

ABSTRACT



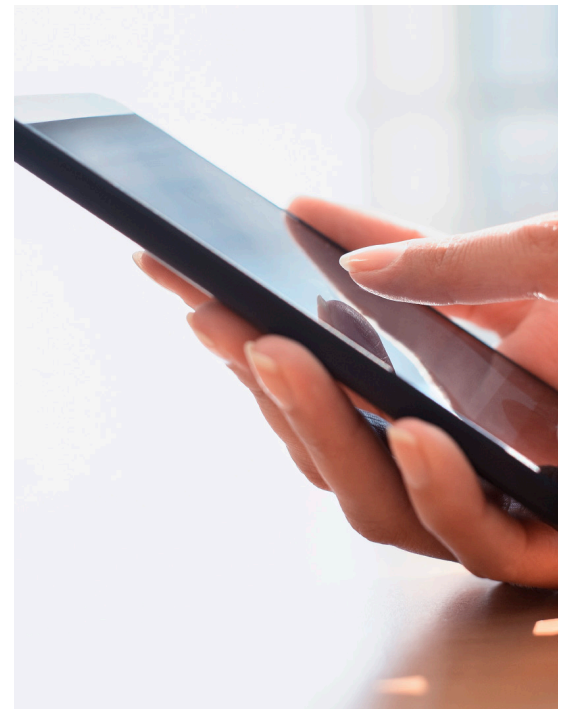
2017-2018 Cloud-Based Contact Center Infrastructure Market Report

DMG
CONSULTING LLC



*DMG Consulting's 10th annual edition of the **Cloud-Based Contact Center Infrastructure Market Report** presents the foremost, authoritative analysis of this dynamic and rapidly growing IT sector. The Report provides detailed coverage of the competitive landscape, vendors, products, and trends and challenges that are driving this market; it also addresses market share, projections, adoption rates, benefits, return on investment, pricing, customer satisfaction and implementation best practices.*

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2017 was the breakthrough year for the cloud-based contact center infrastructure (CBCCI) market. The momentum, which has been building for years, has created a large and lucrative ecosystem of partnerships among many types of vendors. There are over 150 CBCCI competitors world-wide, and hundreds of system integrators, value-added resellers (VARs), distributors, technology partners, and more, who are dedicated to building this sector. While this is positive for the market in general, it makes it difficult for customers who need to differentiate between the offerings. This Report provides prospects with the information they need to help them select the best CBCCI solution for their operating environment.

Cloud-based contact center infrastructure solutions offer many benefits. Primarily, they free a company's IT department to dedicate their time to more high-value activities than implementing and maintaining a solution with which they may have little expertise. CBCCI solutions also offer a geographically redundant environment, simplified upgrades, timely access to new features, and no annual maintenance fees. The CBCCI vendors have invested millions of dollars over the past 20 years to build their solutions and supporting networks. These solutions are generally much more technologically current than their premise-based counterparts. And the innovation keeps coming, including the introduction of artificial intelligence, machine learning, natural language understanding and analytics into CBCCI solutions.

Companies need solutions that protect them from security breaches such as hacking, fraud and industrial espionage. They also need to secure their customers' private and sensitive data, such as social security, credit card or account numbers, and protected health information. At the same time, they

need to comply with a proliferation of regulatory requirements around the world, including the Health Insurance Portability and Accountability Act (HIPAA) in the US, the world-wide Payment Card Industry Data Security Standard (PCI DSS), the UK's Data Protection Act, the BDSG Federal Data Protection Act in Germany, the upcoming EU General Data Protection Regulation (GDPR), and many more. The CBCCI vendors are working to address these concerns and stay current with rapidly evolving security and regulatory requirements.

DMG estimates that the revenue size of the cloud-based contact center infrastructure market was at least \$2.8 billion (excluding carrier revenue) as of the end of 2016. This represents only 11.4% of total contact center seats, so the revenue potential of this market is in the tens of billions. DMG predicts that the number of seats will grow by 22% in 2017, 22.5% in 2018, 23% in both 2019 and 2020, and then the growth will slow to 21% in 2021. This exciting and adaptable market has vendors who have what it takes to succeed, and this IT sector is poised for great growth and success in the next 10 years.

