

# Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16

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## Summary

### Catalyst

As businesses continue to replace their existing premise-based contact centers with cloud solutions, vendors are rapidly developing their capabilities and making acquisitions in the space. It can be difficult for enterprises to navigate the broad array of available cloud contact center offerings. The cloud contact center solutions and vendors are diverse; they include offerings from legacy contact center vendors, specialist multi-tenant players, emerging niche solutions, and large telecoms and outsourcing providers.

This report reviews many of the leading cloud contact center solutions, with particular emphasis on the ability of providers to handle multichannel customer interactions and connect data through analytics. It compares solutions based on the strength of their technology platforms, the views of their customers, and the impact that each company has in the marketplace. Ovum has selected vendors for comparison based on their ability to offer full voice call routing in the cloud. All the selected vendors have the capacity to route at least one interaction channel beyond voice.

### Ovum view

It is vital that contact centers add new services to ensure that agents can respond to customer inquiries from across web and mobile platforms to make interactions smoother and improve resolution rates. Cloud technology is rapidly gaining traction in the contact center because it enables enterprises to gain access to the latest capabilities via fast upgrades rather than through entire platform overhauls.

Aside from transforming the payment model from capex to opex, cloud contact centers can typically be deployed faster than those on premise. They give organizations more flexibility to change the number of agents or to switch interaction management via different channels. These advantages, plus an improvement in the scalability and reliability of cloud solutions, means that cloud contact centers are now an option for all sizes of contact centers, as indicated by the rapid growth across the market. New multi-tenant solutions are emerging and contact centers are rapidly adopting these capabilities.

At the same time, many enterprises face challenges in switching to cloud from their legacy premise-based solutions. Many will be restricted by the familiarity of their old systems and a hesitation to switch to an entirely new multi-tenant offering. As a result there is an opportunity for vendors to sell hybrid solutions to larger organizations that want the advantages of someone else managing their platform while retaining some control or knowledge of the location of their customer data. Professional services around migration and ensuring the switch occurs with minimal downtime will be essential for these contact centers.

The increased acceptance of cloud among enterprises as well as the addition of many new vendors in the market means that the competitive landscape for cloud contact center solutions has become complex. Enterprises need assistance in finding the right platform to meet their needs; size of contact center, speed of deployment, channel requirements, and depth of capabilities will all impact their decision. This Ovum Decision Matrix provides an in-depth view of many of the leading cloud contact center vendors to help enterprises find the most suitable platform for their needs.

## Key findings

- As larger contact centers make the switch to cloud they will need assistance to migrate customer data while ensuring minimal disruption to operations.
- Enterprises must decide whether they will choose a multi-tenant cloud solution or host their solution in a private cloud. Legacy vendors offer a choice of deployment methods that will match the needs of those contact centers that want to make a gradual switch.
- Multi-tenant solutions are now more mature and fully featured, making them viable for even large contact centers with thousands of seats.
- The current vendor landscape includes companies with four key backgrounds: pure multi-tenant cloud providers, traditional premise vendors with hybrid and newer cloud offerings, telecoms carriers, and outsourcers-turned-technology-providers.
- Newer vendors are ramping up the competition with advanced multichannel interaction capabilities and other attractive services offerings.
- Ovum has placed four vendors in the leader category: inContact, Genesys, LiveOps, and Interactive Intelligence. These vendors have a range of cloud approaches; all have a great deal of experience and proven reliability in delivering secure, advanced services. The leaders all have a good base of contact center customers, as well as advanced multichannel offerings.
- Five9, 8x8, and NewVoiceMedia are all worthy competitors with robust offerings that meet the needs of different contact centers.
- Overall, the differences in capabilities between vendors in the leaders' category and the designated challengers and followers were relatively slight. Ovum therefore recommends that enterprise buyers consider all seven vendors in the sample, having first looked internally to determine the unique characteristics of their requirements in order to best match to a potential service provider.

## Vendor solution selection

### Inclusion criteria

Ovum has selected vendors for comparison based on their ability to offer full voice call routing in the cloud. All the selected vendors also have the capacity to route at least one interaction channel beyond voice and a minimum of 10,000 agent seats globally. All vendors have a multi-tenant cloud offering and many also provide hybrid and single tenant solutions alongside their existing premise-based contact center platform. The vendors in the complete Decision Matrix evaluation also own their own technology and host their services in their own data centers. They were evaluated not only on their technical strengths but also their market impact and the opinions of their customers.

To understand the competitive dynamics in the cloud contact center market, Ovum evaluated and profiled the following providers:

- 8x8
- Five9

- Genesys
- inContact
- Interactive Intelligence
- LiveOps
- NewVoiceMedia.

In addition to these seven vendors, Ovum also examined Aspect, Cisco, and Vodafone, but we did not include them in the complete scoring because they do not meet all of the criteria for the Decision Matrix. For example, Cisco provides a contact center platform but customers can deploy it only through partners. Vodafone is one such partner; it hosts and resells Cisco's solution without having control over the development of the technology. Aspect does offer two different hosted options for its customers, but is relatively new as a cloud contact center provider and was unable to participate in the customer sentiment and market impact sections of the Decision Matrix.

This list of cloud contact center vendors is far from exhaustive; many emerging cloud players in the market offer competitive solutions. The report also excludes many of the outsourcers and telecoms organizations that play a prominent role in the contact center services market, leveraging many of the platforms from the above organizations in order to sell contact center services. Leading service providers AT&T, BT, Telefonica, and Verizon all offer a range of contact center cloud services that meet the needs of many different types of enterprise. Unified communications (UC) providers ShoreTel and Mitel offer integrated cloud contact center tools.

Contact centers should also review some of the less well-known cloud players that have unique capabilities and market strengths:

- CenturyLink
- Corvisa
- Content Guru
- Enghouse (CosmoCom)
- Magnetic North
- Noble Systems
- Transera
- Twilio.

## Methodology

This report provides a summary of vendors' cloud contact center capabilities based on a quantitative assessment of their market impact and execution scores, as well as the technology features that they support. Ovum selected vendors that are able to offer full voice call routing (i.e., ACD) in the cloud, that can route at least one interaction channel beyond voice, and that have at least 10,000 deployed agent positions worldwide. Although some additional vendors were able to meet these criteria (notably AT&T, CenturyLink, Enghouse (CosmoCom), and Noble Systems), they were unable to provide sufficient information for a full evaluation.

All included vendors were asked to complete a full technical assessment checklist as well as provide market revenue data and a list of customers to be surveyed. Ovum used this data alongside in-house

knowledge to determine the results of the Decision Matrix. The detailed scores underpinning the Decision Matrix can be found on individual vendor radars and in Table 2 in the Appendix.

## Technology assessment

In this assessment dimension Ovum analysts developed a series of features and functionality that would provide differentiation between the leading solutions in the market place. The criteria groups identified for multichannel cloud contact center are as follows:

- **Core capabilities:** The core requirements for call handling and interaction routing, including IVR and workforce optimization.
- **Interoperability:** The ability of the platform to support TDM and IP switching, open standards, external IVR applications, and CRM connections.
- **Reliability and scalability:** The degree to which the service providers offer outage-abatement tools and assists clients with deployments of various sizes and the flexibility of different hosted configurations and deployment times.
- **Administration and monitoring:** The vendors' capabilities in system management, configuration, performance monitoring, and quality management.
- **Platform:** The vendors' capabilities in tenant separation, client upgrading, network connectivity, and telephony.
- **Services:** The offerings' professional services components, customer support options, SLA provisions, and pricing models.
- **Solution maturity:** How long the company has been in the market with a cloud-based offering, how many customers the vendor has acquired, and how deep the partnership ecosystem is built.
- **Security:** The physical integrity of the platform, particularly with regard to data center and agent desktop security and compliance with regimes such as PCI.
- **Multichannel:** The capabilities offered by vendors in handling non-voice interactions, particularly email, web chat, web collaboration, social media, mobile, and cross-channel communications from end-user customers.
- **Solution breadth and depth:** How well each part of the vendor works together to deliver a fully functional cloud contact center platform; it takes into consideration integration with different partners and the availability of various deployment options.
- **Vendor strategy:** Each market participant's global presence, product/technology road map, go-to-market plans, and brand equity in the cloud contact center space.

## Execution

In this dimension Ovum analysts reviewed the capability of the solutions in the following key areas (based on a survey of vendor customers). At least eight completed customer survey responses were required for each included vendor.

- **Product quality:** An assessment of customers' views of the overall quality of the platform offerings and the services received.
- **Hosting reliability:** An assessment of the vendors' ability to maintain effective service levels over time.

- **Features and functionality:** The depth of features and capabilities within the products.
- **Multichannel innovation:** An assessment of customer perception of the adequacy of the vendors' non-voice interaction capabilities and their ability to adapt quickly to new tools.
- **Usability of products:** An assessment of whether the agent desktop and supervisor administration tools are user friendly.
- **Ease of integration:** An assessment of whether the contact center platform is flexible and easy to integrate with additional systems such as CRM, IVR, and analytics applications.
- **Pricing:** An assessment of whether the system provides value and is competitively priced.
- **Customization:** An analysis of how readily the vendors work with clients to integrate and customize the offering to each unique deployment.
- **Professional services:** An assessment of the ability of a vendor to provide services, for example to help a customer migrate from a legacy platform or add new channels to their system.
- **Deployment time:** An assessment of the speed and ease of installation.

## Market impact

The global market impact of a solution is assessed in this dimension. Market impact is measured across five categories, each of which has a maximum score of 10.

- **Revenues:** Each vendor's 2014 cloud contact center revenues were calculated as a percentage of those of the market leader. This percentage was then multiplied by a market maturity value.
- **Revenue growth:** Each vendor's revenue growth estimate for the financial year 2013–14 was calculated as a percentage of the growth rate of the fastest-growing solution in the market; the percentage was then multiplied by 10.
- **Geographical penetration:** Ovum determined each vendor's revenues in three regions – the Americas; Europe, the Middle East, and Africa (EMEA); and Asia-Pacific. These revenues were calculated as a percentage of the market-leading solution's revenues in each region and multiplied by 10. The solution's overall geographical reach score is the average of these three values.
- **Customer size:** Ovum determined the percentage of each vendor's revenues from contact center deployments across four size bands: fewer than 100 agents, 100–499 agents, 500–999 agents, and 1,000 agents and above. These revenues are calculated as a percentage of the revenues of the market leader in each region, multiplied by 10. The vendor's overall customer size-band score is the average of these three values.
- **Vertical penetration:** Ovum determined each solution's revenues from the energy and utilities, financial services, healthcare and life sciences, manufacturing, media and entertainment, public sector, retail wholesale and distribution, telecoms, and travel and transportation verticals, along with "other" (primarily BPO) businesses. These revenues are calculated as a percentage of the market leader's revenues in each vertical and multiplied by 10. The solution's overall vertical penetration score is the average of these values.
- **Recognition:** A measure of the portion of the surveyed customers who reported familiarity with the vendors' offerings.

## Ovum ratings

Ovum also provides guidance for enterprises looking to deploy cloud contact center solutions and places vendors into three categories: “leader,” “challenger,” and “follower” categories using the aggregated results of the Decision Matrix. Because realizing the value from a hosted contact center deployment is critically dependent upon the solution’s fit with the enterprise’s overall customer interaction strategy, a decision to purchase one solution over another should be based on a broad array of factors. These include (but are not limited to) the degree of alignment between the solution’s features and functionality and the specific objectives of the enterprise’s customer interaction and contact center strategy. As a result, Ovum’s recommendations of shortlist, consider, and explore should be taken only within the context of an enterprise’s specific solution requirements.

- **Market leader:** This category represents the leading solutions that we believe are worthy of a place on most technology selection shortlists. The vendor has established a commanding market position with a product that is widely accepted as best-of-breed.
- **Market challenger:** The solutions in this category have a good market positioning and are selling and marketing the product well. The products offer competitive functionality and a good price-performance proposition, and should be considered as part of the technology selection.
- **Market follower:** Solutions in this category are typically aimed at meeting the requirements of a particular kind of customer. As a tier-one offering, they should be explored as part of the technology selection.

## Market and solution analysis

### Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16

Although cost may be the initial starting point for enterprises to consider deploying a cloud contact center, they should also consider using technology to differentiate against their competitors. The cloud also offers a way for enterprises to gain access to the latest multichannel capabilities and tools without having to replace their systems. Enterprises can then easily adapt to customer trends and behaviors as customers switch to digital web and mobile channels to find resolutions to their issues. Instead of having to deploy a new tool from scratch, enterprises can add new channel modules without needing to overhaul their contact center solution.

For example, if customers are using web chat to communicate, the enterprise will need to reassess its chat capabilities and ensure that customer chat data can be linked with traditional voice records. Agents need to be prepared to handle queries in this channel and tailor their responses accordingly. Enterprises may decide to migrate a small number of agents at first to handle web chat and then gradually broaden the number of agents with this capability. Cloud-based customer service infrastructure provides more flexibility in adding new channel features gradually according to customer needs.

