

Abstract: 2009 Hosted Contact Center Infrastructure Market Report

DMG Consulting's *2009 Hosted Contact Center Infrastructure Market Report* is the most comprehensive guide to this fast-emerging technology segment. The Report contains the actionable information that prospective buyers need to make informed technology decisions and successfully implement their solutions—detailed analysis of leading vendors, product functionality, benefits, market trends and share, opportunities and challenges, pricing, return on investment (ROI), best practices and customer satisfaction. Additionally, the Report shares best practices for implementing hosted contact center infrastructure solutions and explains how the vendors address any challenges that may arise.

A component of this Report is a one-of-a-kind revenue analysis of the entire contact center technology market. This revenue breakdown was built by DMG from the ground up and details the top 18 contact center applications including automatic call distributors (ACDs), interactive voice response (IVR), computer telephony integration (CTI), dialers, recording, quality assurance, workforce management, speech analytics, knowledge management, and much more. The contact center revenue analysis is intended to help vendors and investors appreciate the potential and opportunity for hosted contact center solutions. While the Report focuses on comparing and evaluating these offerings, it also reflects the adoption rate and percentage of revenue attributed to the top 18 hosted contact center applications. The Report is vital for vendors and investors interested in entering the hosted contact center market, to identify the most lucrative revenue opportunities.

2008 was an impressive year for the hosted contact center infrastructure market, and the first half of 2009 is proving to be even better. Research showed that the worldwide economic recession drove many organizations in all verticals to consider hosted contact center infrastructure solutions. DMG found that many of these companies were not classic risk takers, but rather companies that viewed hosting as an opportunity to do business differently, without a great deal of initial investment.

Growth of this market can be attributed to several factors including better, more stable and feature-rich solutions, increased contact center domain expertise and implementation best practices, and flexible pricing. The future is very promising for hosted contact center solutions, even after the recession abates. DMG forecasts that growth for the hosted contact center infrastructure market will be 30 percent, 35 percent and 20 percent each year from 2009 to 2011, respectively.

One of the more interesting aspects of the market is how the customers feel about their solutions. DMG Consulting found high levels of customer satisfaction for most of the hosted vendors. Quick deployments, minimal cash outlay, a rapid and quantifiable return on investment, a reduced maintenance burden and the opportunity to “try before you buy” are among the top reasons for satisfied customers. The six leading hosted contact center vendors covered in detail in the *2009 Hosted Contact Center Market Report* are: BT, Contactual, Echopass, inContact, LiveOps and USAN.

Key Reasons to Buy This Report

- Obtain in-depth market analyses, including corporate, technical, and functional side-by-side comparisons of the top hosted contact center infrastructure vendors in the market: BT, Contactual, Echopass, inContact, LiveOps and USAN.
- Read actual customer comments about their satisfaction with vendors, products, implementation, service and maintenance, training, professional services and overall vendor performance.
- Discover the pros and cons of hosting contact center infrastructure solutions.
- Learn about the benefits and return on investment end users can realize from the leading hosted contact center infrastructure vendors.
- Gain a complete understanding of the specific offerings from the top six hosted contact center infrastructure vendors—standard functionality plus the extras offered.
- See a detailed pricing analysis for the leading hosted contact center infrastructure vendors as well as price ranges for the market, so you can build a successful business case.
- Anticipate the future of the hosted contact center infrastructure market with the most accurate and current market share analysis, adoption rates and projections for 2009-2011.

