



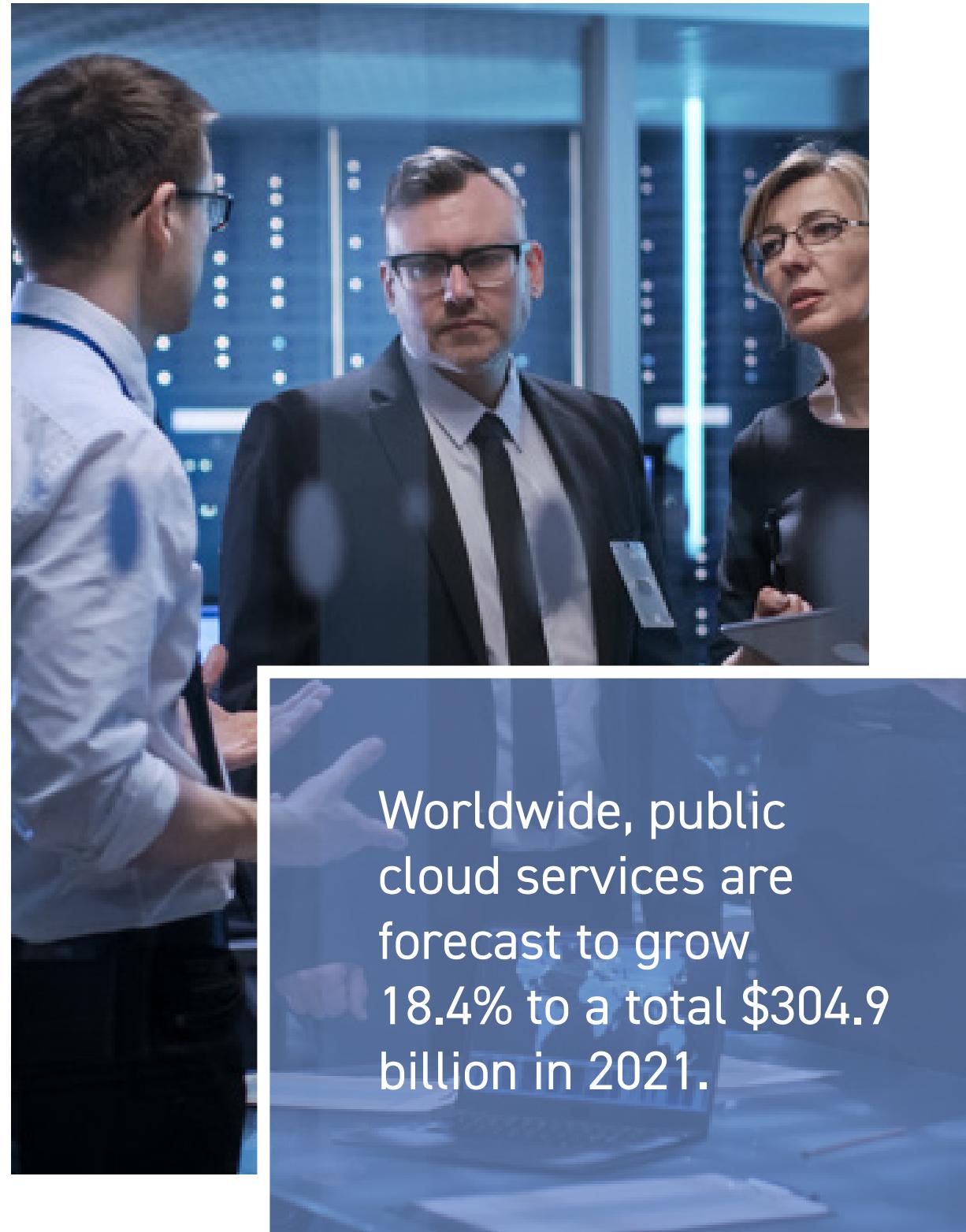
ALVARIA®

THE CASE FOR CLOUD

How Workforce Management Software-As-A-Service
Can Transform Your Contact Center



THE CHALLENGE | Transitioning from Premise to the Cloud



Worldwide, public cloud services are forecast to grow 18.4% to a total \$304.9 billion in 2021.