In addition, cloud contact centers are often faster to deploy and easier to scale, with reduced administration for adding new agents and scaling for seasonal demands. Enterprises can plan for a

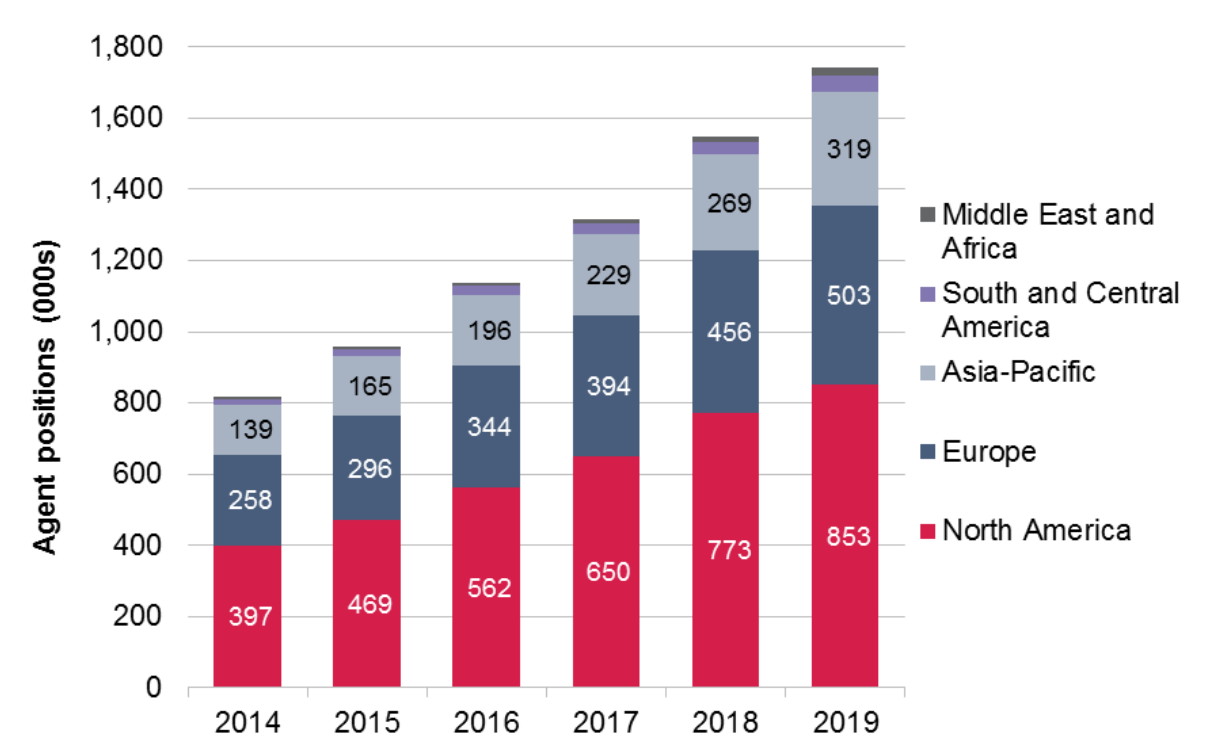
smaller initial outlay, counting on more flexibility to trial new channels and capabilities down the road. Migration can be staged with less impact on existing tools and staff.

Enterprises that are investing in cloud contact center tools should use new investments to evolve and become more customer-centric. Rather than focusing on cost savings and customer satisfaction, they can focus on customer advocacy through addition of digital services and careful monitoring of customer sentiment.

When selecting a cloud contact center vendor, enterprises should consider how the potential solution can help them to add new functionality in stages. Vendor road maps, technology partnerships, and investments in cloud infrastructure should all be reviewed as part of the selection process. This is especially true when considering offerings from legacy-premise vendors. Technology providers with a foot in both worlds need to explain how their migration and R&D strategies will affect clients.

As Figure 1 shows, high growth in the number of agent seats using cloud technology is predicted in all regions over the next five years.

**Figure 1: Growth in cloud contact center agent seats by region**

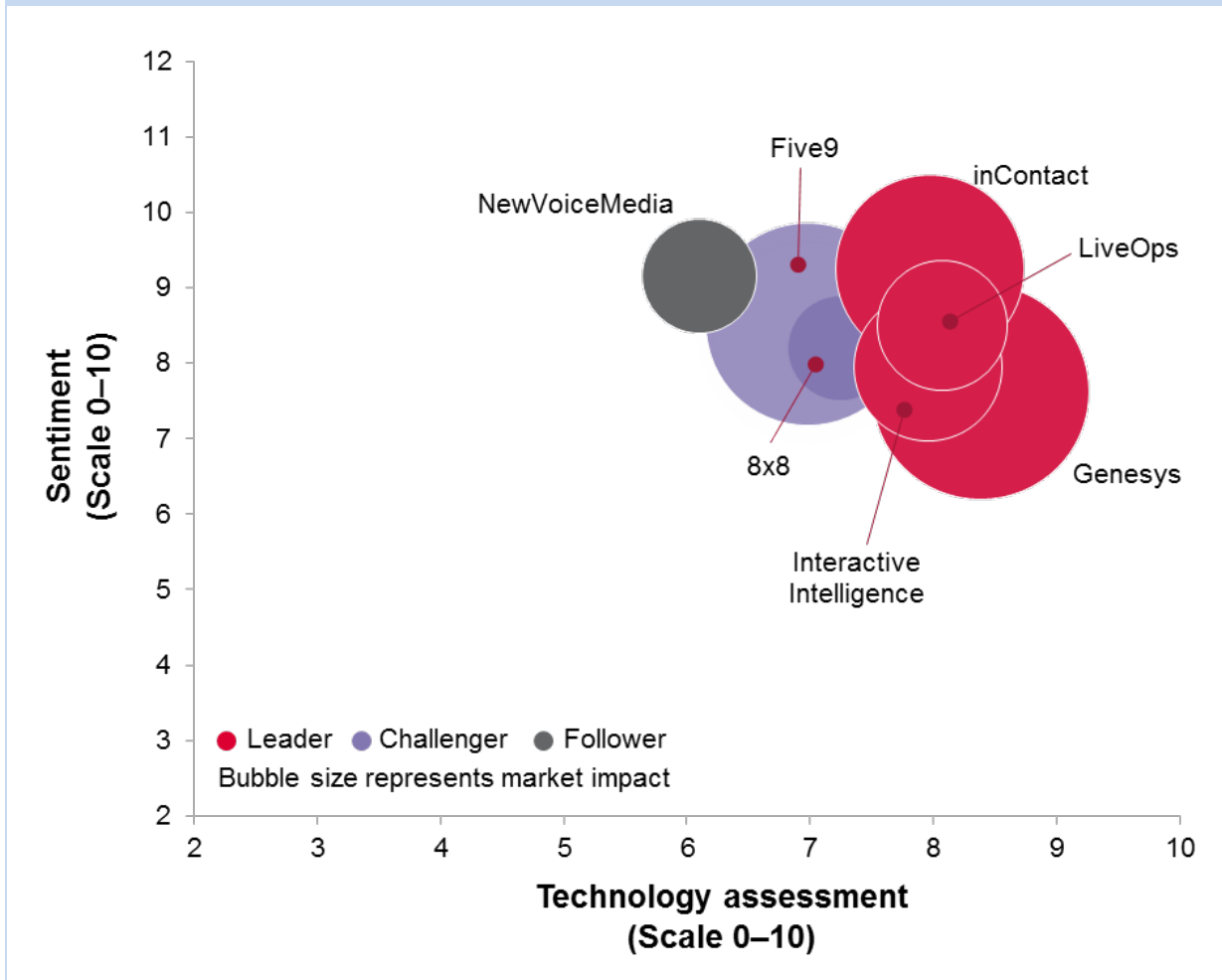


Source: Ovum

Figure 2 depicts the leading vendors in a bubble chart. The average scores from the technology assessment, execution, and market impact analysis were used to plot the vendors.



**Figure 2: Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16**



Source: Ovum

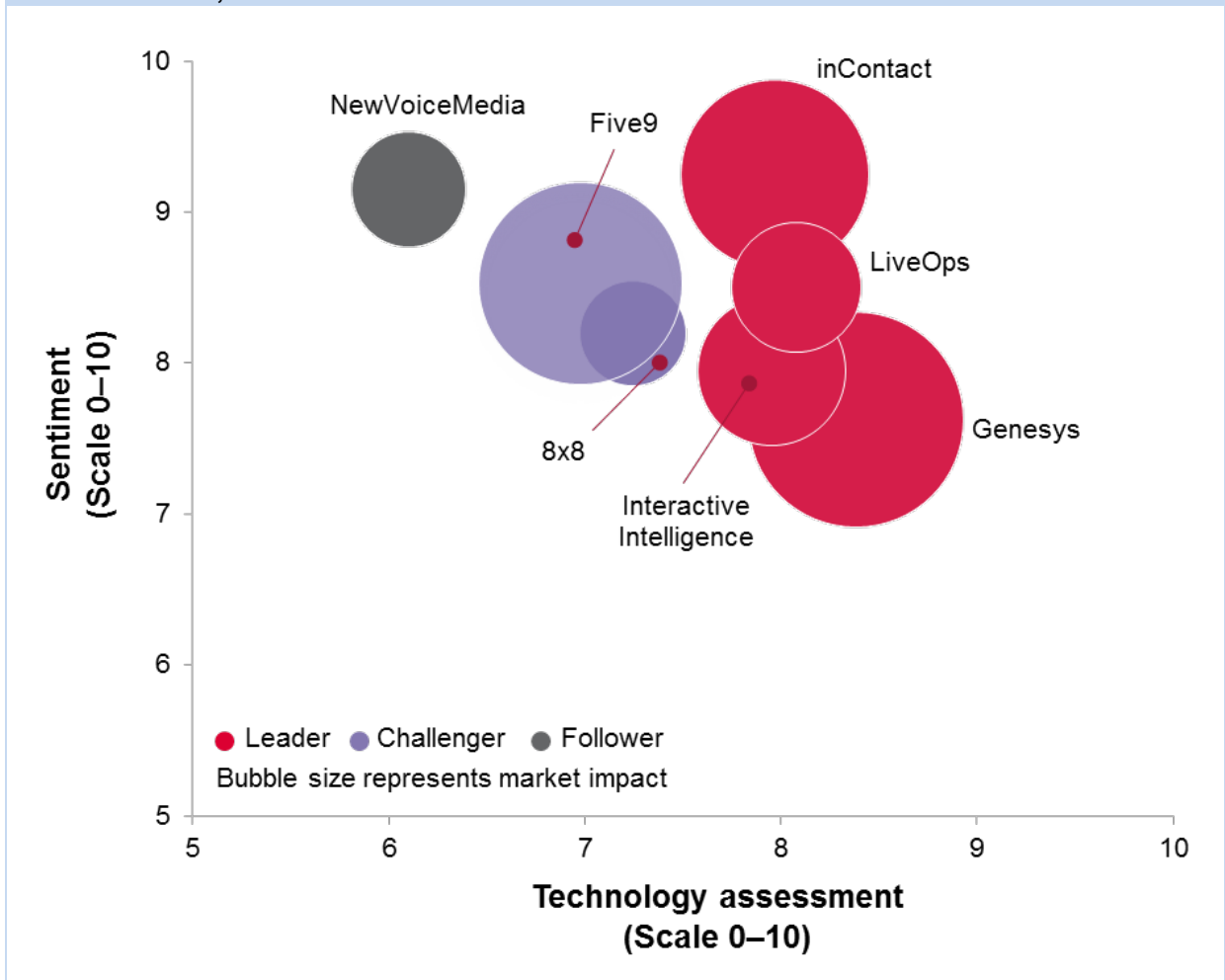
The closeness of the scores for all the rated vendors indicates an industry where fierce competition has enforced a series of baseline technical capabilities. Differentiation is increasingly based on either the market segment the companies target, the quality of consultative professional services, and the degree of integration with other related technology stacks. All the cloud vendors are moving toward feature parity with each other and with their premise-based competitors. In addition, all vendors were rated highly by their customers, with each vendor scoring an average of more than 7.5 for the execution portion of the Decision Matrix.

As a result of the close scoring the leaders were determined by their technical assessment, requiring a mark of more than 8.0 to classify in this category. Thus inContact, LiveOps, Genesys, and Interactive Intelligence are all rated leaders; 8x8 and Five9 are close behind, scoring more than 7.0 in the technical assessment. NewVoiceMedia is rated a follower because it scored slightly lower in the technical assessment and has a smaller market impact than many of the others.

Figure 3 shows the scores in an expanded version of the Decision Matrix in which the market nuances are more apparent. Interestingly, two of the players with the highest technical scores are those that also offer legacy premise-based solutions; Genesys and Interactive Intelligence have been offering communications and contact center tools for more than 20 years. Through acquisitions, notably those

of Utopy, Echopass, and SoundBite in 2013, Genesys has gained a large market share of cloud customers as well as a broad range of technical strengths. Interactive Intelligence introduced a new multi-tenant solution in 2Q15, in addition to its existing single-tenant cloud suite. The vendor now has a full range of internally developed cloud offerings to meet the needs of different-sized customers that are looking for different deployment types.

**Figure 3: Expanded view of Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16**



Source: Ovum

The rest of the vendors in the Decision Matrix offer cloud-only contact center platforms and are worthy of consideration by those looking for a multi-tenant solution. Among these players, inContact and Five9 have the largest market share, reflected by the size of the bubbles in the figures. Both these vendors were early to market with their multi-tenant offerings and have gained a large base of customers by continued expansion. LiveOps introduced its platform slightly later than these players but has the advantage of also offering agent services and has developed numerous unique technical capabilities. Finally, 8x8 and NewVoiceMedia have the smallest market presence to date. However, both vendors are seeing rapid growth in the number of customers deploying their platforms and should not be overlooked.

**Table 1: Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16**

Market leaders	Market challengers	Market followers
Genesys	8x8	NewVoiceMedia
inContact	Five9	
Interactive Intelligence		
LiveOps		

Source: Ovum

## Market leaders: Genesys, inContact, Interactive Intelligence, and LiveOps

Genesys, inContact, Interactive Intelligence, and LiveOps are all identified as market leaders in this Ovum Decision Matrix. These vendors are all established contact center players with robust technology capabilities and proven market share. They are rated as leaders for their high technology scores: all four vendors gained over 8.0 in the assessment and also received high ratings from their customers.

Despite their roots in the on-premise world, Genesys and Interactive Intelligence have enhanced their cloud tools over the last few years, Genesys through acquisition and Interactive through continuous in-house technology development. Genesys is renowned for its broad technical capabilities and it continues to show that it is a leader for its technology, even though it has now made the transition to cloud services in addition to its on-premise offerings. It has gained a large customer base from its cloud acquisitions, has seen very high growth in uptake of its cloud products, and has a good geographical presence across Europe and Asia as well as in the US.