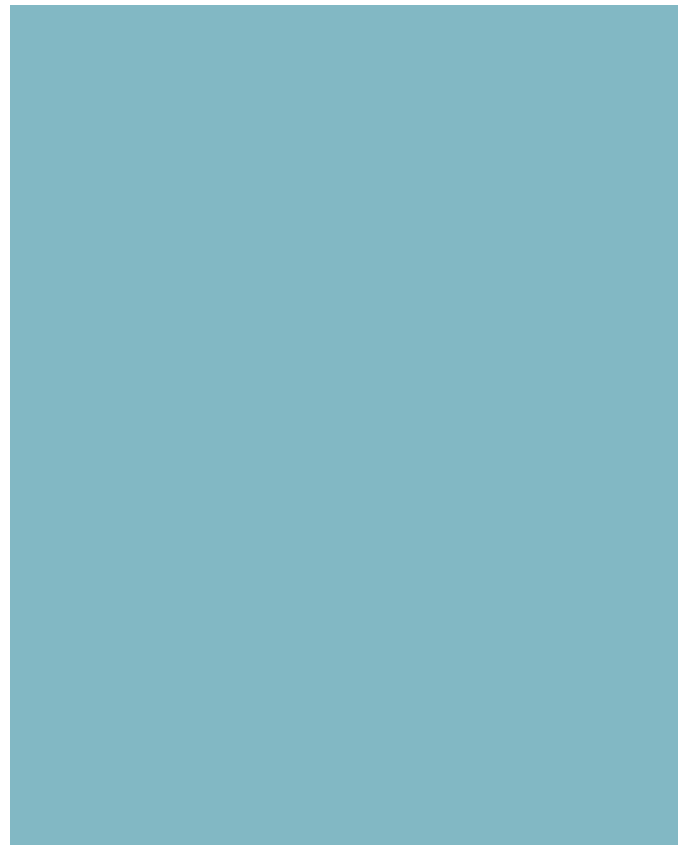
The *2017-2018 Cloud-Based Contact Center Infrastructure Market Report* covers 12 leading and contending vendors: 8x8, BroadSoft (who agreed to be acquired by Cisco), Content Guru, eLoyalty, Enghouse Interactive, Five9, Genesys, NewVoiceMedia, NICE inContact, Serenova, Sharpen and Twilio. New to the Report in 2017 are: BroadSoft, eLoyalty, Genesys, Sharpen and Twilio. 8x8, Content Guru, Enghouse Interactive, Five9, NewVoice Media, NICE inContact (NICE acquired inContact in November 2016) and Serenova were included in the 2016 – 2017 edition of this Report. The Report also includes a comprehensive Vendor Directory that lists providers of cloud-based contact center infrastructure systems around the world.