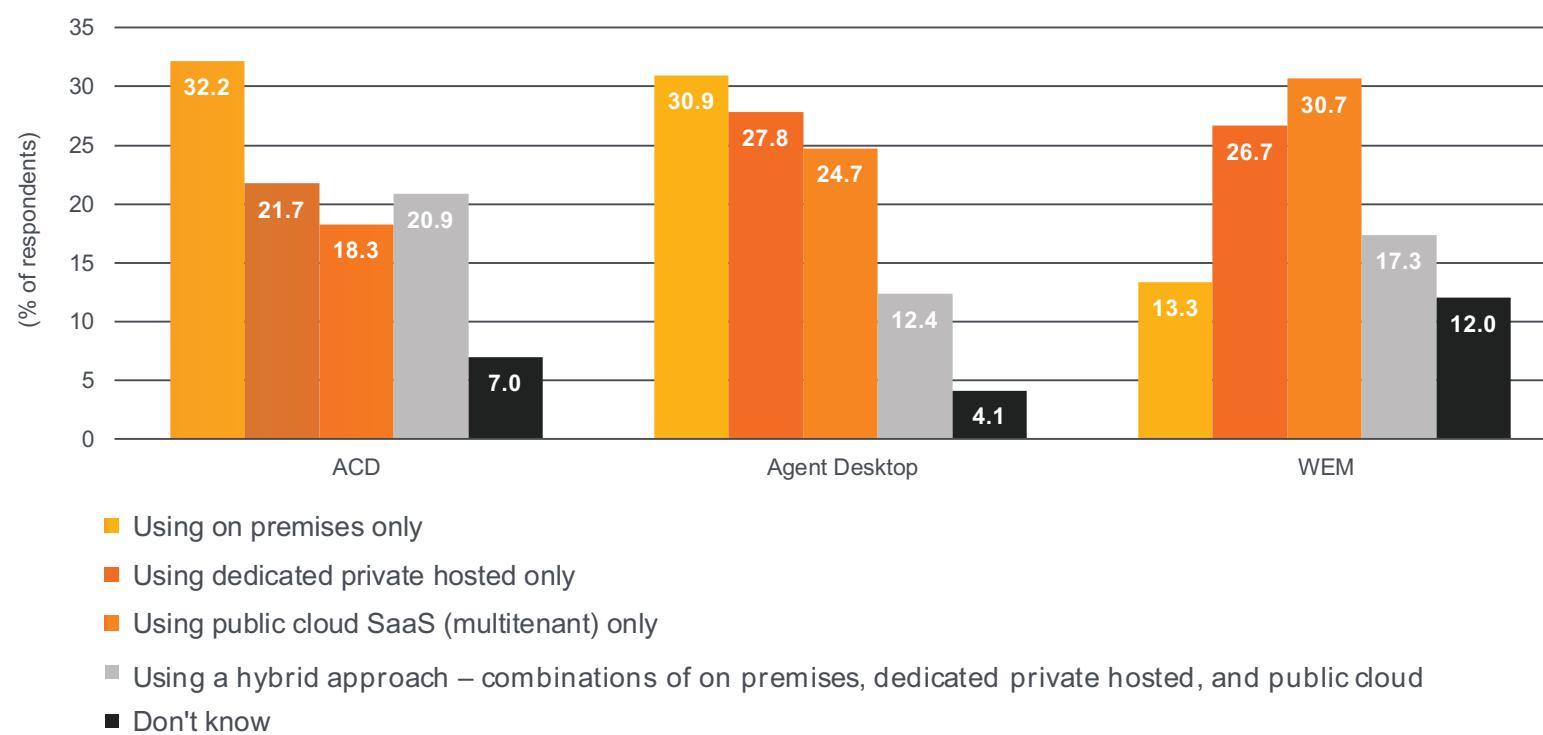
If you work in the contact center industry, you know that migration to the cloud is a common topic of discussion. Many enterprises are wrestling with the issue of what software they might want to move to cloud delivery.