Interactive Intelligence has also successfully added cloud capabilities to its premise-based offerings. It has worked hard to prove itself a strong cloud contender and now has a significant percentage of its customers using its cloud solution. Although its multi-tenant offering was brand new when this Decision Matrix was written, the vendor’s ability to adapt and offer numerous different cloud deployment options for its customers is a strength that helped it to gain a place among the market leaders.

InContact has long-term presence in both the contact center market and as a regional telecoms carrier; it has benefitted from its strong reseller and partner base, including Verizon in the US, which is helping it reach larger clients. The vendor has gained a large installed base of contact center customers and continues to see high growth for its cloud solutions. Its technical capabilities are bolstered by its own workforce optimization solution as well as a partnership with Verint.

Much of LiveOps’ growth can also be attributed to relationships: its channel partner program was rolled out in 2013 and now accounts for about 50% of the company’s sales. LiveOps has introduced unique multichannel functionalities including context routing and supports WebRTC calling for contact centers looking for an alternative communications mechanism.

## Market challengers: 8x8 and Five9

The challengers are vendors that have had success in the market and have strong technical capabilities. Both 8x8 and Five9 are aggressively trying to move upmarket into larger enterprises. Like others in this space, 8x8 has grown through acquisitions, notably that of Contactual. It has also acquired more specific capabilities in the areas of workforce optimization and outbound. As noted below in the vendor profiles, 8x8 is also trying to grow its footprint outside the US, with expansion into EMEA a key part of the plan. Indeed, the market has so far been very regionally focused, but as vendors try to cater to larger multinational clients they have to expand their networking footprint, often by opening data centers in diverse locations to assure reliability (and to ensure that certain customers' data does not cross international boundaries). The advantages of 8x8 include tight integration with its UC and telephony platform, as well as competitive pricing and fast deployments.

Five9's strengths lie in its lengthy cloud experience: it released its first cloud contact center solution in 2003 and today has a very large market share, with revenues of more than \$100m. It has invested in its own social media communications management platform via the acquisition of SoCoCare in 2013 and is rapidly expanding its footprint outside the US. Ovum believes that Five9 has a very valuable market offering that is robust enough to support large centers, but that it has limited its growth by focusing on a direct sales strategy.

## Market followers: NewVoiceMedia

NewVoiceMedia was founded in the UK and has seen very strong growth for its internally developed cloud contact center platform. It has expanded to the US, opening offices in San Francisco and New York. The vendor's unique proposition is that it has separate platforms for inbound and outbound communications in its ContactWorld products. However, the vendor relies on partners for much of its multichannel functionality, leading it to receive lower scores for its technology assessment. It integrates with Salesforce for email, SMS, and web chat, as well as analytics, meaning that its solution is best suited to customers that already have or are planning to deploy a Salesforce CRM platform.

## Market leaders

### Market leaders: Technology

For the technology radar, Ovum has focused on 10 axes that represent the most important features relating to a cloud contact center as shown in Figure 3. The vendors scored well for this assessment across the board, but the results show the leaders with higher scores in many of the categories. LiveOps and Genesys in particular stand out for having broad capabilities, multichannel functionality, and clear-cut strategies.

**Figure 4: Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16 – Technology**



Source: Ovum

Despite some of the vendors having had cloud capabilities for more than 15 years, scores for solution maturity are notably lower than the other categories. In addition to the number of years providing cloud solutions, vendors were rated on their networks of resellers and partners as well as internal professional services teams related to cloud contact center solutions. Having been in the market longer than any of the other vendors in the Decision Matrix, inContact is pinpointed as the leader for solution maturity. It has developed a large reseller network to grow its customer base.

Deploying a cloud contact center is an opportunity to differentiate, gain new multichannel capabilities, and optimize the contact center to meet customers' expectations. A vendor's ability to offer a range of new functionality as well as a differentiated product road map is a distinct leadership quality. Genesys, inContact, and LiveOps stood out in this category; all three vendors offer web collaboration and cobrowse features, and routing of email, web chat and social media. Genesys and LiveOps also offer customer journey solutions with the ability to retain context across channels.

Another important category in this technology assessment is interoperability. As contact centers add new routing platforms in the cloud, they will be most likely to add new modules and technologies in stages. They must ensure that all their solutions work well together, especially if they choose a best-of-breed option rather than pick a suite vendor. Contact center platforms must be integrated with CRM, automated self-service underlying telephony platforms and various agent desktop clients. Genesys, 8x8, and LiveOps showed the ability to work with a number of different third-party products.

## Market leaders: Execution

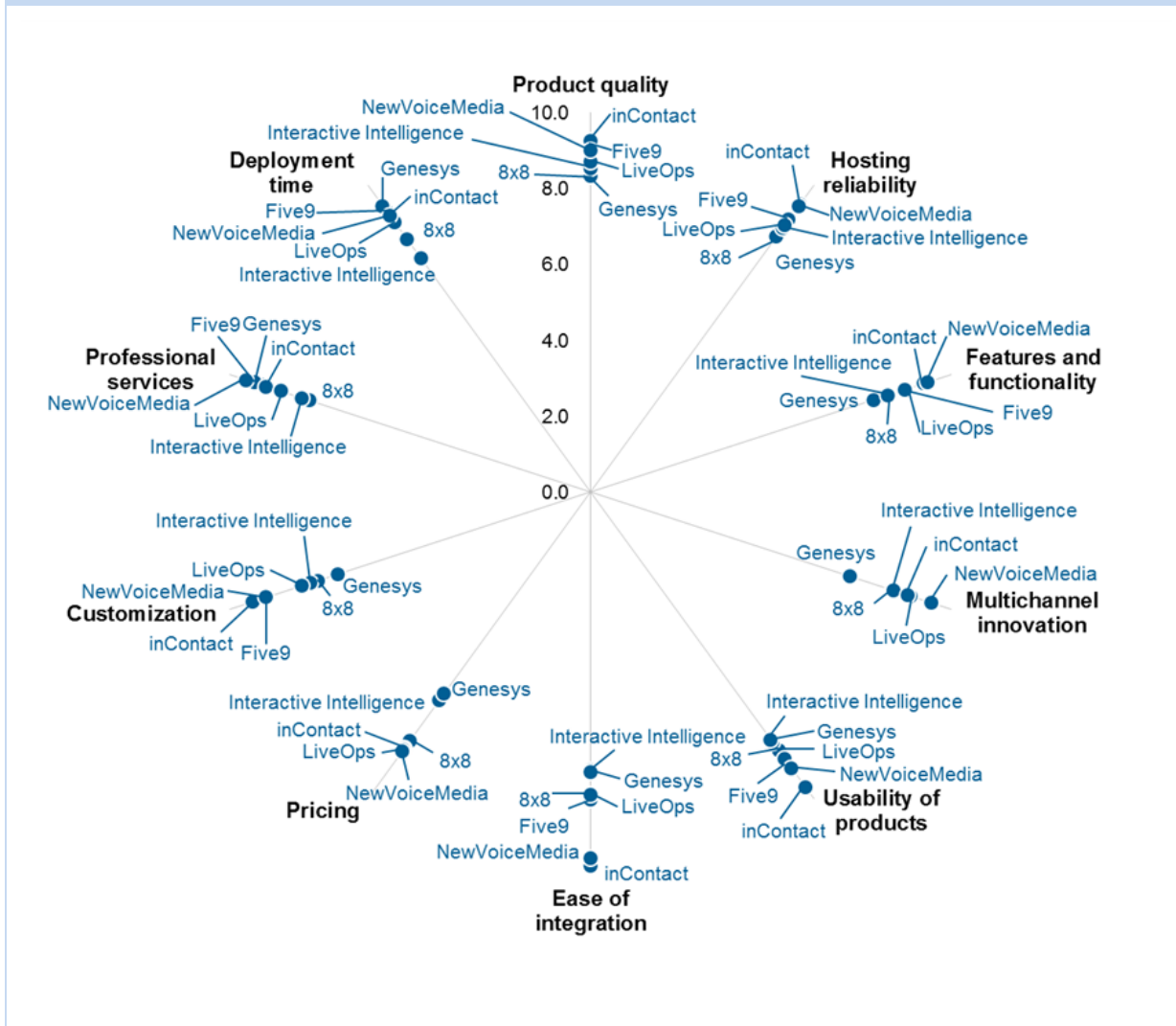
For the execution portion of the Decision Matrix, Ovum asked each vendor's customers to rate it against 10 different criteria. The results show whether a customer's perception of a vendor matches that vendor's own stated strengths. Each category is essential to a comprehensive cloud solution; in addition to product features, a vendor's reliability and ability to deploy a solution quickly must be taken into consideration.

All of the included vendors scored highly in this part of the Decision Matrix, with only small variations across the different categories. NewVoiceMedia, LiveOps, and inContact scored highest for pricing and the legacy premise-players Genesys and Interactive Intelligence scored weakest in this category. Multi-tenant solutions can often be more cost effective for customers and many Genesys and Interactive Intelligence customers have deployed more complex hosted services.

NewVoiceMedia stood out as having the overall highest scores in many of the categories in this area. Despite being one of the smaller players in the market, and having seen very rapid growth for its cloud contact center solutions, NewVoiceMedia has demonstrated that its customers value its services. They are particularly impressed with its pricing, integration with Salesforce, and customer service.

Another leader for execution is inContact, which gained top scores for a majority of the categories. In particular, inContact's customers gave it high scores for product quality, functionality, hosting reliability, ease of integration, and customization.

**Figure 5: Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16 – Execution**



Source: Ovum

## Market leaders: Market impact

Figure 6 gives an indication of how many customers a contact center vendor has gained in the market. The revenues attributed to cloud contact center solutions show the weight that a vendor has in the market and its success to date. Five9 and inContact are the largest cloud vendors in this Decision Matrix, with Genesys following closely behind. Five9 and inContact gained this strong market position through longevity as cloud providers; Genesys attained the majority of its market share through its acquisition of Echopass in 2013.

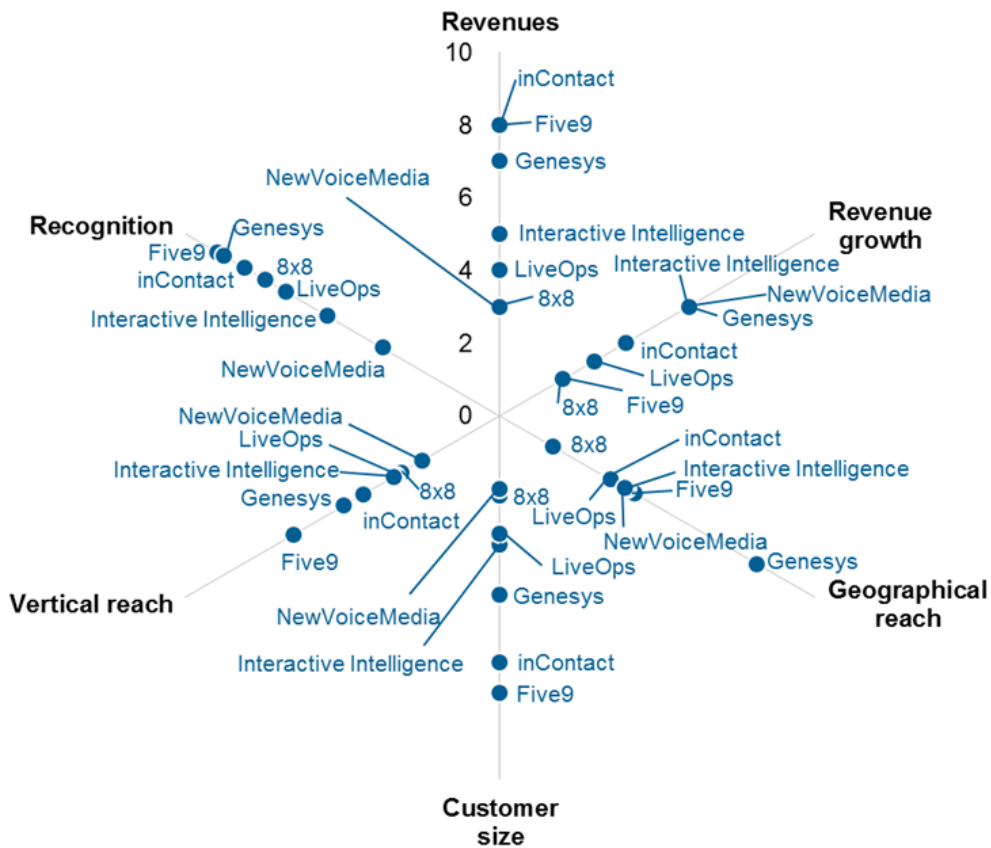
Revenue growth is another interesting category. Typically vendors with a smaller customer base have much higher revenue growth; that is true in the example of NewVoiceMedia. Interactive Intelligence and Genesys have also displayed high growth for their cloud services. Both vendors entered the market with well-respected contact center brands and experience in selling contact center tools and are rapidly gaining traction as cloud players as well as legacy vendors. The revenue growth category is also slightly misleading: despite the variation across the different vendors in this radar, all the

evaluated players have seen very high growth for their services of over 20%. The cloud contact center market represents a significant opportunity.

Geographically, most vendors evaluated here have seen a majority of their success in North America. However, many are adding new data centers and sales teams or acquiring organizations in Europe and Asia-Pacific to take advantage of the global market growth. Genesys has a stronger position in Europe, having previously been a part of French-headquartered Alcatel Lucent; joint deals helped it to grow in this region. NewVoiceMedia is the only vendor of the seven to have started in Europe and gained traction in North America. All of the multi-tenant vendors in the report are vying for market share among larger customers.

Although many have started to gain customers with more than 500 seats, this market is still relatively unsaturated by cloud contact center solutions – enterprises still have legacy installations that have not reached the end-of-life stage.