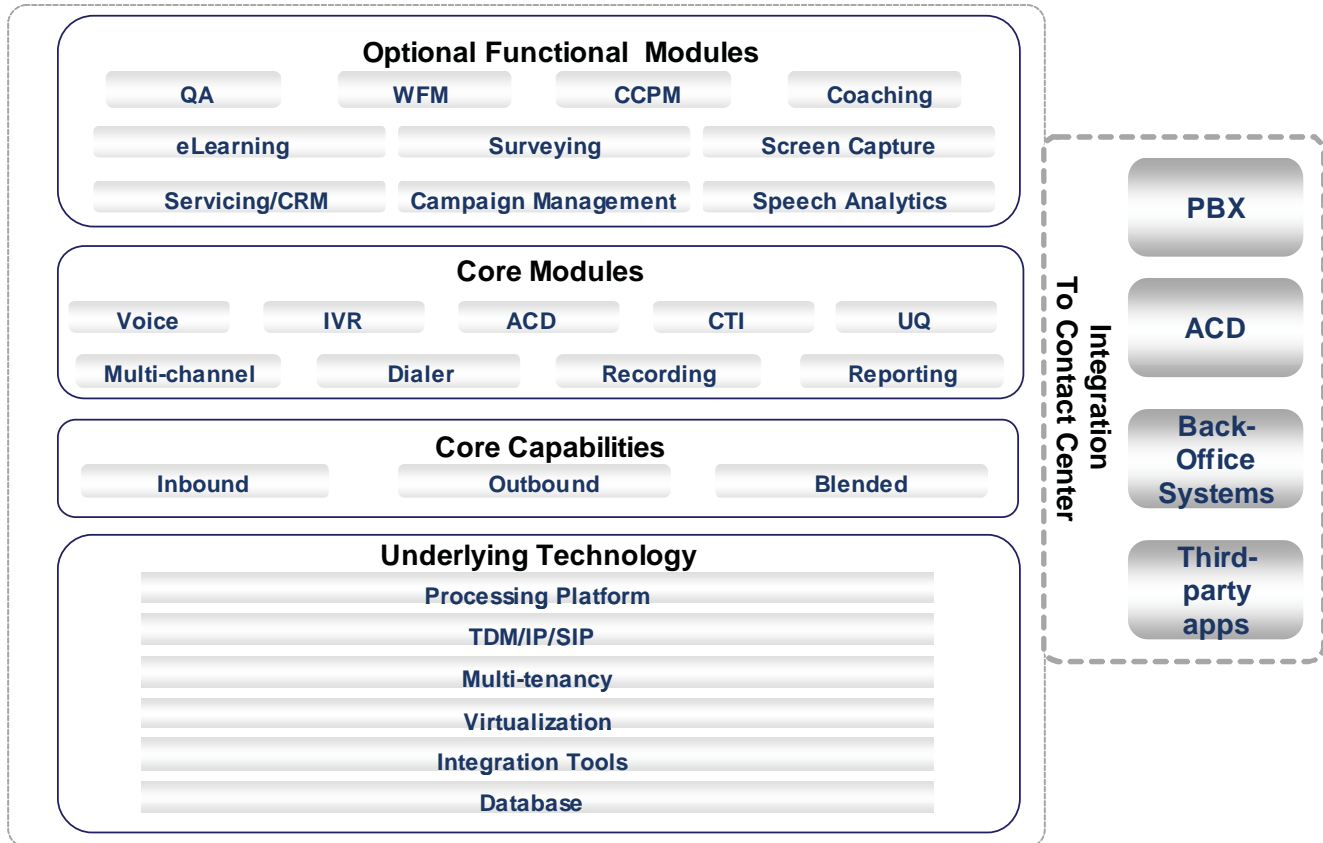
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Report Highlights

- Of the 12,198,289 contact center seats as of the end of 2008, only 2.2 percent are hosted. This creates a huge opportunity for vendors to target customers and prospects aggressively by offering reduced prices and flexible options.
- Customer satisfaction is very high for the hosted contact center infrastructure providers due to highly successful implementations and excellent ongoing support. Fifty percent of the customers surveyed indicated that they were completely satisfied—this is extremely rare for any technology sector.
- The majority of sales of hosted contact center infrastructure solutions are replacements for premise-based systems. Clearly, it's no longer business as usual for the premise-based vendors, and it's time for them to wake up to the emerging competition.
- DMG found that customers using hosted contact center infrastructure solutions can achieve a return on their investment in as little as one month, although 3 to 12 is more common.
- Use of SaaS-based applications in contact centers is still relatively new, and adoption is low, with the exception of IVR, where more than half of the sector's revenue is already from hosted/managed service vendors.
- DMG breaks down the top 18 contact center solutions by revenue for 2008, reflecting where end users are making investments.

Sample Figure: Hosted Contact Center Functional Components



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