Gartner reports that worldwide end-user spending on public cloud services is forecast to grow 18.4% in 2021 to \$304.9 billion, up from 257.5 billion in 2020. In fact, according to Gartner, “The pandemic validated cloud’s value proposition. The ability to use on-demand, scalable cloud models to achieve cost efficiency and business continuity is providing the impetus for organizations to rapidly accelerate their digital business transformation plans. The increased use of public cloud services has reinforced cloud adoption to be the ‘new normal,’ now more than ever.”

For most centers, it’s not a question of whether they will take the leap but when they will.

Cloud Deployment Plans for Contact Center Functionality¹

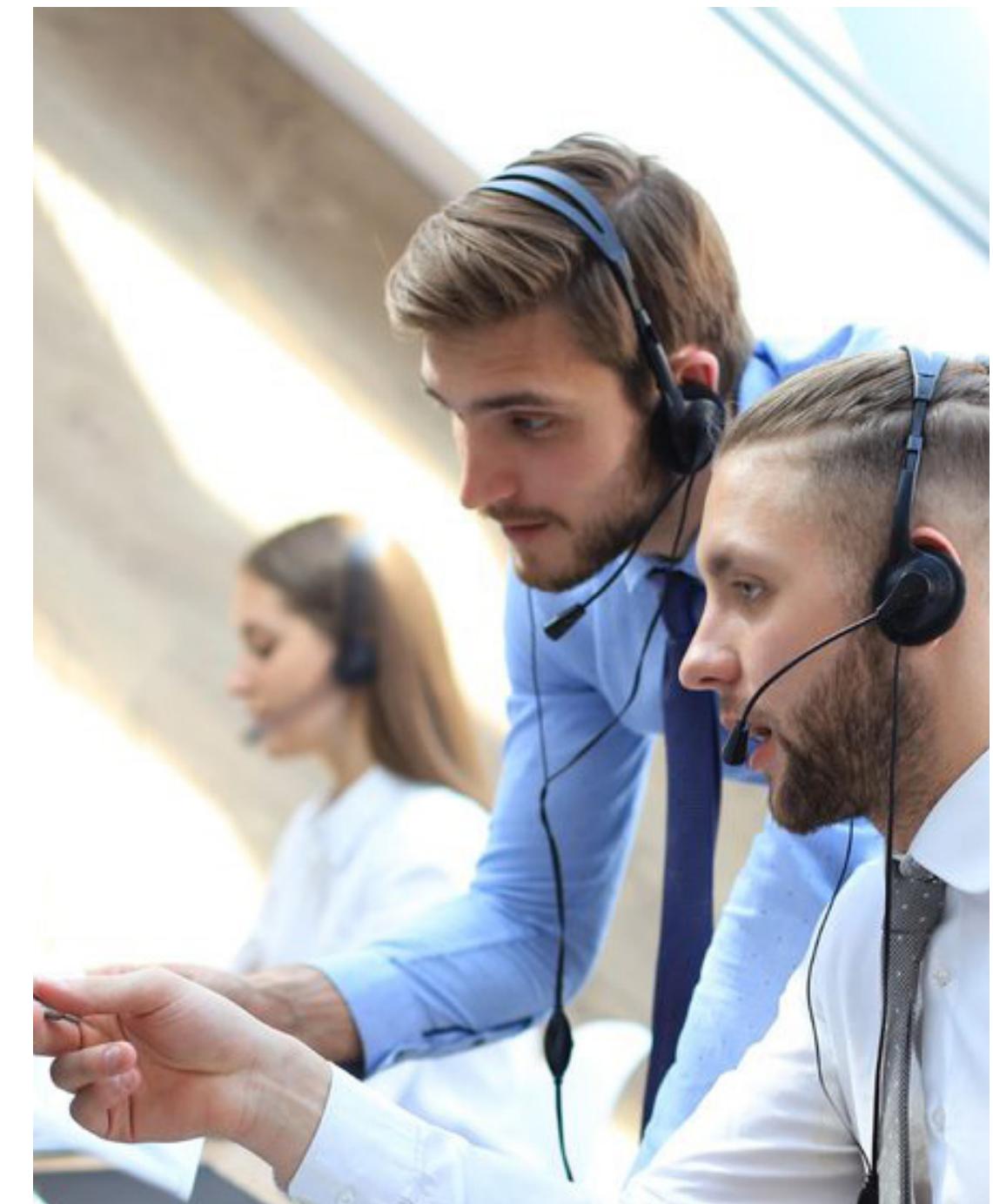
Contact centers' plan to use these applications on premises or in the cloud in the next 18 months



The increasing interest in cloud contact centers is a natural consequence of advances in cloud technology and the collective movement toward Software as a Service (SaaS) offerings of ACDs, CRM, WFO, HRIS and other contact center-related software.