**Figure 6: Ovum Decision Matrix: Selecting a Multichannel Cloud Contact Center Solution, 2015–16 – Market impact**



Source: Ovum



## Vendor analysis

### 8x8 Virtual Contact Center (Ovum recommendation: Challenger)

8x8 is a well-established cloud telephony and contact center provider. It was initially focused on selling UC and telephony, but began reselling Contactual's contact center solutions in 2007. It boosted its own portfolio by acquiring Contactual in 2011. In 2015 8x8 further expanded its contact center footprint by acquiring London-based DXI and US-based Quality Software Corp, gaining new cloud tools for outbound, quality monitoring, and analytics. The vendor is publicly traded and, although it does not have as large a market share as some of the other players in the Decision Matrix, has remained profitable and continued to grow over the last six years.

Today 8x8's two core cloud offerings consist of: Virtual Contact Center (VCC) and Virtual Office for telephony (business phone solutions and UC). To support different-sized customers and business needs VCC is packaged into four offerings, with increasing technology functionality available in the different levels. These range from VCC Express, which meets the needs of SMEs, up to VCC, VCC Pro, and VCC Premier, which is its most fully featured offering. In addition to these packages, 8x8 also offers a number of pre-built applications add-on applications, including proactive chat, web callback, and virtual queuing.

Having had most of its success in North America, 8x8 is also expanding in Europe. The company now has nine data centers in the US, Canada, London, Hong Kong, and Sydney, supporting customers that want to manage worldwide contact centers as a single unit as well as UK-based customers brought on through the acquisitions of Voicenet and DXI. Although small and medium-sized companies make up a large proportion of the vendor's installed base, it also has some large contact center deployments, including several customers with more than 1,000 agent seats. Its vertical strengths include travel and transportation and it is also targeting healthcare as a growth industry.

One of the advantages of 8x8's contact center solutions is that they require little or no programming to install. Contact centers can implement the solution quickly, without much integration. However, 8x8 has recently introduced the Elite Touch Support Program to assist enterprise-level customers that need complex network assessment, more customized applications, and assistance with speeding up the migration from a premise-based to a cloud contact center. The vendor has a number of important technology partnerships, notably with SugarCRM, Zendesk, Salesforce, and NetSuite in the CRM space and Conversocial for social customer service. VCC includes basic call recording, and acquired quality monitoring from Quality Software Corp, but 8x8 relies on partners to deliver more complex workforce optimization. These partners include Teleopti for workforce management.

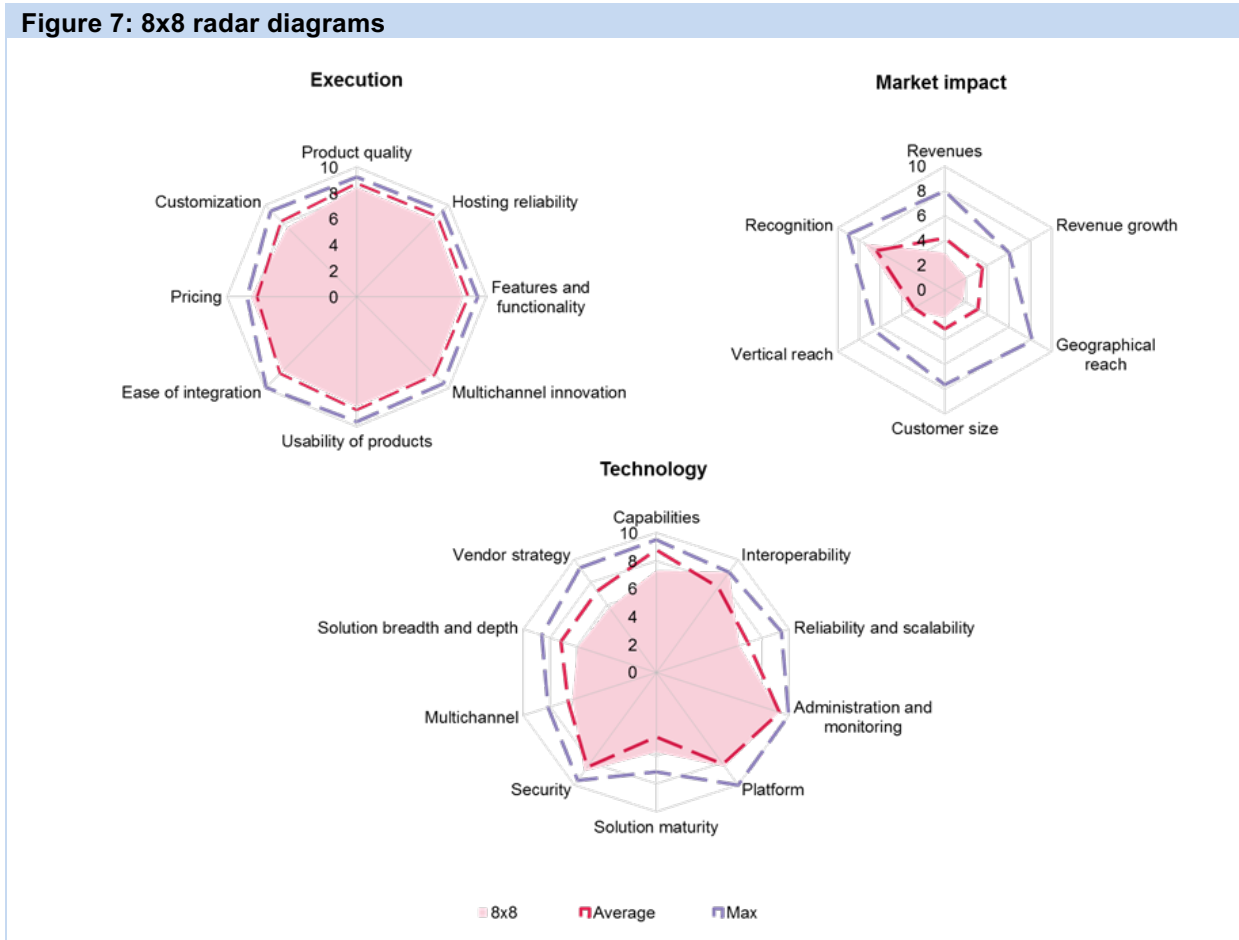
Ovum identifies 8x8 as a challenger in the Decision Matrix. Despite being well regarded by its customers and having a strong cloud offering, the vendor has a smaller market impact score. The majority of its customers have fewer than 100 agent seats and although it has flourished in that space, 8x8 is increasingly looking to move upmarket. The vendor's score was lower than average for revenue growth, but it still saw growth in its cloud contact center revenues of more than 20% in 2014. The score for this category is slightly skewed because of the high growth market, with many new vendors. It can use its integrated contact center and telephony solution to meet the needs of enterprises

looking for a complete packaged offering. However, it may find it difficult to compete in large enterprise deals that require heavy customization for their contact center solution.

The vendor does excel in the small-to-midsize contact center market; its deployment time is fast and it offers a valuable combination of cloud telephony and contact center tools. Its customers stated that they chose 8x8 for its pricing, ease of implementation, reliability, and feature set. Integrations with a range of CRM players were also valued by 8x8’s customers.

The vendor is still reliant on partnerships for specialist workforce optimization tools as well as social customer service and speech-based IVR. However, it is boosting its suite through acquisitions that will help it to better compete against larger contact center players that already offer a full range of workforce optimization tools and multichannel routing in the cloud.

**Figure 7: 8x8 radar diagrams**



Source: Ovum

## Aspect Hosted and Zipwire

Although Aspect is traditionally known for its premise-based contact center solutions, it has made numerous acquisitions and partnerships over the last three years to add cloud capabilities. It released its first cloud offering in 2012: a cloud version of its Unified IP contact center routing platform. Since its 2013 acquisition of Voxeo, a multichannel automated self-service platform, Aspect has further developed its cloud portfolio, releasing Zipwire in 2013 and partnering with LiveVox in 2014 to deliver a more comprehensive outbound capability. Its cloud offerings include managed services so that

existing on-premise contact centers can gain some of the benefits of cloud and migrate their solutions gradually.

Aspect now has the tools required to grow its cloud-based contact center customer base and take advantage of the need for rapid scalability and access to new channels. It already has data centers across the US, Europe, and Asia and has stated plans to open new centers in South America, Asia, and Australia in 2015. This will help it to expand its footprint and ensure that its customers can host their platform in their country of choice, meeting strict data requirements.

The two core Aspect cloud contact center options meet the needs of customers with differing business needs:

- **Aspect Hosted** is a cloud version of its Unified IP suite of contact center capabilities and Aspect Workforce Optimization. This offering can be deployed in a range of deployment models for customer needs, including private cloud, single tenant, and hybrid options that allow Aspect customers to customize their solutions and comply with stricter customer data regulations. As a result, this offering makes most sense for larger enterprises; so far its average deployment size is approximately 250 contact center seats and deployments have been as large as 5,000 agent seats. Having a long-established presence in the contact center market allows Aspect to offer a range of mature multichannel routing capabilities.
- **Zipwire** uses underlying technology from Bright Pattern, a cloud provider with a majority stake owned by Aspect in addition to many of its own cloud solutions. This is a multi-tenant solution that leverages Aspect's global managed services, telephony infrastructure, multichannel self-service, and workforce management. It is sold in three packages: Voice Pro, Omni-Channel, and Omni-Channel Pro cloud. Although Zipwire's largest deployment is currently 600 agent seats, Aspect has stated that it will also encourage larger organizations to choose Zipwire. The advantages of Zipwire over Aspect Hosted are that it is a multi-tenant offering, allowing faster implementation times. It meets the needs of organizations looking for predominantly inbound interaction routing with minimal customization.

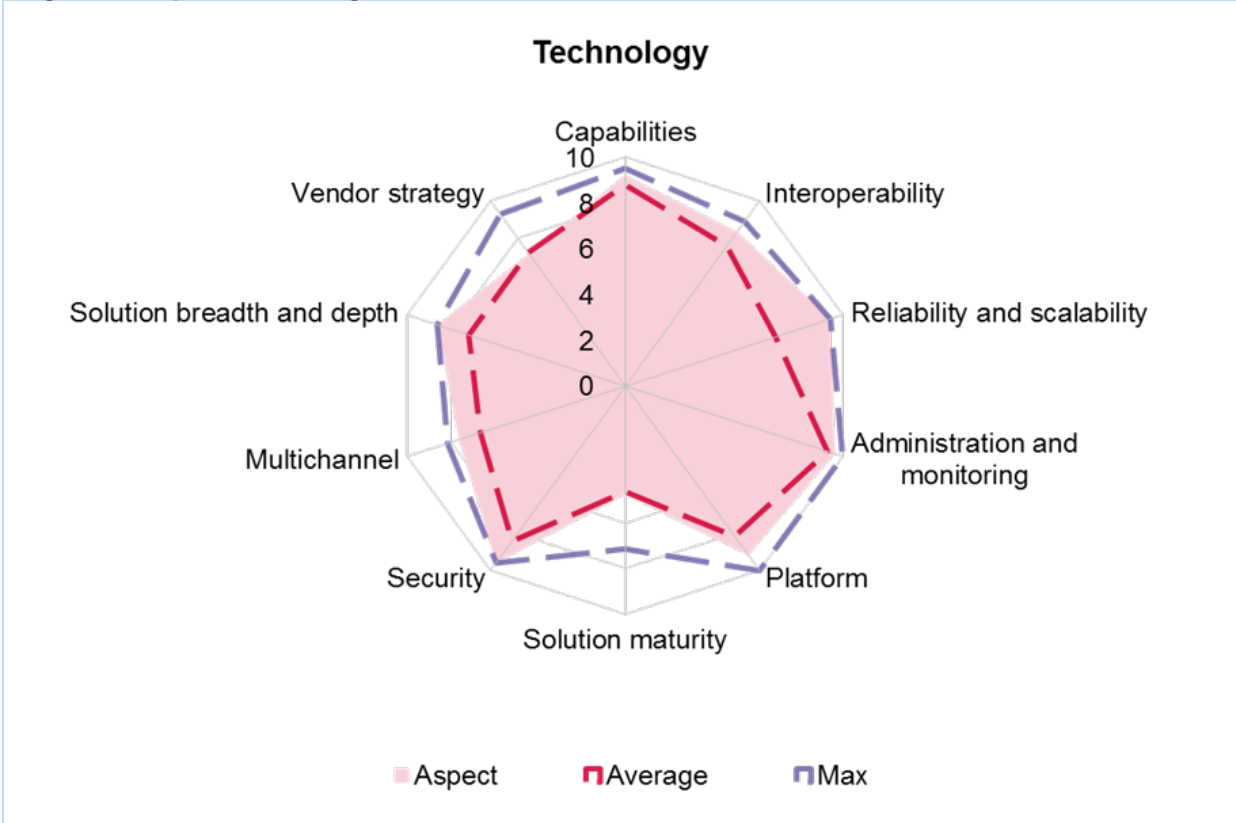
In addition to its primary contact center routing platforms, Aspect provides CXP and CXP Pro, a cloud-based IVR solution, gained through the Voxeo acquisition. It has an affiliate relationship with LiveVox that gives it a separate solution for outbound campaign management; Aspect Outbound Cloud is targeted at customers that are looking for self-service and outbound services for voice and SMS.

Another advantage to Aspect's historical contact center portfolio is that it has a strong set of workforce optimization tools, including workforce management and performance management applications. In February 2015 it announced a new platform, Aspect EQ, that incorporates existing WOTs capabilities and links to external data sources. This development includes rationalizing its portfolio to create a best-of-breed suite of applications that will help it gain new customers in a mature market. Instead of selling stand-alone applications, Aspect is now offering packaged solutions from basic packages of call recording and quality monitoring to enterprise packages that include a full suite of tools with desktop and speech analytics (powered by Nexidia). Aspect offers its WOTs applications in the cloud today, including workforce management, which also includes scheduling for outbound campaigns using the LiveVox platform.

Aspect's experience and range of solutions has meant that it gained high scores across the technology assessment radars. It received a lower score only for solution maturity because it has only

been offering its cloud contact center routing solutions for two to three years. However, through the acquisition of Voxeo it gained a more mature set of cloud tools, as well as experienced employees, giving its cloud products weight. The vendor was unable to participate in the execution and market impact sections of the Decision Matrix. However, it is gaining traction in the cloud market following continued investment in building its cloud portfolio and partner network. Its benefits include a large team of professional services staff and the ability to offer a range of different deployment options that can easily scale to meet the needs of different-sized contact centers.

