, 360-degree, real-time interactions with your customers on their channel of choice whether it be traditional voice, email, chat, SMS, social or mobile. Our always-on, highly secure, true multi-tenant and instantly scalable platform empowers agents, delights customers, and improves the bottom line.