We're completely comfortable with Microsoft Office, Salesforce and our own music collections existing and operating somewhere far away from our personal premises. And the benefits of a cloud contact center are increasingly obvious, even to those who have been historically skeptical.

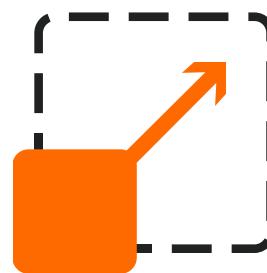
1. IDC's Contact Center Metrics Survey, January 2021



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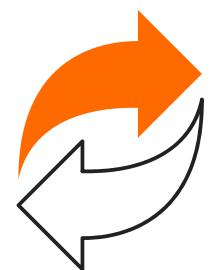
Cloud Contact Center Benefits

When evaluating the potential benefits of a cloud contact center, many businesses make the mistake of focusing primarily on the cost savings of software-as-a-service. While affordability is one of the most attractive features of software-as-a-service, it is far from the only benefit businesses can attain from transitioning from on-premise to the cloud.



High Scalability

Most contact centers have significant swings in the number of agents required to service customers. Why purchase and maintain hardware sized to support your peak staffing? Let your cloud provider do the scaling for you.



Ready Access to Enhancements

Many contact centers see the value in getting software enhancements as soon as the new version releases. Read on to understand how getting quick access to new features and enhancements are critically important.



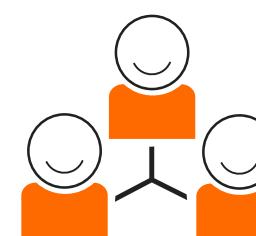
Lowest Total Cost of Use

Hardware, IT staffing, facilities, disaster recovery and other data center charges can be converted from fixed costs to variable costs with the cloud provider passing along savings they get from operating with economies of scale. Also, on-premises software upgrades usually require a significant amount of work for the software provider and the cost is passed on directly to the customer as a professional service charge or is embedded in the license fee.



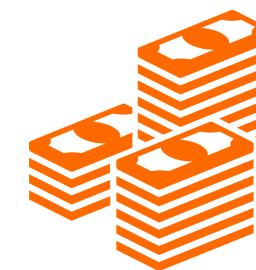
Reduced IT Dependency

IT departments as cost centers are almost universally understaffed, at least in the eyes of the business unit. Greatly reduce the need for IT with SaaS.



Ubiquity

The internet is virtually everywhere. With a SaaS model, you can have centralized agents, work-at-home agents, supervisors, workforce planners and administrators anywhere you like.



Affordability

The cost of workforce management (WFM) software and options may be expensive in an on-premises licensed delivery mode. In the cloud, the software provider can amortize the cost of software over many customers using multi-tenancy, effectively lowering the price for the end-user.

Contact centers are constantly striving to deliver higher customer satisfaction at a lower cost, while maintaining a happy work environment for employees. Workforce management software is the essential workforce optimization tool that ensures the proper balance among these three important objectives. But technology and customer demands are continuously changing. Your workforce management software must evolve to continue to give you the best results.

Consider these seismic changes that will necessitate regular software enhancements:



WFO Integration

The historically disparate components of WFO need to be integrated into process workflows that span multiple components such as automatically scheduling coaching sessions in WFM when the need is identified in quality management (QM).



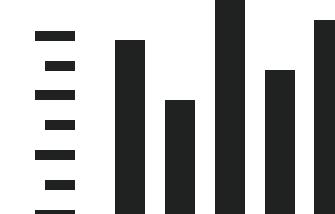
Agent Engagement

Businesses recognize the need to create an environment that ensures agents are fully engaged in their work. New features such as a graphical user interface, remote scheduling via smartphone app and gamification are changing the life of the typical agent.