**Figure 8: Aspect radar diagram**



Source: Ovum

## Cisco Hosted Collaboration Solution for Contact Center

Cisco is a large global networking, telephony, and contact center vendor. It has a prominent position in the contact center market and a large installed base. Although it is known historically as a premise contact center vendor, Cisco entered the cloud market in 2012. It only offers its cloud contact center solutions through channel partners as Cisco Hosted Collaboration Solution for Contact Center, which is sold as Cisco Powered Contact Center as a Service to end customers. Partners resell and host its services, tailoring packages to their expertise and providing the professional services that customers require. Cisco currently has more than 20 partners reselling and hosting its contact center platform, including large carriers such as Vodafone, Verizon, Orange, and Tata Communications. In just over three years in the cloud market, Cisco has made considerable progress, adding more than 20,000 agent seats.

Working through carriers allows Cisco to reach very large enterprises that want a trusted provider for all their communications and networking requirements. Partners can offer all of Cisco’s technology

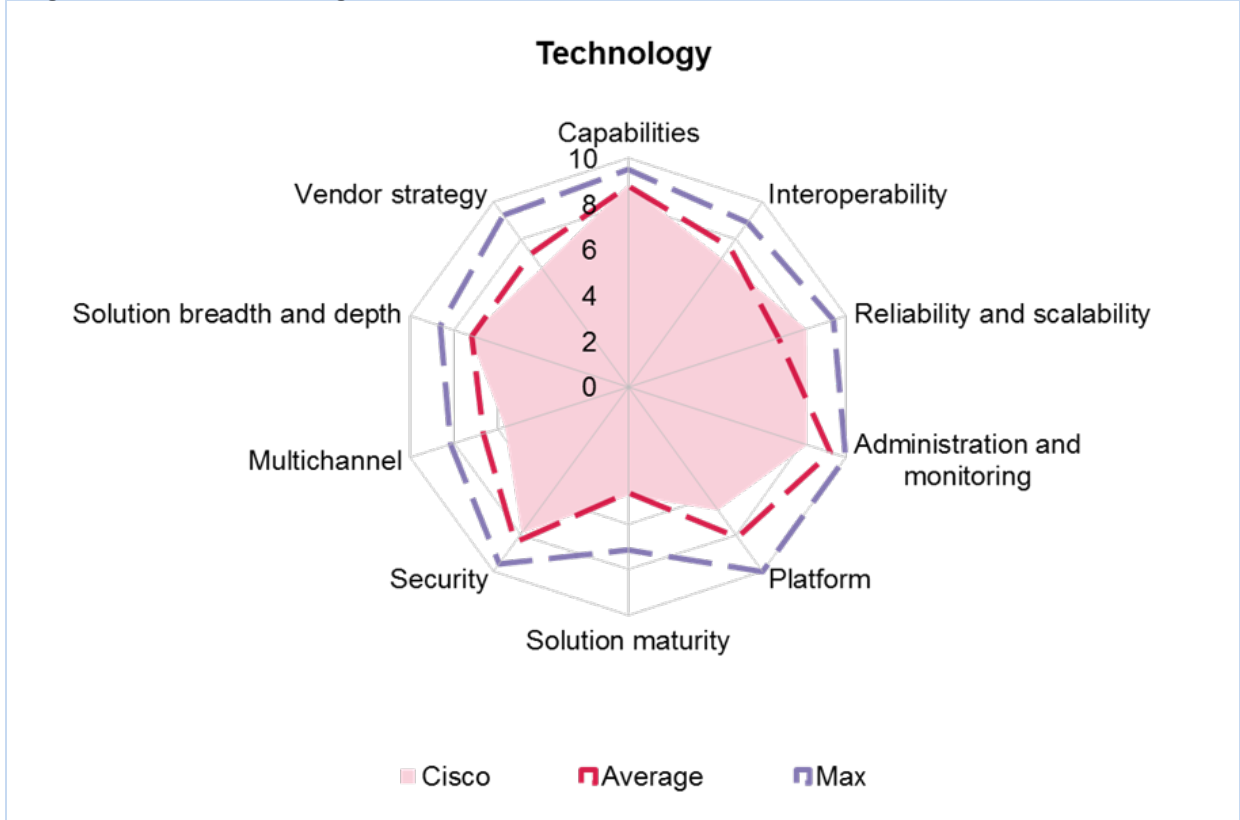
services in the cloud, enabling customers to get an integrated infrastructure as a service and contact center package with one point of contact and bill. Cisco partners are audited every two years to ensure they are compliant with Cisco architecture and design guidelines. They pay a fixed price for transferable perpetual licenses that they can then resell to contact center customers on a subscription basis.

Cisco Hosted Collaboration Solution for Contact Center is based on the same technology as the vendor's premise products. This makes it a viable option for existing customers that wish to switch to cloud but keep the same underlying system that agents are already using. Key features include Cisco's thin-client Web 2.0-based desktop, inbound and outbound routing, multichannel support, IVR, silent monitoring, performance reporting, and mobile agent tools. The vendor offers its own network-based recording solution, Cisco MediaSense, and partners with other workforce optimization and CRM vendors. Cisco Hosted Collaboration Solution for Contact Center can be deployed 100% in the cloud or supports a hybrid deployment with on-premise customer components.

Cisco's cloud contact center partners offer five packaged solutions for different-sized organizations up to 12,000 agents, including a multi-tenant solution for up to 500 agents. By working with partners it has been able to get a strong position globally with cloud customers across Europe, Asia-Pacific, and North America. The vendor is focused on high growth in contact center and encourages customers to migrate from existing premise products by offering competitive discounting.

Because of its partner-only sales strategy, Cisco was unable to participate in the execution and market impact sections of the Decision Matrix. Its scoring for the technology assessment also reflects its reliance on partners. Cisco does have a highly capable and competitive platform, but it scored lower for many of the categories because it lacks its own data centers. However, the vendor's discount pricing schemes and large existing installed base, together with the support of large carriers, ensure that it will be successful in the cloud market. It is particularly suitable for organizations looking for a complete communications cloud suite from one provider as well as legacy Cisco customers that want to migrate to cloud without losing existing features and functionality.

**Figure 9: Cisco radar diagram**



Source: Ovum

## Five9 Virtual Contact Center (Ovum recommendation: Challenger)

Five9 was one of the early providers of multi-tenant cloud contact center solutions, having joined the market in 2003. Today it is a public company with headquarters in San Ramon, California. It has successfully grown its contact center customer base to reach revenues of more than \$100m in 2014, with more than 2,100 customers using its platform. Its core product includes inbound and outbound capabilities, IVR, reporting, and agent desktop tools sold in a concurrent agent licensing model per month. Additional options include recording, social customer service, chat and email, visual IVR, and out-of-the-box CRM integrations. The vendor also provides a specialist supervisor iPad application so that supervisors can view agent performance information in real time while on the move and intervene in calls if needed.

In May 2015 Five9 announced the Freedom Release of its contact center platform, which incorporates a redesigned, simpler version of its agent desktop interface that helps agents to find information faster. The Freedom Release also includes new adapters for Oracle and Salesforce CRM systems to help Five9 customers integrate their case management records more effectively with the agent desktop and routing application.

Unlike some of its competitors, Five9 did not develop a workforce optimization solution in-house; instead it partners with Nice and Authority Software to provide quality monitoring, workforce management, performance management, and analytics. The Nice workforce optimization suite is

integrated with the Five9 Virtual Contact Center Platform and deployed in the Five9 Cloud. One area where Five9 does take a leading position is in social customer service. It acquired SoCoCare in 2013 and is now one of the only cloud contact center vendors to offer its own tailored social media routing and management platform. Five9 also gained natural language processing and text analytics technology from this acquisition. In 2015 it released Five9 Connect, which gives contact centers the ability to filter, categorize, and determine sentiment for text-based interactions, including email, social media, and chat. It also contains a business rules and routing engine that prioritizes and directs interactions based on business policies and agent skills. In addition, Five9 Connect provides information to agents within the desktop to help them resolve issues faster.

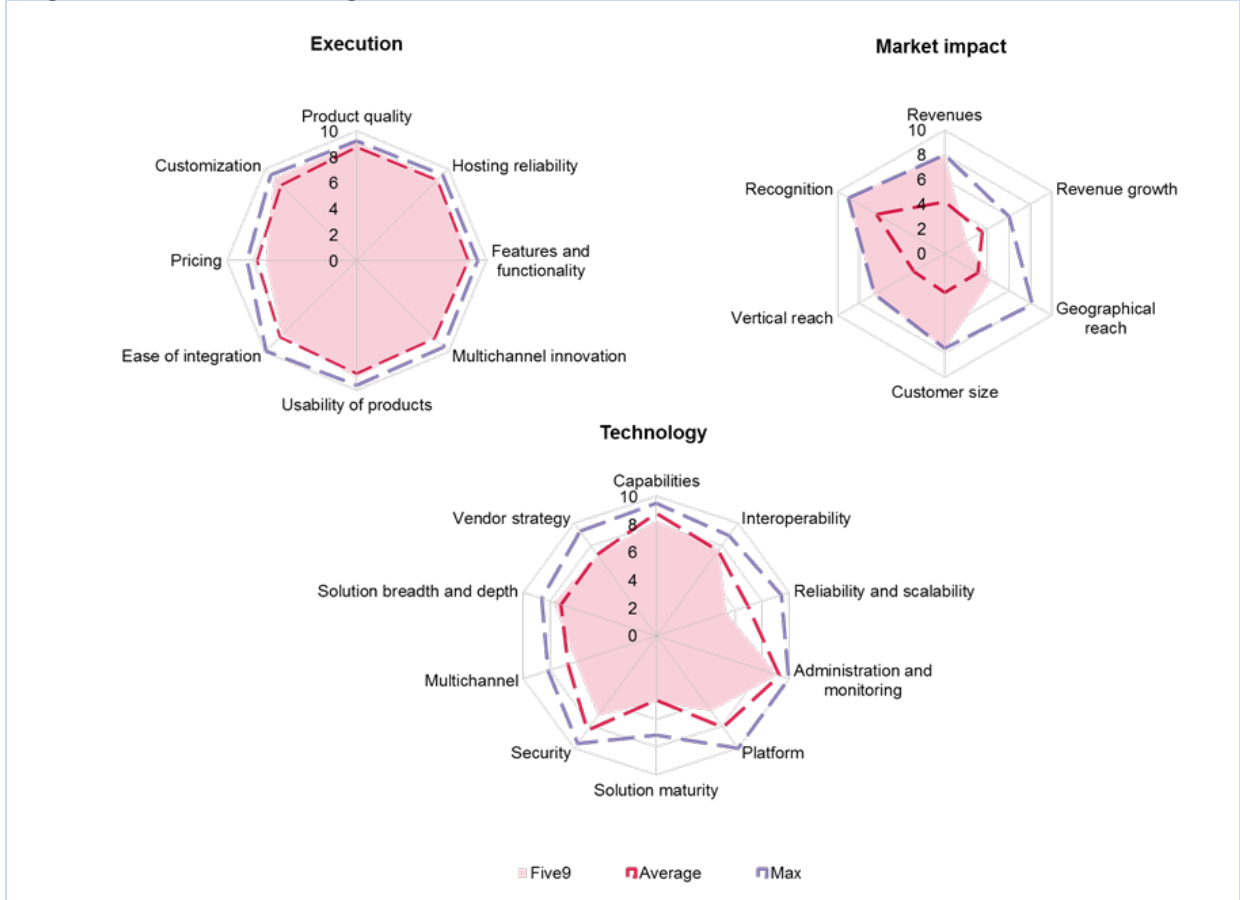
The vendor has been most successful in the US where it has two data centers that replicate information in real time. Despite being one of the more established cloud contact center providers, it has not yet gained traction outside of North America. However, it opened data centers in London and Amsterdam in 2Q15 and will develop its presence in Europe. This is a big expansion opportunity for Five9 as it begins to develop its carrier and ISV partner network in the region. Five9 is also typically stronger among mid-sized contact centers but does have large deployments of more than 1,000 agents. Another opportunity for the vendor is using its cloud expertise to assist contact centers that are migrating from existing on premise solutions; it has a sizable in-house professional services team to help enterprises with this switch to cloud.

Across all of the radars Five9 scored well, excelling in a number of categories. Its technology solution, Virtual Contact Center, was rated highly for its great breadth and depth; numerous multichannel features and continuing developments make its product more user-friendly. Despite having a large customer base and having had a multi-tenant solution for more than 10 years, Five9 scored slightly lower for solution maturity, mainly because it kept a direct sales strategy and has a limited partner network. However, it is actively developing its carrier relationships and ISV partnerships, having launched its Cloud Alliance Partner program early in 2015.

Five9 scored well across all of the radars. It has a large base of customers and gained leading scores in all market impact categories except revenue growth. However, the revenue growth score is misleading because Five9 achieved 23% organic revenue growth for 2013–14. Its score is lower than average because all of the vendors in the Decision Matrix saw growth of more than 20% over this time period, and many had a smaller base of customers to begin with.

One area where Five9 can improve with regard to its native multichannel capabilities is in web collaboration options, allowing its agents and supervisors to track the customer web journey and offer co-browse to assist customers that are using a website or mobile app. Today Five9 customers can deploy screen sharing and other web and mobile collaboration features through a partnership with SightCall. Five9 gained above-average scores for many of the customer sentiment categories; its customers indicated that they chose the solution for its friendly user interface, helpful customer service, and range of features and functionality.

**Figure 10: Five9 radar diagrams**



Source: Ovum

## Genesys Customer Experience Platform (Ovum recommendation: Leader)

Genesys is a renowned contact center vendor that has been offering call center software and solutions since 1990. The company had a banner year for acquisitions in 2013 to boost its cloud technology and customer base. The first acquisition was that of Utopy (speech and text analytics), followed by that of Angel (cloud-based IVR provider), and then SoundBite (proactive outbound solutions). In October 2013 Genesys acquired Echopass, a suite cloud contact center vendor that built its technology on the Genesys platform and had a large base of cloud customers. Although the vendor’s customer base is still predominantly using its premise-based contact center technology, it has seen rapid growth in its cloud solutions; in 2014 20% of its revenues were attributable to cloud.

