

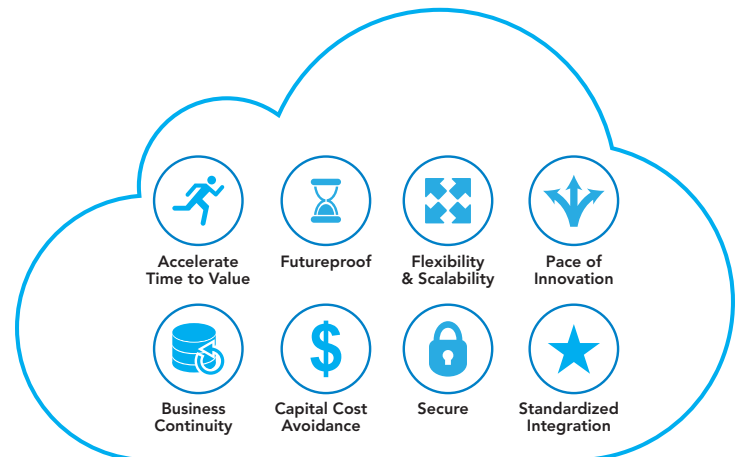
An Aspect Software Brief:

The Move to the Cloud is Worth It. Here's How Aspect Eases the Way.

There have been many articles and white papers laying out the benefits of deploying enterprise software solutions in the cloud. While this paper will recap those benefits, the focus here is on how to make migration to the cloud as painless and cost effective as possible. As part of that discussion, we'll briefly cover how Aspect Via®, our SaaS-based customer engagement platform, takes full advantage of those benefits. The main focus, however, is taking a look at some of the work Aspect has done in developing tools to safeguard your existing investments and minimize disruption to your business when moving from an on-premises solution to an Aspect interaction management, workforce optimization or self-service offering in the cloud.

The Benefits of the Cloud

Many of the benefits offered by the cloud revolve around the idea of agility. Cloud deployments can be completed in a much shorter timeframe than on-premises solutions so companies can start realizing the value of their SaaS investment more quickly. Once deployed, the flexibility is there to instantly scale agent/user sizing as market needs necessitate, especially in times of unanticipated, intervening events. Delivery of new features means no intrusive upgrade that interrupts operations – a consideration of growing importance as the pace of innovation intensifies. Businesses must be equipped to better address market opportunities, consumer demands and competitive threats as they arise.



Another major idea that characterizes cloud benefits is protection. With 99.999% uptime, business continuity is preserved. Attractive capital cost avoidance protects the bottom line while standardization on trust-worthy security protocols and services safeguards sensitive data and transactions. Lastly, return on investments for existing enterprise systems are not only preserved but magnified as silos are eliminated across the organization, facilitating stronger customer services processes and outcomes.

Aspect Via – Made for the Cloud

Aspect Via is designed to ensure customers enjoy all the benefits of Software-as-a-Service. Aspect Via is purpose-built in Amazon Web Services to deliver the capacity and infrastructure needed to keep organizations agile, including Amazon cloud virtualization techniques such as Virtual Private Cloud (VPC), Relational Database Service (RDS), Availability Zones (AZs), and Amazon S3 storage.

The Aspect Via architecture also enables servicing multiple customers simultaneously across multiple regions around the world with a subscription-based pricing and billing model. Aspect Via's robust cloud architecture provides:

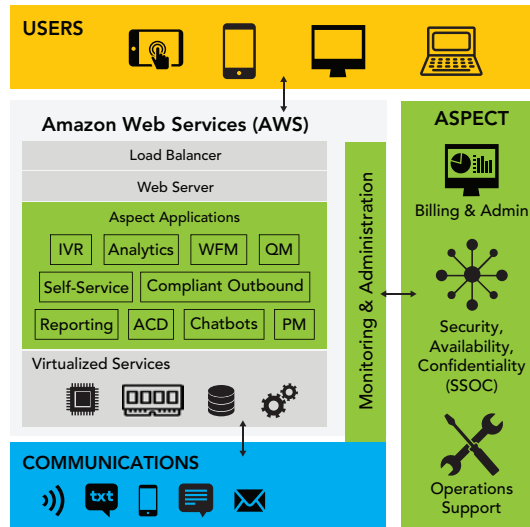
- A solid foundation for a secure, and scalable engagement center cloud service
- On-demand bursting
- Anytime, anywhere access
- A rich set of APIs to support external integrations to CRM, reporting, HR and other systems

Aspect Via® is the customer engagement platform perfected for the cloud. The unified, all-in-one architecture relieves organizations of managing awkward integrations between point products. And, that makes life easier for organizations in maintaining their customer service solutions—but, even before that, Aspect makes life easier during the actual migration process from on-premises to the cloud. Read on to learn how.