Omnichannel

Growth in digital channels is unprecedented, but traditional WFM models can't accurately schedule agents in a non-voice world. WFM forecasting and scheduling features and models must evolve to optimally schedule labor across voice and digital channels.



WEM Intelligence

Workforce Engagement Management (WEM) and analytics tools are already providing many valuable insights into contact center operations, and AI/machine learning will help guide agents and supervisors to take the next best action.

Which Cloud is Right for You?

For those seriously entertaining a move to the cloud for WFM, there are really two options: public cloud or hosted (aka private cloud) delivery. WFM software delivered through the public cloud enables true software-as-a-service available to anyone with a web browser. Hosted WFM software, on the other hand, is quite similar to on-premises delivery, except additional telecom lines are required to transport workstation and contact data to remotely located WFM servers. The table on the next page highlights some of the similarities and differences between these two cloud delivery mechanisms.

For the vast majority of contact centers, public cloud delivery is the most desirable option. Larger and more complex implementations may require a private cloud implementation.

"I've used Alvaria Workforce™ for years and when it came time to upgrade our old system, I knew that Alvaria would help us meet the requirements of our contact center, reduce our costs and deliver advanced reporting."

—Isabel De Almeida, VP, Workforce Operations at Citizens Financial Group (AlvariaTM Private Cloud)



Choosing the Right Cloud for Your Needs



Public Cloud

Less expensive than private cloud

AWS, Azure, etc.

Limited customization

High

Software provider

Free

Limited

Price

Environment

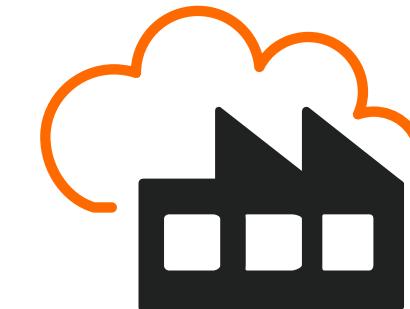
Customization

Scalability

Control of Upgrades

Upgrade Price

Level of IT Control



Private Cloud

Lower TCO than on-premises

Rackspace, Cloureach, etc.

Fully customizable

Unlimited users

Customer

Professional Service Charge

Moderate



Where to Start with Cloud

For those on-premises contact centers being tempted by all the advantages of the cloud, workforce management software could be the best way to begin your journey.

Many contact centers currently operate WFM systems that are provided by software vendors different from their quality management/recording systems. WFM is fairly autonomous because the data integration with the ACD, dialer and other systems is not real-time nor complex, and the data is not confidential, so security is a minor concern. These relaxed constraints dramatically lower the barriers to moving WFM up into the public cloud.

Getting all the benefits of the cloud highlighted above, with all the capabilities of a rich on-premises workforce management solution, with minimal additional risk, is a best-of-all-worlds scenario that deserves serious consideration.

Meet Alvaria Workforce™

The Premier WFM Cloud Solution

Alvaria Workforce deployed on the Alvaria Cloud Platform™ is the SaaS version of Alvaria's #1-rated workforce management solution, available in public cloud environments like Amazon Web Services (AWS) and Microsoft Azure.

This best-of-breed, workforce management application deployed on the Alvaria Cloud platform includes the rich features and options enjoyed by our many on-premises customers, and is a natural migration path from an on-premises offering—whether Alvaria's or another WEM software vendor's.



Best-of-Breed Workforce Management Solution

Alvaria offers best-of-breed workforce optimization and interaction management software that powers many of the largest and most well-known organizations in the world. Available on-premises or in any public, private or hosted cloud environment, Alvaria WEM offers applications for workforce management, performance management, quality management and reporting.

This functionality makes it possible to more effectively engage, motivate and evaluate your agents, resulting in higher performance and better customer outcomes, including faster issue resolution.

See why Alvaria is the global leader in workforce management solutions, both on-premise and in the cloud.

Contact us today for more information or to set up a demo.

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