Genesys has integrated the technology from its various acquisitions into offerings that map to different customer requirements:

- **Premier Edition Cloud.** This is an SM-focused solution aimed at organizations looking for fewer features and fast deployment times of less than 30 days. It includes multichannel routing, IVR, outbound dialing, call recording, and workforce scheduling.



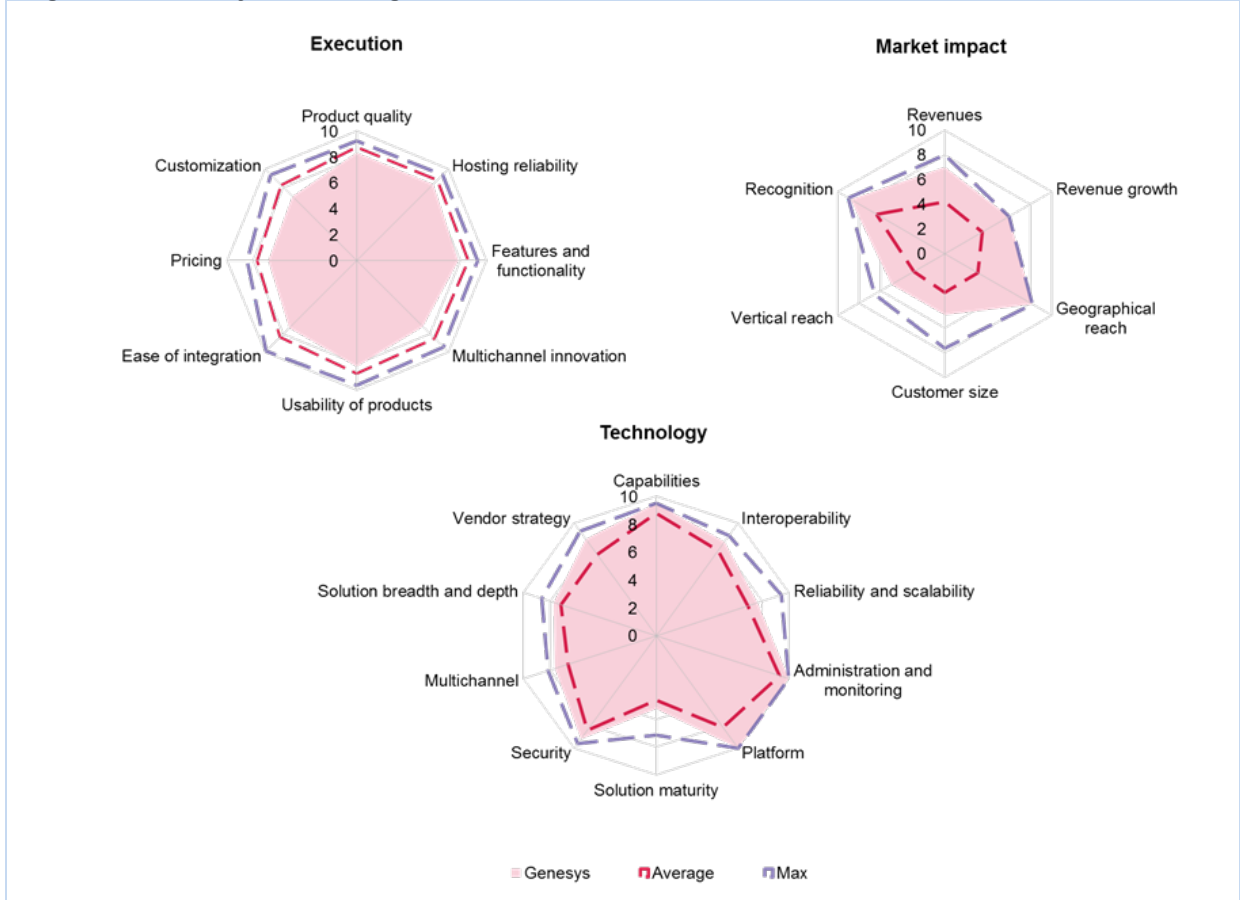
- **Business Edition Cloud.** In addition to the features included in the Premier Edition, this includes co-browse, contextual routing, web and social engagement, and quality management .
- **Enterprise Edition Cloud.** This edition has the largest number of features and functionality with advanced speech, text, and social analytics as well as mobile engagement and work item routing.
- **Outbound Engagement.** Although outbound features are included in the other Genesys packages, this solution is for contact centers that want a stand-alone outbound dialing solution.
- **Voice Self-Service.** Enterprises can deploy a separate IVR system with speech recognition and touch-tone. This option makes sense for those that have an existing contact center solution in place but want to gain advanced voice self-service features in the cloud.

Genesys is considered a leader for its strong technical capabilities, and continues to innovate and deliver advanced functionality. It has a complete suite of workforce optimization technology, including speech analytics and performance management. A significant development for 2015 was the introduction of its Omnichannel Journey Management Capabilities, providing analytics and context within the agent desktop that allows agents and supervisors to view the different stages of the customer journey and respond accordingly. This journey management tool is included with the Enterprise Edition of the Genesys platform for large organizations, but can also be sold as an add-on to the Business Edition solution. Other new multichannel capabilities include callback from mobile applications, web self-service, and in-queue, as well as better management of interactions across each channel.

The vendor is also focused on expanding its international footprint. It is adding a new data center in Western Canada, alongside its seven existing data centers in North America, Europe, and Asia-Pacific. Traditionally focused on large enterprise, the addition of new cloud capabilities makes Genesys appealing to businesses of all sizes. To increase its footprint in the midmarket it has introduced “cloud rapid deployment packages” so that it can help medium-sized organizations get their contact centers up and running quickly on the Business Edition platform.

Unsurprisingly, Genesys scored highly in the technical assessment part of the Decision Matrix, gaining above-average scores in each category. Although it is slightly less well-established in cloud than some of the cloud-centric vendors, it gained a large installed base of customer from the Echopass acquisition. This has ensured that Genesys also gained high scores across the market impact radars. Following its acquisitions in 2013, the vendor has continued to develop and market its cloud products and as a result has seen rapid growth for its new cloud products. Genesys did not score as highly as some of its competitors in the execution radars, notably losing marks for pricing. However, its customers pinpointed scalability, ease of product maintenance, and usability as reasons for selecting the vendor.

**Figure 11: Genesys radar diagrams**



Source: Ovum

## inContact Cloud Contact Center (Ovum recommendation: Leader)

One of the most established players in this space, inContact has been providing multi-tenant cloud contact center solutions for more than 10 years. With annual cloud software revenues of more than \$100m in 2014 and revenue growth of 46% from FY2013 to FY2014, it has a significant market share for cloud-based agent seats. Much of inContact’s success can be attributed to its strong reseller and partner base, which has grown significantly over the last few years. Verizon is one of inContact’s carrier partners that is helping the vendor to gain seats and larger deals in the US.

Its Cloud Contact Center platform includes inContact ACD, inContact IVR, inContact Personal Connection Outbound Solution, and Uptivity WFO (gained from its acquisition of Uptivity in 2014). If they require more advanced analytics features and functionality, inContact gives customers the choice to deploy Verint’s suite of workforce optimization. The vendor has worked hard to make the Uptivity suite of tools available in the cloud and customers of all sizes can now integrate call recording, quality management, workforce and performance management, survey tools, and screen recording with its cloud contact center platform.

Its sweet spot is contact centers with 50 to 750 agents, but it has a number of customers with over 1,000 agent seats. Because of its multi-tenant nature, inContact was initially successful with SMEs but

has seen the number of large enterprise customer opportunities increase significantly over the last year. It is focused on growth by adding new enterprise and SME customers and expanding its footprint within existing customers in new locations.

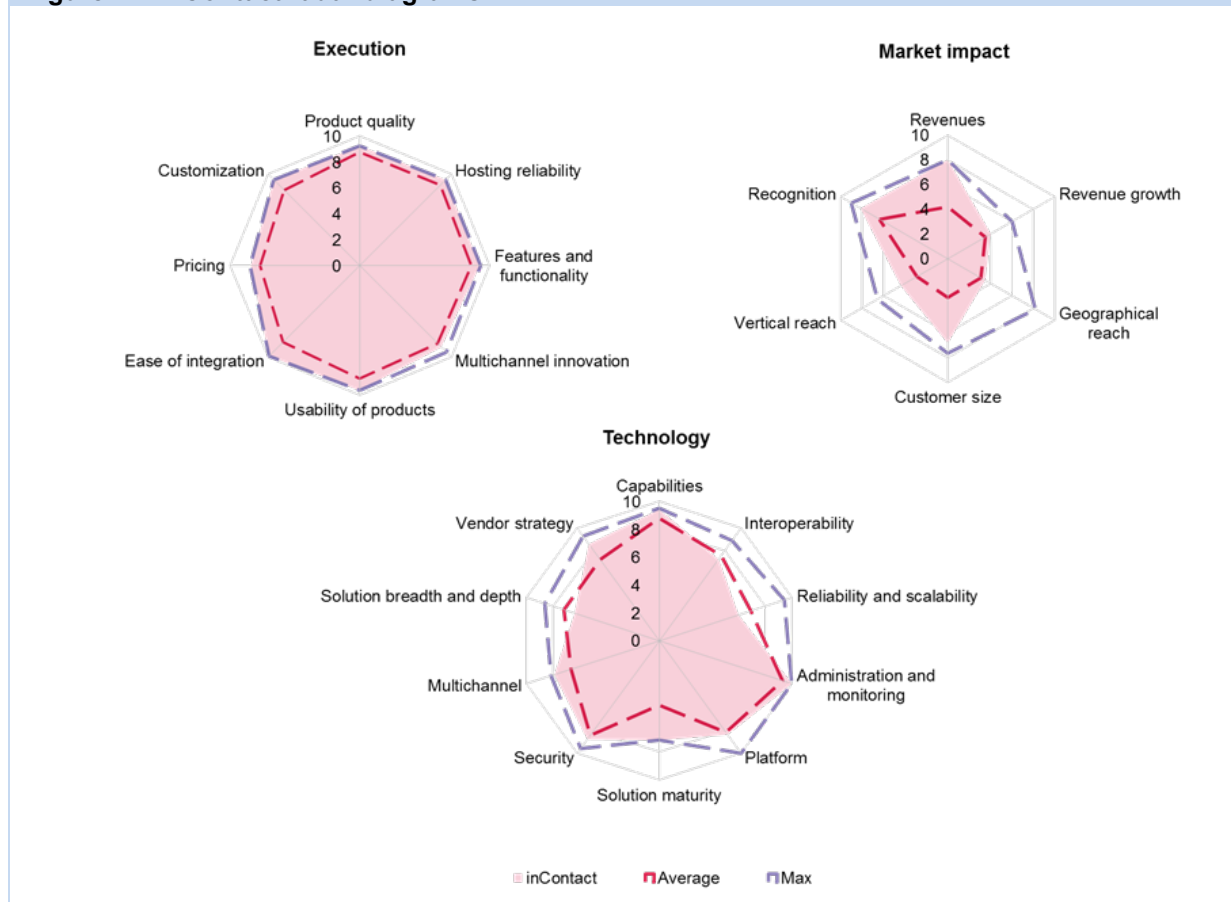
The vendor has four fully redundant cloud data centers, two in North America (Dallas and Los Angeles) and two in Europe (Frankfurt and Munich), and two points of presence in Hong Kong and Philippines. Its customers are predominantly US-based with international agents and partners. It has not expanded much with European companies, despite having German data centers, which is one of its weaknesses, as shown in the market impact radar.

Like its competitors, inContact is working to be interoperable with all UC vendors and CRM solutions. As part of this focus on partnerships, in April 2015 it announced an OEM relationship with RingCentral, a cloud-based telephony and UC provider. The partnership will help inContact gain new customers and RingCentral to deliver full telephony and contact center cloud offerings.

The spring update of inContact's cloud contact center included more intelligent predictive outbound dialing, drill-down performance reporting, and a new multichannel interface for inContact Agent for Salesforce to enable better usability and visibility into customer profiles for agents. The vendor also added a number of new APIs and resources to its rapidly expanding Developer Ecosystem.

The vendor is clearly well regarded by its customers and gained the highest scores for many of the categories in the execution radars. Common themes among inContact's end-user customers were its ease of implementation and deployment, flexibility to make changes, and its advanced capabilities. In addition, despite offering only multi-tenant cloud solutions, inContact gained some of the highest scores for its technology losing out only for reliability and scalability because of its medium-sized enterprise focus. Although its revenue growth is slower than some of the other vendors it has a larger base of customers than many of the other providers in this Decision Matrix, which is reflected in its high revenue score.

**Figure 12: inContact radar diagrams**



Source: Ovum

## Interactive Intelligence Communications as a Service (Ovum recommendation: Leader)

Interactive Intelligence is a well-established vendor that has been delivering internally developed premise-based contact center solutions since 1994. It was one of the first premise-based vendors to also offer its own single-tenant cloud contact center offerings, having evolved those to become the Communications as a Service (CaaS) solution set, in 2009. As a result of its relatively early entry to the cloud market, Interactive Intelligence has managed to gain market share and now sees more than half of its new customers choosing to deploy its solutions in the cloud. Interactive Intelligence has proved itself to be an innovative and adaptive player, continuing to develop its cloud offerings. In June 2015 following significant R&D investment it announced a brand new distributed multi-tenant cloud contact center offering, PureCloud Engage. Now Interactive Intelligence’s customers can choose from several solutions and deployment options to suit their individual needs:

- **Customer Interaction Center (CIC).** This is the vendor’s premise-based platform and its most fully featured solution, incorporating multichannel routing, outbound dialing, call recording and monitoring, workforce management, speech analytics, and agent scripting.
- **Communications as a Service (CaaS).** This platform is based on CIC, but customers can deploy the same feature set either as a single-tenant hosted offering or as a hybrid managed service. Each customer gets a separate instance of the contact center application and service

levels are measured on an individual basis. There are four editions of CaaS to fit with the number of agent positions and required features: Small Center (10–50 agents), Standard (25–500 agents), Preferred (25–5000 agents), and Premium (for those wanting more capabilities). Each edition supports multichannel routing, but Preferred and Premium also include the option of SMS routing, screen recording, predictive dialing, and real-time reporting dashboards.