Built for the Cloud

- Persona-based UX with purpose-built dashboards
- Rapid deployment
- Global reach of AWS*
- Economies of scale
- Native cloud services
- Storage hierarchy
- Rapid turn-up / tear-down
- Highly resilient

* Dependent on AWS services availability



Dollars that Make Sense

In addition to all the benefits of a cloud offering outlined above, there are substantial cost savings as well. So, before we explore the tools, processes and services Aspect has designed to help in the transition to the cloud, it is worthwhile to take some time and focus on the Total Cost of Ownership (TCO) rewards such a move engenders.

Let's use an example where an Aspect® Unified IP® 6.x premise customer with 500 outbound agents is interested in moving to a full omni-channel contact center solution (inbound, IP, outbound, email, chat) including WFO (WFM, PM, and QM) capabilities too. The customer can proceed with one of the following:

- Stay on-premise and upgrade their system to Aspect Unified IP 7.x; and add these capabilities (omni-channel and WFO), or
- Purchase the Aspect Via Enterprise package and move to a modern cloud-based Customer Engagement solution offering everything contained in the on-premises version and so much more
 - A single customer engagement platform with native omni-channel Self-Service, Interaction Management and WFO capabilities
 - A common UI for configuration and administration across all capabilities
 - Customizable, persona-based UI provides an easy to use, streamlined UX for agents, team leads, and admins
 - Shared real-time and historical reporting across all capabilities
 - Open architecture and API's for seamless integration with enterprise data sources and business systems

We estimate there is a **20% TCO savings** over a three-year period of migrating to Aspect Via Enterprise vs upgrading to an on-premise solution with similar capabilities. The customer can (will) reap substantial savings migrating to Aspect Via over an on-premises solution due to numerous factors including reduced hardware, datacenter, IT admin and PS cost savings.



How Aspect Smooths the Way to the Cloud

As stated at the start of this document, we wanted to focus on how Aspect has conceived and developed tools, processes and standard professional services packages to make the migration from on-premises to the cloud as efficient, cost-effective and stress-free as possible.

Let's first look at a move many of our customers are considering – transitioning from Aspect's flagship on-premises product, Aspect Unified IP, to Aspect Via – our customer engagement center hosted in the Amazon cloud.

When transitioning from Aspect® Unified IP® to Aspect Via®, most of the Aspect Unified IP configuration and historical data will migrate to Aspect Via. Below is a sampling of the data that is able to migrate to Aspect Via when customers move to that cloud platform.

- Import of all customer configuration in the following areas:
 - Unified IP
 - Inbound/Dynamic Inbound Services
 - Chat Services
 - Users and Skills
 - Schedules, Holidays, and Time Zone Groups
 - Disposition Classes, Dispositions, and Disposition Plans
 - Table Definitions
 - Call Data Definitions
 - Advanced List Management
 - Schemas
 - Strategies
 - Parameter templates
 - Dispositions and Disposition Plans
 - Queues
 - Attempt Trackers
 - Exclusions
 - Convenient times to call

We were careful in preserving as much data as we could to get the same preferred settings in place as they were with on-premises Aspect Unified IP. But, we also wanted to improve Aspect Via in ways long requested by our customers. For example, new rich service intelligence capabilities are now provided through a single scripting engine for both self-service and queued interactions. Because of this, you will want to take this opportunity to build new scripts that take advantage of the context and continuity capabilities that provide true omni-channel experiences for customers and agents when transitioning from self-service to live assistance.

