



Enghouse
Interactive

e
BOOK

Myths or Facts?

about Cloud Contact Centres

into action

Launch



Dispelling the myths

Don't delay your take-off!



Myth 1:

It is safer to keep data on premise rather than in the cloud



Fact 1:

It is a commonly-held misconception that contact centres sacrifice security when they move their on-premises contact centres to the cloud. In fact, the opposite is often the case. It is true that on-premise systems give you direct control over your software but there are inevitably associated risks. The installation requires your time and resource which means that delays can often occur – and that naturally results in vulnerabilities.

The combination of constant vigilance and the use of the latest technology and standards means that opting to run your contact centre in the cloud can often be more secure.

Cloud contact centres benefit from centralised, best-in-class security standards such as SOC2, HIPAA, and PCI compliance.

An Aberdeen Group survey of 302 contact centres held in March/April 2018 found that “70% of cloud contact centre users cite security and compliance as a reason to invest in cloud technology, showing that companies have largely overcome their concerns in this area.”

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Myth 2:

Moving to the cloud is bad news for your in-house IT department



Fact 2:

In-house IT workers may worry that if their company migrates from an on-premise contact centre to a cloud-based one jobs may be lost. In fact, the reverse is typically true. Implementing cloud-based systems frees the IT team up from the nuts and bolts of keeping servers, headsets and solutions up and running, enabling them instead to adopt a more proactive and creative role and focus on how IT can deliver added value to the core business.

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Myth 3:

Cloud platforms
are inherently
unreliable



Fact 3:

It is a common misconception, fuelled by the high-profile cloud outages that we hear about in the media, that cloud platforms go down frequently.

Cloud providers typically use failover solutions to ensure business continuity and also enshrine their commitment to keep networks up and running in the shape of service level agreements.

Moreover, the combination of cloud's geo-redundancy and remote access mean that most cloud contact centres are always on and accessible from anywhere – something that is not always the case with on-premise solutions.

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Myth 4:

Systems integration in the cloud is complex and difficult

Fact 4:

Organisations often worry about integrating with legacy and proprietary systems in the cloud but this does not have to be a drama. Today, technology is available that allows you to easily integrate with third party applications such as CRM using standard connectors to simplify collaboration between agents, supervisors and back-office subject matter experts. The latest application programme interfaces (APIs) enable you to easily connect your contact centre with other tools and systems in your business such as social media, contact history, call recording and workforce management.

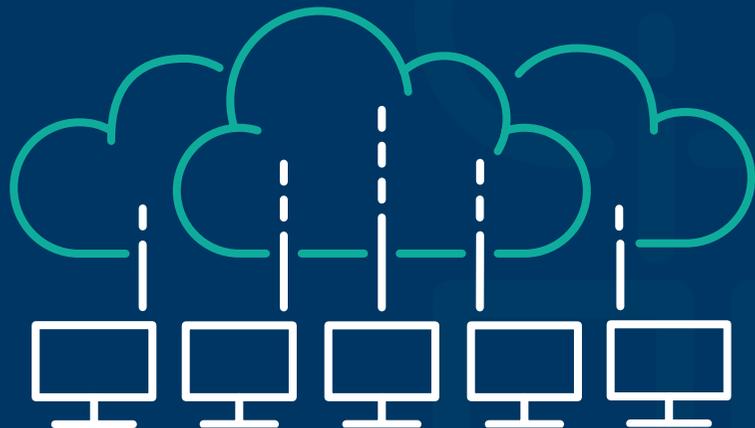


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Moving to the cloud is an all or nothing scenario. I have to do it all in one go



Fact 5:

It should never be the case that you should have to move everything into the cloud from the outset. If it suits you better, opt for a hybrid approach and, for example, move to a public cloud service for new projects and new sites while continuing to maintain an in-house system for operational customer data.

You could adopt for a phased migration, moving certain functions into the cloud and assessing how they perform before moving additional functions further down the line.

You should have the freedom to assess the different migration paths that are available and choose the one that is right for your business.

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Myth 6:

You can't run
PCI compliance
processes in
the cloud

Fact 6:

Payment card industry (PCI) compliance is adherence to a set of specific security standards that were developed to protect card information during and after a financial transaction. PCI compliance is required by all card brands. The Payment Card Industry Data Security Standard (PCI DSS) defines the need to secure cardholder data that is stored, processed or transmitted by merchants and processors.

Some businesses worry that the openness and flexibility of the cloud will make it more difficult to achieve PCI compliance in that environment. It is perfectly possible to achieve PCI compliance in the cloud but there are a number of measures you need to put in place. These include clearly auditing where cloud data is being stored and transmitted. In addition, you are likely to need a single sign-on solution to require strong passwords for the apps your employees use and you'll need to ensure the cloud solutions provider you choose offers PCI compliance as a standard.

Remember too, that while cloud security is a shared responsibility between you and the cloud service provider, that shared approach does not exempt you from the responsibility of ensuring your cardholder data is properly secured.



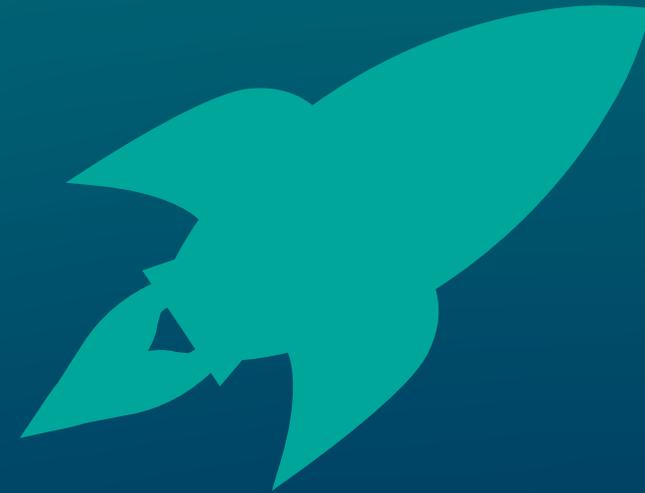
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The countdown has begun
...don't delay your take-off!



About Enghouse Interactive

We are the world's most reliable contact centre technology provider. Our global brand is built on our track-record of consistently honouring our commitments to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact centre software and service solutions that deliver enhanced customer service and transform the contact centre from a cost centre into a powerful growth engine. Our practices and solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, Enghouse Interactive works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere and via any channel.

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