Key Reasons to Buy this Report

- ⇒ Review of the service deployment options for cloud-based contact center infrastructure solutions
- ⇒ Overview of the core functional components of cloud-based contact center infrastructure solutions
- ⇒ High-level technical analysis of each of the 12 solutions, including their multi-tenancy, integration, security and compliance capabilities
- ⇒ The market and solution trends and challenges that are driving enterprise investments and influencing the direction of vendor research and development (R&D)
- ⇒ Cloud-based contact center infrastructure market innovation, including a review of recently introduced capabilities, and functionality that is planned to be introduced in the next 12 – 18 months
- ⇒ Candid discussion of what end users want most from their cloud-based contact center infrastructure vendor partner
- ⇒ Examination of the omni-channel capabilities, supporting systems and applications, and best practices that are required for digital transformation
- ⇒ Practical recommendations and practices for developing and retaining agents in the Millennial workforce
- ⇒ A review of the WFO capabilities of the 12 leading and contending cloud-based contact center infrastructure vendors
- ⇒ Cloud-based contact center infrastructure market activity and market share analysis, adoption rate, and 5-year projections
- ⇒ Review and assessment of the cloud-based contact center infrastructure competitive landscape
- ⇒ Overview of the 12 leading and contending cloud-based contact center infrastructure vendors, including company snapshots, vendor go-to-market strategies and product overviews, including offerings targeted at small and mid-size businesses (SMBs)
- ⇒ In-depth side-by-side comparative analyses of the key functional and technical capabilities of the 12 featured cloud-based contact center infrastructure solutions
- ⇒ Implementation analysis, including a review of the vendors' processes, training, professional services, support and best practices
- ⇒ Comprehensive customer satisfaction survey results that measure and rank the vendors across 19 product components and 13 categories
- ⇒ Vendor pricing analysis for 50-, 250- and 500- seat cloud-based contact center infrastructure implementations from the 12 featured providers
- ⇒ Detailed company reports for the 12 leading and contending cloud-based contact center infrastructure vendors, analyzing their products, functionality and future R&D plans
- ⇒ Cloud-Based Contact Center Infrastructure Vendor Directory