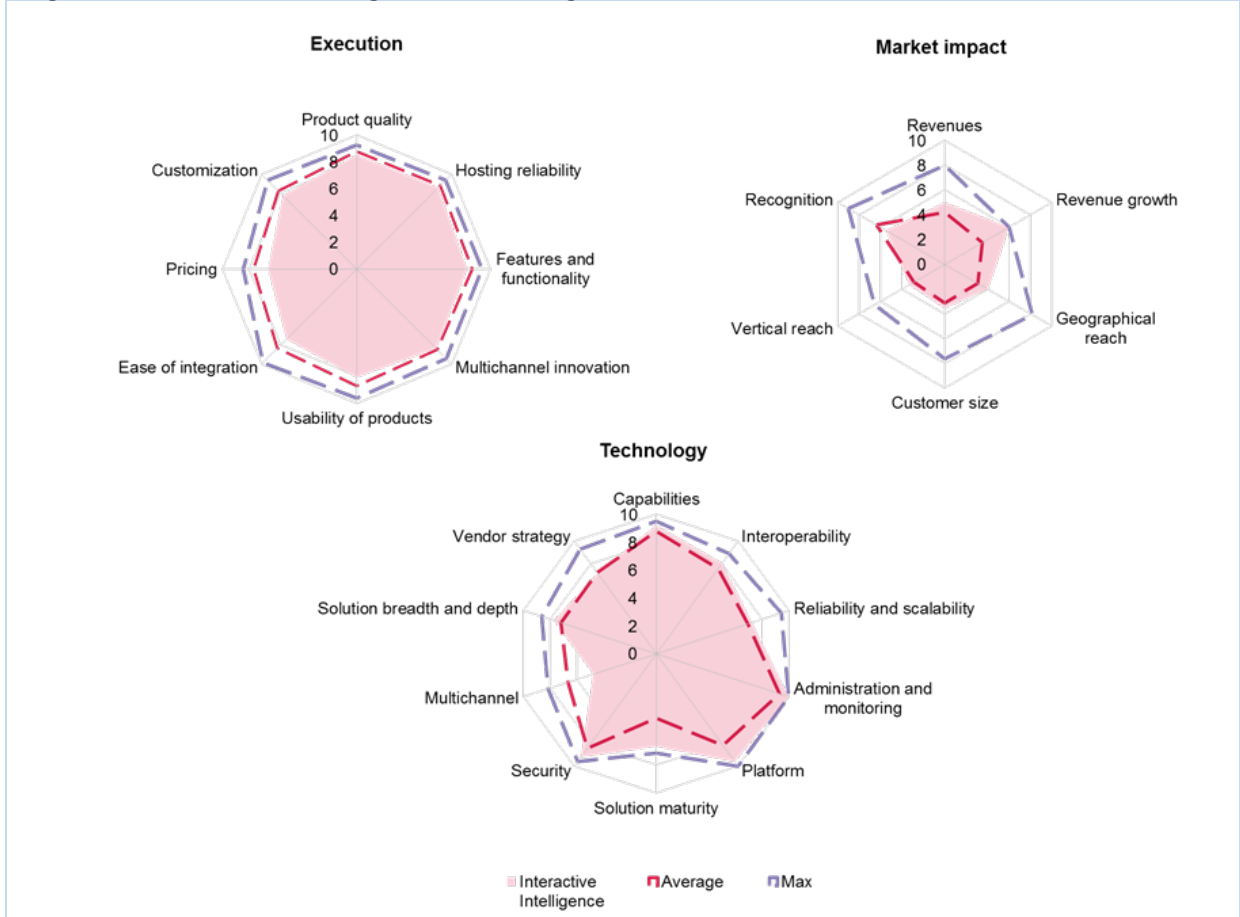
- **PureCloud Engage.** Interactive Intelligence’s newest contact center offering is an all-in-one distributed multi-tenant cloud service that incorporates multichannel routing, speech-enabled IVR, outbound campaigns, multichannel recording and quality management, graphical scripting, and reporting, as well as CRM integrations. The service leverages Amazon Web Services and is initially aimed at customers with fewer than 100 agent seats looking for fast contact center deployments. Buyers also gain integrated collaboration and UC tools (PureCloud Collaborate and PureCloud Communicate) when they deploy Engage.

New features for CaaS in 2015 include quarterly updates, shorter one-year contracts, additional CRM integrations, and the option to choose voice calling over the Internet (which can help customers get up and running faster without relying on MPLS networks). Interactive Intelligence currently has 12 data centers globally and, although it is US-centric, has gained market share across Europe and Asia-Pacific. The vendor has a large internal professional services team with vertical specializations, as well as a growing reseller network. It is also focused on expanding its technical partner relationships through its Global Alliance program to ensure that its customers have full access to the growing number of multichannel contact center add-ons as well as core CRM functionality. The vendor recently announced a relationship with Verint to give customers the choice to deploy more fully featured workforce optimization tools if required; this option makes sense for larger contact centers looking for greater workforce management or speech analytics capabilities.

Interactive Intelligence’s ability to innovate and develop new deployment models has allowed it to gain traction in the cloud space. With strong revenue growth in cloud and a good market share, the vendor gained above-average scores for the market impact radar. It also offers robust technical capabilities in its CaaS platform, which it has continued to improve by focusing on internal R&D rather than acquisitions. The final technical scores do not incorporate PureCloud Engage because this option was only made available at the end of June 2015.

Its advantages are also apparent to its customers, which cited skills-based routing, the flexibility of the platform, and global presence among the reasons they selected the vendor. However, Interactive Intelligence scored lower for ease of integration with other products, customization, and pricing. The new distributed multi-tenant option should help it to address the pricing concerns, meeting the needs of customers that are looking for more competitive options. The new Global Alliance program will also ensure that the vendor improves its integrations with technology partners. Its initial determination to develop everything itself could have hindered its partner relationships and slowed the addition of new multichannel features for its platform. It relies on partners for social media monitoring, co-browse, and natural language analytics.

**Figure 13: Interactive Intelligence radar diagrams**



Source: Ovum

## LiveOps Cloud Contact Center (Ovum recommendation: Leader)

LiveOps has continued to invest in and strengthen its cloud contact center technology division, while maintaining its long-established reputation as a large contact center outsourcer. In 2006 it began to resell the technology that underpins its 20,000-person home-based agent outsourcing business. In 2013 it launched LiveOps Engage, a multichannel agent desktop that provides a single view and a single queue of all interactions. Today its cloud contact center solution is also sold as a multi-tenant service to customers outside of its existing base in three packages: Basic, Professional, and Enterprise. The vendor prioritizes flexible pricing, with customers having the choice of implementing concurrent pricing (where the center is billed for max concurrent usage in a month) or named pricing (where the center is billed for enabled system users, including admin and supervisors).

The vendor uses Tellme for its speech-based IVR solutions and offers a number of standard packages to its customers, including agent dial queuing and call forwarding. Customers can then configure their IVR on LiveOps' platform or work with a professional services team to build customized applications. LiveOps relies on partners for workforce optimization: it resells cloud-based Verint WFM via its channel partner Adtech Global and has out-of-the box integrations with Nice IEX TotalView, Aspect eWFM, and Monet Software. Workforce optimization could be viewed as one of the weaker

areas for LiveOps given that many of its competitors have their own internally developed or acquired workforce optimization products. However, LiveOps has made easy integration a priority, with APIs for all of its applications and tight integrations with many CRM solutions.

The vendor has used its understanding of agents and contact centers to develop its tools and has continued to innovate, delivering a number of unique capabilities. One of the more recently developed offerings is contextual routing through its CxEngage tool. With CxEngage contact center managers can aggregate customer activity from any social, web, mobile, or voice channel to spot behavioral patterns. They can then proactively schedule a skilled agent to assist a customer if, for example, they abandon a shopping cart or have difficulty with online form completions.

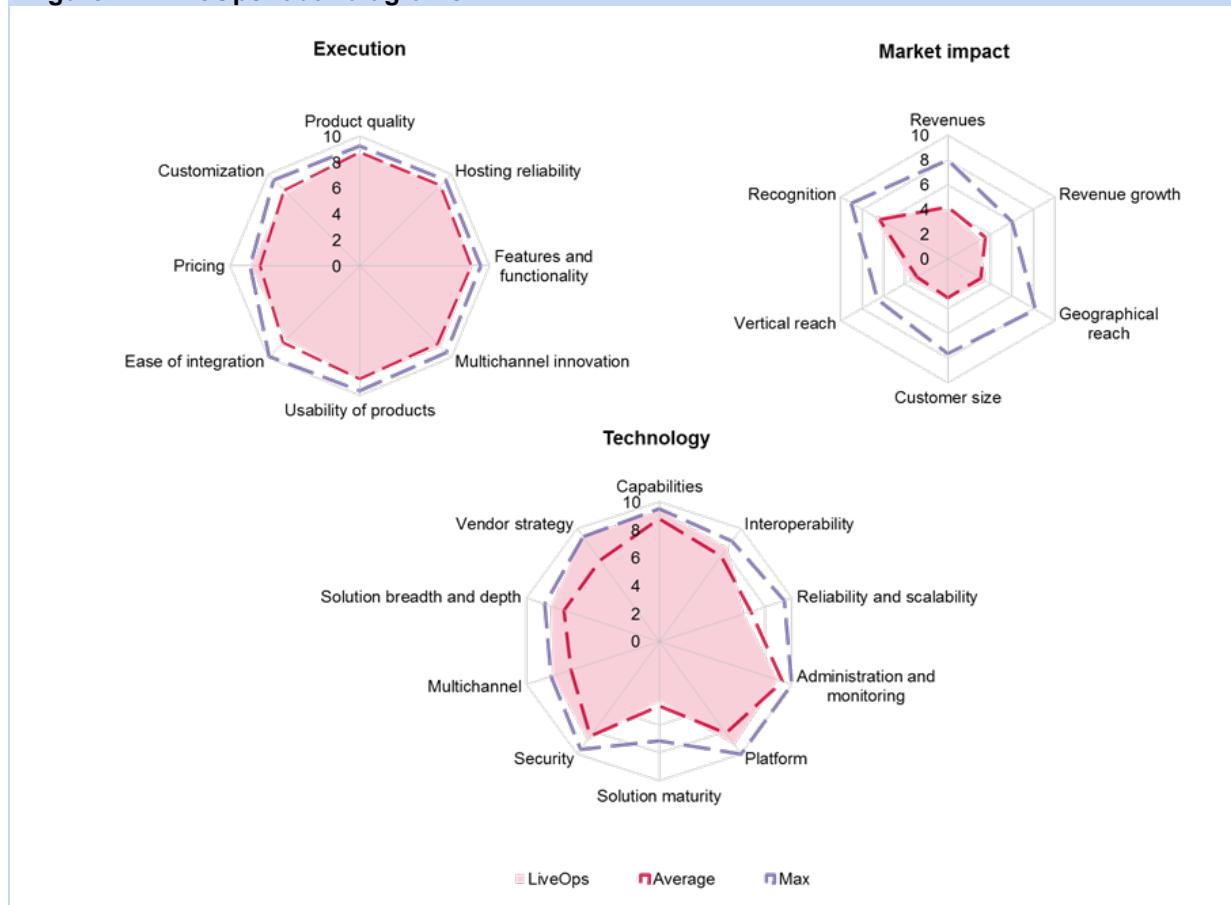
In addition to offering standard connectivity options for agent communications (PSTN and MPLS), LiveOps also takes a leading position in utilizing WebRTC. It is one of the few vendors to support WebRTC calling for agents, working with both Twilio and Plivo. The vendor already has referenceable customers for WebRTC; its “contact center in a box” option meets the needs of centers that want to get distributed or at-home agents up and running quickly with minimal installations. The LiveOps platform is a good fit for organizations looking to add at-home agents because it is entirely software based.

Despite its multi-tenant-only platform, LiveOps also targets larger enterprise customers, working with many that have more than 1,000 agent positions. It announced a new channel partner program in 2013 and is growing its reseller network. Today approximately 50% of its sales come from channel partners, of which Mitel, Salesforce, XO Communications, Gamma, and Adtech Global can be counted. LiveOps offers three variants of its solution: a stand-alone contact center for voice and/or multichannel, contact center voice embedded within CRMs such as Salesforce.com and Zendesk, and a platform-as-a-service offering with a package of APIs for developers. All can be sold either direct or through channel partners.

The majority of LiveOps’ customers are based in North America, but the vendor has also gained traction in Europe and Asia-Pacific. Its global customers are supported by data centers in the US, the UK, the Netherlands, Singapore, and Australia.

LiveOps has strong technical capabilities and is well regarded by its customers. It has seen ongoing revenue growth for its offerings. Its lower-than-average score in revenue growth is due to the fact that cloud contact center is a high-growth market, with many of its competitors seeing very high growth from a smaller base of customers. It is still relatively new to the cloud contact center market as a technology provider compared with competitors such as inContact and Five9, which explains its slightly lower score for solution maturity. However, it has a leading position, as recognized by its customers, which identified its advantages as product features (including multichannel and reporting), integration with Salesforce, and rapid deployment time. It did get a slightly lower score for scalability in the technical assessment because it only offers a multi-tenant option. This will not be suitable for all organizations because some contact centers still require hybrid or single-tenant options.