To make it as straightforward as possible for a customer to take advantage of these new features, Aspect Via offers Inbound/Outbound Work Type Wizards that deliver a single consolidated view of all settings to quickly and easily configure Inbound/Outbound Routing Work Types for voice, chat, email and SMS channels.

For our Aspect® Zipwire® customers, we have made sure Aspect does the heavy lifting by bringing your historical data over as well—and when it comes to configuring Aspect Via, we’ve made it easy by including a complete set of wizards that simplify Inbound/Outbound work type configurations for users, much as we have done for our Unified IP customers.

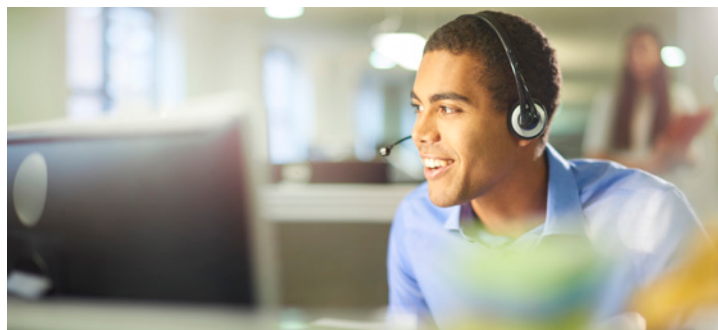
Although Aspect Via encompasses native interaction management, workforce optimization and self-service, we also realize that customers want to transition to the cloud on their terms and schedule—and, too, customers come from different on-premises starting points. That is why we have also made available stand-alone offerings that still leverage the underlying Aspect Via cloud platform.

For instance, if you are an existing user of Aspect’s on-premises Workforce Management solution, you’ll find that Aspect has made your migration to Aspect Via® Workforce Management™ in the Amazon Cloud a remarkably simple process. The customer only needs to specify the mapping between the existing WFM user names to the new Aspect Via Workforce Management user names. That’s it.

Our Aspect® Professional Services group will use dedicated WFM migration tools to migrate all configuration and other data including employees, hierarchies, security profiles, segment definitions, forecast groups, staff groups, PTO rules, etc. from your original system to the Aspect Via WFM cloud system.

All the forecasts, intra-day performances, business rules and other user-created account configurations are preserved for each user. On day one, users can log into the new cloud system and be immediately productive because the user data and experience is virtually identical to that of the on-premises version.

Finally, our on-premises Aspect® CXP™ and Aspect® CXP Pro™ customers have a direct path to the cloud. Migrating your self-service applications can be as simple as exporting them to an XML file, importing it and resource files (e.g., audio and grammars) to the new cloud environment, provisioning a phone number and telling the application the new location of these resources. This low-friction process ensures as little disruption as possible to your customer-facing interaction points.



On top of the tools we have developed, the Aspect® Professional Services Team also offers jumpstart configuration packages for a streamlined delivery that makes costs and timelines transparent and more predictable.

In fact, the Jumpstart packages can result in 35%-45% cost savings when migrating to an Aspect Via® cloud solution, compared to an on-premises upgrade with similar capabilities.

Summary

This paper began by reiterating the benefits of the cloud followed by a synopsis of the ways that Aspect Via fully leverages those benefits. Combined, we think it makes a compelling business case for making the transition from an on-premises customer contact center solution to a SaaS-based customer engagement platform in the cloud. That's why we are making tools and services available that create a seamless transition by preserving and protecting current investments to the extent possible. But, it is not just about tools. It is also about the core tenets that guide our deployment of any solution. For instance, the customer schedule rules—from seasonality considerations down to the best time for meetings. We never want to force our customers into an all-or-nothing decision. Platform capabilities can be rolled out as feature/functionality priorities dictate, with the knowledge that additional capabilities can be added seamlessly courtesy of the underlying platform architecture.

Of course, Aspect wants to ensure that the move is more than worth it, offering greater time to value and TCO, along with innovative, mobile user experiences and new features that prepare you for the 'let me do in my way' modern consumer.

Because, when you get down to it, the success of any new technology really depends on making people happier—whether it's consumers, contact center staff, IT or the C-suite. That is exactly what Aspect designers, developers and service professionals had in mind when bringing Aspect Via to the market.

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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