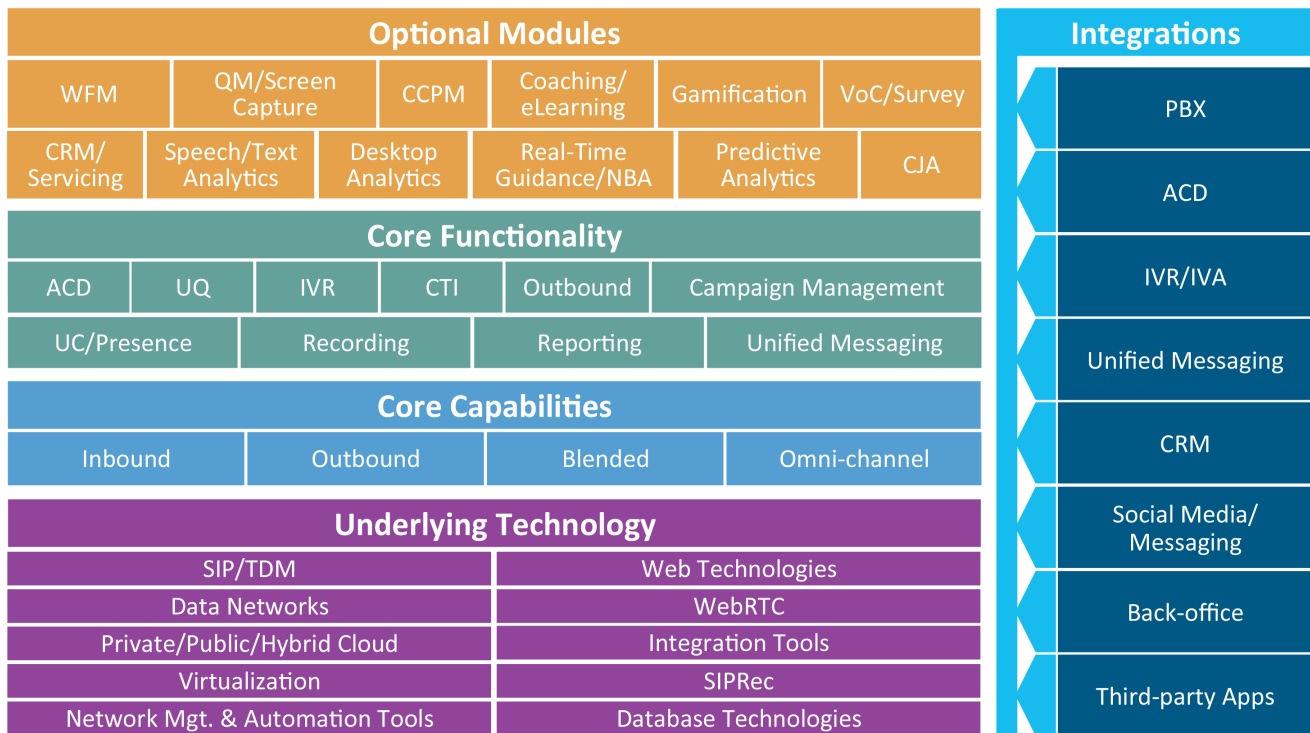
Report Highlights

- **A vast ecosystem of vendors in the CBCCI market presents a wide variety of choices for prospects and customers:** Vendors from many categories are participating in this sector, expanding its presence and reach.
- **CBCCI solutions offer many benefits:** CBCCI solutions allow companies to concentrate on using its capabilities instead of spending their time implementing and maintaining the system. Other important benefits include built-in system redundancy, simplified upgrades, timely access to new features and ongoing innovation, and elimination of annual solution maintenance fees.
- **The CBCCI vendors are working to address users' concerns about security and regulatory compliance:** Users require solutions that protect data from hacking and data tampering; sensitive customer information must also be secured. CBCCI solutions must also be able to address a growing number of regulatory requirements around the world, particularly for users in the financial services and healthcare verticals.
- **A great deal of innovation is occurring in the cloud-based contact center sector:** Two decades of investment have yielded cloud-based solutions that are more current than their premise-based counterparts. The next step for the CBCCI vendors is to introduce artificial intelligence, machine learning, natural language understanding and analytics into their solutions.
- **The cloud-based contact center infrastructure market is poised for strong growth over the next few years:** The CBCCI market is growing rapidly, and a tremendous untapped opportunity remains as more companies transition to the cloud. The revenue potential of this market is in the tens of billions, and DMG estimates that the number of seats will grow by 22% in 2017, 22.5% in 2018, 23% in both 2019 and 2020, and 21% in 2021.



SAMPLE FIGURE

Cloud-Based Contact Center Infrastructure Solution



Source: DMG Consulting LLC, November 2017

1. Executive Summary
2. Introduction
3. DMG Consulting Research Methodology
 - 3.1 Report Participation Criteria
4. Service Delivery Models
 - 4.1 DMG Service Delivery Definitions
 - 4.2 Vendor Service Delivery Options
5. Cloud-Based Contact Center Infrastructure Functional Overview
 - 5.1 Core Cloud-Based Contact Center Infrastructure Functional Components
 - 5.2 Core Cloud-Based Contact Center Infrastructure Functional Capabilities
 - 5.2.1 ACD
 - 5.2.2 IVR/IVA
 - 5.2.3 CTI
 - 5.2.4 Unified Communications
 - 5.2.5 Outbound
 - 5.2.6 CRM
 - 5.2.7 Dashboards, Reporting and Analytics
6. Cloud-based Contact Center Infrastructure Technical Overview
 - 6.1 Core CBCCI Technical Capabilities
 - 6.1.1 Multi-Tenancy
 - 6.1.2 Integration
 - 6.1.3 Security
 - 6.1.4 Compliance Management
7. Cloud-Based Contact Center Infrastructure Trends and Challenges
 - 7.1 Cloud-Based Contact Center Infrastructure Trends
 - 7.2 Cloud-Based Contact Center Infrastructure Challenges
8. Cloud-Based Contact Center Infrastructure Market Innovation
 - 8.1 New Product Features
 - 8.2 Future Enhancements
9. Cloud-Based Contact Center Vendors Deliver More Innovation with Less Effort
 - 9.1 Ease of Doing Business: One Vendor, One Solution
 - 9.2 The Quest for Highly Reliable System Performance
 - 9.3 Contact Center Expertise
 - 9.4 Ongoing Innovation
 - 9.5 Down but not Out: Disaster Recovery/ Business Continuity
 - 9.6 Cloud-Based Contact Center Infrastructure Vendor Selection Checklist
10. Omni-Channel Contact Centers for the Digital Era
 - 10.1 Omni-Channel Contact Centers are the Future of Sales, Service and Support
 - 10.2 Building and Transitioning to an Omni-Channel Contact Center Environment
 - 10.3 The Omni-Channel Agent Experience
 - 10.4 The Omni-Channel Supervisor Experience
11. Omni-Channel Key Performance Indicators
 - 11.1 Contact Center KPI Requirements
 - 11.2 Top Contact Center KPIs
 - 11.3 KPIs to Engage and Motivate Agents
12. Super Agents: A Guide to Developing, Engaging and Retaining Omni-Channel Agents
 - 12.1 Agent Engagement Best Practices
 - 12.2 Good and Bad Agent Attrition
 - 12.3 Focus on Agent Retention
13. Workforce Optimization Suites: An Ideal Complement to Cloud-Based Contact Center Infrastructure
 - 13.1 WFO Defined
 - 13.2 WFO Capabilities of Cloud-Based Contact Center Infrastructure Solutions
 - 13.2.1 Recording
 - 13.2.2 Quality Assurance/Quality Management
 - 13.2.3 Workforce Management
 - 13.2.4 Performance Management
 - 13.2.5 Gamification