**Figure 14: LiveOps radar diagrams**



Source: Ovum

## NewVoiceMedia ContactWorld (Ovum recommendation: Follower)

NewVoiceMedia is a specialist multi-tenant cloud contact center vendor that was founded in the UK in 2000 and has been providing its ContactWorld suite of cloud contact center solutions since 2006. The vendor has rapidly expanded its global presence to the US over the last two years, opening offices in San Francisco in 2013 and New York the following year. It has built its solutions in-house using funding from investors that has totaled more than \$100m to date. With growth of more than 86% in annual revenues the vendor is rapidly making a name for itself among its cloud contact center rivals in both North America and Europe. In addition to its European hubs, it has two data centers in the US and others in Singapore and Australia.

Initially focused on delivering customer service tools in its ContactWorld for Service product, NewVoiceMedia introduced ContactWorld for Sales and Marketing in 2013. Now customers have the choice of solution depending on whether they require inbound or outbound dialing. The sales and marketing product fits best with organizations that have telesales and field sales teams and want more effective customer communication. Both products are available in different business packages that have increasing features and functionality. The packages include Express for SMEs, Essentials for contact centers with 50–100 seats, and Select and Premium which can scale for contact centers with more than 2,000 seats. Select and Premium include intelligent multichannel routing as well as

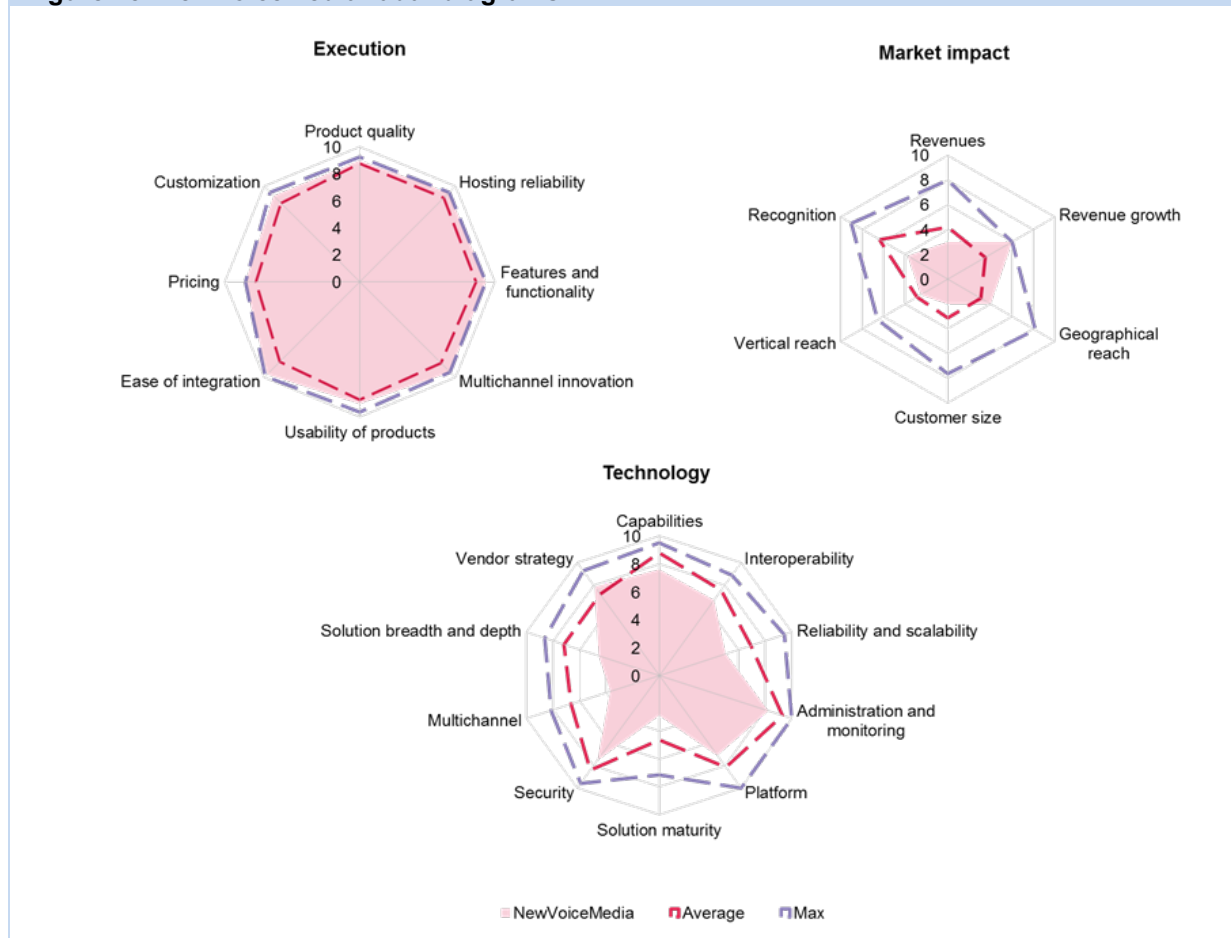


options for self-service IVR, customer satisfaction surveys, and advanced reporting. The vendor offers multichannel routing through a single unified queue with real-time prioritization; it uses the native channel handling capabilities in Salesforce for email, web, and social management capabilities. It does offer its own call recording and quality monitoring, but does not offer performance management or analytics.

NewVoiceMedia has a partner-driven sales strategy; it works with complimentary technology partners such as Twilio, Vodafone, Amazon, and Salesforce ecosystem partners, as well as systems integrators. Salesforce customers are key targets for the vendor, which encourages the integration of its ContactWorld products with Salesforce's sales, marketing, and service CRM solutions. Its multichannel capabilities incorporate email, web chat, SMS, web customer service, and case records from Salesforce. Joint customers can also use Salesforce's Wave analytics tools to gain in-depth reporting on agent performance and customer sentiment.

NewVoiceMedia scored highly across each of the execution categories. Its customers stated that they selected the vendor for its Salesforce integration, customer service, and sales, as well as its competitive pricing. The vendor gained slightly lower scores across the market impact radars, mainly because it has a smaller base of customers than many of its competitors in the report. However, it is growing rapidly from a smaller customer base, gaining one of the highest scores for revenue growth. In the technical assessment, NewVoiceMedia did not score as highly for multichannel offerings and integrations; it relies on partners to gain many of the capabilities that its contact center competitors have developed or acquired. However, it does offer WebRTC-based calling to allow its agents to accept calls over the Web. Although it is expanding its technology partners, it does encourage customers to integrate with Salesforce and this could be limiting for contact centers that have invested in alternative CRM platforms.

**Figure 15: NewVoiceMedia radar diagrams**



Source: Ovum

## Vodafone Contact Centre

Vodafone is one of the largest UK-headquartered telecoms providers, offering a broad portfolio of services to businesses and consumers. For its business customers, which include SMEs, large enterprises, and multinationals, it offers a Cloud Convergence portfolio. This includes fixed and mobile UC solutions alongside hosted contact center offerings. Vodafone also partners with Cisco to deliver Vodafone Contact Centre, a hosted solution based on Cisco’s Hosted Collaboration Solution (HCS) technology. Each customer gets a dedicated instance of the contact center and can purchase Vodafone’s UC and telephony services alongside the contact center offering if it does not already have a third-party solution.

The provider has been offering contact center solutions since its acquisition of Cable and Wireless Worldwide in 2012, from which it gained much specialist knowledge. However, Cisco HCS is a newly developed offering that was released in March 2015. Although Vodafone still supports managed services and hybrid deployments for customers on older Avaya, Cisco, and Genesys platforms, it is now predominately focused on selling hosted contact center solutions on Cisco HCS.

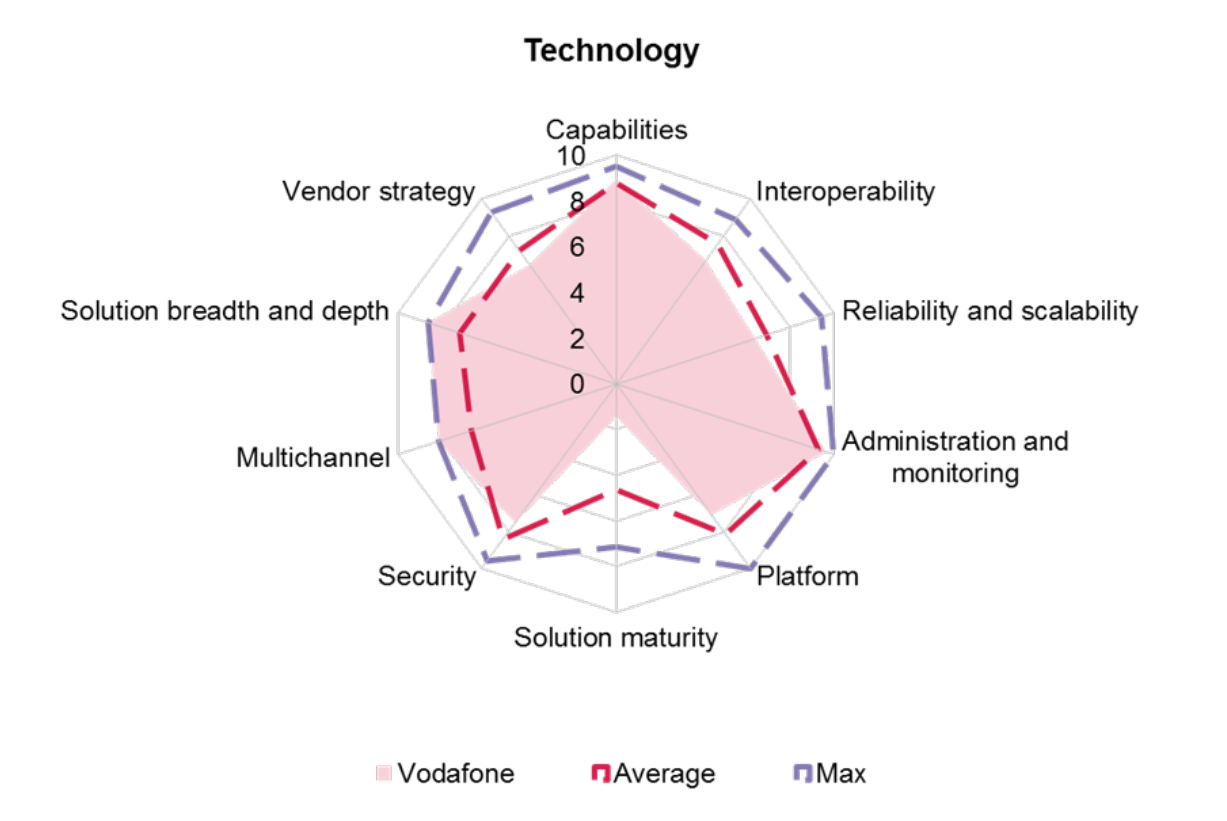
Vodafone is also focused on providing secure data centers that address data protection issues and meet EU regulations. It is Europe-centric, with data centers in the UK, Germany, and Spain, although it has expansion plans and support for BPO agent locations in India, Asia-Pacific, and South Africa.

Vodafone aims to deliver contact center services to large government departments, multinational and national enterprises, and mobile network carriers in the UK and other parts of Europe, targeting enterprises with a minimum of 100 concurrent agents. Today it supports more than 150 hosted customers and more than 100,000 configured hosted agents. It has a large professional services team that can assist enterprises with the challenging migration from premise-based contact centers to a cloud solutions, helping those contact centers to understand and predict the costs involved with shifting to operational expenditure. It can also support hybrid deployments for customers that require stricter data control and prefer managed services to entirely hosted offerings.

Offering a modular approach to contact center deployments, Vodafone’s most basic packages include inbound call management and routing, outbound voice, softphones, IVR, agent desktop, and call recording. Optional add-ons incorporate CRM integration, speech recognition, multichannel routing, and outbound dialing. Alongside Cisco, Vodafone partners with Verint, Nice, and eGain to provide advanced workforce optimization and analytics tools. It realizes the need for customers to have a choice of interaction channel and helps organizations to look at the broader customer journey during the onboarding phase.

As a result of using Cisco’s contact center technology, Vodafone scored highly for many categories in the technical assessment radars. It has strength in its range of capabilities, multichannel offerings, and administration and monitoring. It scored lower for solution maturity; although it has been offering contact center services for a number of years, its second-generation cloud offering (with Cisco HCS) has only been available since early 2015. Many of its integrations with CRM providers are carried out through bespoke projects rather than out-of-the box deployments.

**Figure 16: Vodafone radar diagram**



Source: Ovum

## Appendix

### Methodology

Ovum selected vendors that are able to offer full voice call routing (i.e., ACD) in the cloud, that can route at least one interaction channel beyond voice, and that have at least 10,000 deployed agent positions worldwide. Although some additional vendors were able to meet these criteria, notably AT&T, CenturyLink, Enghouse (CosmoCom), and Noble Systems, they were unable to provide sufficient information for a full evaluation. All included vendors were asked to complete a full technical assessment checklist as well as provide market revenue data and a list of customers to be surveyed. Ovum used this data alongside in-house knowledge to determine the results of the Decision Matrix.

### Summary scores

**Table 2: The multichannel cloud contact center score overview**

	Technology assessment	Market impact	Execution
<b>8x8</b>	7.2	3.3	8.2
<b>Five9</b>	7.0	6.2	8.5
<b>Genesys</b>	8.4	6.6	7.6
<b>inContact</b>	8.0	5.8	9.3
<b>Interactive Intelligence</b>	8.0	4.6	7.9
<b>LiveOps</b>	8.1	4.0	8.5
<b>NewVoiceMedia</b>	6.1	3.5	9.2

Source: Ovum

### Further reading

*Fundamentals of Multichannel Cloud Contact Center Platforms*, IT0020-000114 (May 2015)

*Key Issues in Customer Engagement*, IT0020-000110 (April 2015)

*How to Develop an Omnichannel Customer Engagement Capability*, IT0020-000108 (April 2015)

*Global Contact Center Market Forecast: 2013–19*, IT0020-000099 (March 2015)

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### Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at [consulting@ovum.com](mailto:consulting@ovum.com).

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