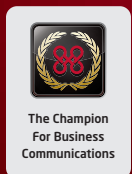


# Debunking the Six Myths of Cloud-based Contact Center Solutions



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### Top Three Advantages of the 8x8 Cloud-based Call Center

- Eliminate upfront or ongoing hardware and maintenance costs
- Integrate with your CRM
- Gain the flexibility to manage and monitor a virtual workforce



Cloud-based contact centers offer clear advantages over traditional on-premises call center solutions. But commonly held myths about the “superiority” of on-premises solutions prevent many businesses from taking advantage of cloud-based “virtual” contact centers.

### Introduction

Traditional contact centers are built to be operated on-premises using proprietary hardware and software. In the late nineties first-generation hosted contact center applications were released. However, these solutions did not offer comparable technology, cost, features and flexibility and therefore failed to gain acceptance in the contact center market. The inability of early hosted applications to deliver feasible solutions for contact center users created a number of myths, reinforcing the perception that on-premises solutions were superior. Second-generation cloud-based contact center applications not only overcome their predecessors’ weaknesses with advanced technology, they also deliver clear advantages over on-premises systems in terms of cost, flexibility, and reliability. It is time to debunk the myths.

### Myth #1 Building and running an on-premises contact center costs less

It is commonly accepted that cloud-based contact centers cost less initially than their on-premises counterparts. But it is wrongly believed that on-premises solutions are cheaper in the long-term when software licenses and hardware costs are amortized. This analysis doesn’t account for ongoing operating expenses such as IT staff to deploy, maintain, support and upgrade

the system and hardware; secure and reliable facilities with appropriate network and telephone connections. In fact, the 8x8 Virtual Contact Center delivers the functionality of a multi-million dollar on-premises solution for a low monthly fee. That fee is typically a fraction of the operating expense of on-premises solutions.

### Myth #2 Cloud-based solutions cannot be integrated with other applications

Originally, hosted applications were considered to be tactical, point solutions and lacked flexibility and integration capabilities. However, with the proliferation of second generation cloud-based contact center applications and web APIs, integration issues are a thing of the past. The robust API capabilities of the 8x8 Virtual Contact Center simplify integration with back-end systems, CRM, workforce management and other business applications. Additionally, the 8x8 Virtual Contact Center comes pre-integrated with leading CRM solutions, such as Salesforce.com and NetSuite.

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



**Myth #3**  
**Cloud-based contact center solutions are not as secure as on-premises systems**

The common belief is that on-premises contact center solutions provide the highest security standards because data is stored in-house. In fact, experts say that most security breaches occur because of unauthorized physical tampering with in-house systems. Cloud vendors can provide higher security levels because they use professional data center facilities and enable the latest versions of encryption protocols. The 8x8 Virtual Contact Center is hosted at a Tier 4 data center, all data is encrypted, and professional staff monitor security 24/7. 8x8 puts its investment and corporate reputation on the line to keep customer data safe.

**Myth #4**  
**On-premises solutions have more features than cloud-based solutions**

Compared with on-premises systems, early hosted solutions lacked features. New cloud-based applications include more features than most organizations have with their on-premises systems. Not only is the 8x8 Virtual Contact Center as feature-rich as most on-premises systems, the application is easier to use because of its convenient, intuitive GUI. Plus, the system's rapid four-hour deployment lets customers benefit from these features faster. 8x8 seamlessly upgrades the application with new functionality and features at no cost and without business interruption.

**Myth #5**  
**Cloud-based solutions are only for small contact centers**

In the past, hosted solutions were the best fit for smaller contact centers, with on-premises systems catering to the needs of larger organizations. However, according to Yankee Group, the next generation cloud-

based, multi-tenant, VoIP-enabled solutions are winning the mid-to-large contact center market. Contact centers with 500 agents or more are using the 8x8 Virtual Contact Center successfully. Regardless of size, all 8x8 customers enjoy the benefit of advanced contact center technologies, a flexible pricing model, and a rich feature set.

**Myth #6**  
**A cloud-based contact center is a temporary solution until I can afford an on-premises one**

The belief that cloud-based contact center solutions are a stop-gap until an in-house system can be purchased no longer holds true. Frost & Sullivan expects the market's acceptance of cloud-based contact centers to grow at a healthy pace. Cloud-based contact center solutions enable companies of all sizes to control operational expenses and focus budgets on core business areas. With no capital investment, minimal operating costs, low monthly fees, integration capabilities, and enterprise level features, the 8x8 Virtual Contact Center easily scales. 8x8 lets clients start small and grow freely without the need to switch to an on-premises system.

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

About 8x8

8x8 pioneered the use of cloud-based technology with hosted PBX VoIP phone service. The 8x8 Virtual Contact Center dramatically reduces the costs of outfitting customer service, help desk, technical support and inside sales operations by eliminating the need for premises-based infrastructure. The 8x8 Virtual Contact Center eliminates all upfront hardware and software costs; enables organizations to operate virtual contact centers with agents working from home and/or multiple sites; and unifies customer communications from phone, VoIP, voicemail, email and Web channels into one routing, queuing, tracking and reporting system for maximum efficiency. For more information, visit [www.8x8.com](http://www.8x8.com).



To learn more about how 8x8 Virtual Contact Center can help your business, call **1.866.446.2067** or visit [www.8x8.com](http://www.8x8.com).



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