- 13.2.6 Voice of the Customer/Voice of the Employee/Surveying
- 13.3 WFO Analytics Offerings
 - 13.3.1 Speech Analytics
 - 13.3.2 Text Analytics
 - 13.2.3 Desktop Analytics
 - 13.2.4 Robotic Process Automation
 - 13.2.5 Customer Journey Analytics
- 14. Cloud-Based Contact Center Infrastructure Market Activity Analysis
 - 14.1 Cloud-Based Contact Center Infrastructure Customers and Seats
- 15. Cloud-Based Contact Center Infrastructure Market Projections
- 16. Adoption of Cloud-Based Contact Center Infrastructure Solutions
- 17. Cloud-Based Contact Center Infrastructure Competitive Landscape
 - 17.1 What is a Contact Center Infrastructure Solution?
 - 17.2 Hybrid Contact Center Software
 - 17.3 What Companies Should Look For When Selecting Cloud-Based Vendors
 - 17.4 What's Next for the Cloud-Based Contact Center Infrastructure Market
- 18. CBCCI Vendors and Solutions
 - 18.1 Company Snapshot
 - 18.2 Vendor Strategy
 - 18.3 Cloud-Based Contact Center Infrastructure High-Level Functional Summary
 - 18.4 SMB Offerings
- 19. Implementing and Managing a Cloud-Based Contact Center Infrastructure Solution
 - 19.1 Implementation Analysis
 - 19.2 Cloud-Based Contact Center Infrastructure Implementation Best Practices
 - 19.3 License Management
 - 19.4 Maintenance and Ongoing Support
- 20. Cloud-Based Contact Center Infrastructure Vendor Satisfaction Analysis
 - 20.1 Summary of Survey Findings and Analysis: Vendor Categories
 - 20.2 Summary of Survey Findings and Analysis: Product Categories
 - 20.2.1 Product Satisfaction by Sub-Category and Customer
 - 20.3 Customer Background and Insights
 - 20.3.1 Customer Background
 - 20.3.2 Customer Insights
 - 20.3.3 Challenges to Address by Implementing a Cloud-Based Contact Center Infrastructure Solution
 - 20.3.4 Strengths of Cloud-Based Contact Center Infrastructure Solutions
 - 20.3.5 Product Enhancements
 - 20.3.6 Additional Comments
- 21. Pricing
 - 21.1 Pricing Structure
 - 21.2 Pricing for a 50-Seat Implementation
 - 21.3 Pricing for a 250-Seat Implementation
 - 21.4 Pricing for a 500-Seat Implementation
- 22. Company Reports
 - 22.1 8x8, Inc.
 - 22.2 BroadSoft, Inc.
 - 22.3 Content Guru
 - 22.4 eLoyalty, LLC (a TeleTech Company)
 - 22.5 Enghouse Interactive
 - 22.6 Five9, Inc.
 - 22.7 Genesys
 - 22.8 NewVoiceMedia
 - 22.9 NICE inContact
 - 22.10 Serenova
 - 22.11 Sharpen
 - 22.12 Twilio, Inc.

Appendix: Cloud-Based Contact Center Infrastructure Vendor Directory

Figure 1:	Service Delivery Models, Advantages and Disadvantages
Figure 2:	DMG's Service Delivery Definitions
Figure 3:	Vendor Service Delivery Options
Figure 4:	Cloud-Based Contact Center Solutions
Figure 5.1:	Automatic Call Distributor (ACD)
Figure 5.2:	Automatic Call Distributor (ACD)
Figure 6.1:	IVR/IVA
Figure 6.2:	IVR/IVA
Figure 7.1:	Computer Telephony Integration
Figure 7.2:	Computer Telephony Integration
Figure 8.1:	Unified Communications
Figure 8.2:	Unified Communications
Figure 9.1:	Outbound Solution
Figure 9.2:	Outbound Solution
Figure 10.1:	Customer Relationship Management
Figure 10.2:	Customer Relationship Management
Figure 11.1:	Dashboards, Reporting and Analytical Capabilities
Figure 11.2:	Dashboards, Reporting and Analytical Capabilities
Figure 12.1:	High-Level Technical Analysis
Figure 12.2:	High-Level Technical Analysis
Figure 13.1:	Multi-Tenancy
Figure 13.2:	Multi-Tenancy
Figure 14.1:	Integration Capabilities
Figure 14.2:	Integration Capabilities
Figure 15.1:	Security
Figure 15.2:	Security
Figure 16.1:	Compliance Features
Figure 16.2:	Compliance Features
Figure 17:	Cloud-Based Contact Center Infrastructure Trends
Figure 18:	Cloud-Based Contact Center Infrastructure Challenges
Figure 19:	New Product Features, by Vendor
Figure 20:	New Product Features, by Category
Figure 21:	Future Enhancements, by Category
Figure 22:	Core Functional Capabilities
Figure 23.1:	Service Level Agreements (SLAs)
Figure 23.2:	Service Level Agreements (SLAs)
Figure 24.1:	Professional Services and Training
Figure 24.2:	Professional Services and Training
Figure 25.1:	Data Center, Back-Up, Disaster Recovery and Contingency
Figure 25.2:	Data Center, Back-Up, Disaster Recovery and Contingency
Figure 26:	Vendor Selection Checklist
Figure 27:	Omni-Channel Contact Center
Figure 28.1:	Omni-Channel Capabilities
Figure 28.2:	Omni-Channel Capabilities
Figure 29.1:	Agent Desktop
Figure 29.2:	Agent Desktop
Figure 30.1:	Supervisor Interface
Figure 30.2:	Supervisor Interface
Figure 31:	Contact Center KPIs
Figure 32:	Agent Balanced Scorecard
Figure 33:	The Super-Agent
Figure 34:	Agent Success Cycle
Figure 35:	Contact Center Workforce Optimization Suite
Figure 36.1:	Recording
Figure 36.2:	Recording
Figure 37.1:	Quality Management (QM)

Figure 37.2:	Quality Management (QM)
Figure 38:	WFM Building Blocks
Figure 39.1:	Workforce Management (WFM)
Figure 39.2:	Workforce Management (WFM)
Figure 40:	Historical vs. Real-Time Performance Management
Figure 41.1:	Performance Management
Figure 41.2:	Performance Management
Figure 42.1:	Gamification
Figure 42.2:	Gamification
Figure 43.1:	Surveying/Voice of the Customer (VoC)
Figure 43.2:	Surveying/Voice of the Customer (VoC)
Figure 44:	What is Speech Analytics?
Figure 45:	Historical vs. Real-Time Speech Analytics Use Cases
Figure 46.1:	Speech Analytics
Figure 46.2:	Speech Analytics
Figure 47:	Text Analytics
Figure 48.1:	Text Analytics
Figure 48.2:	Text Analytics
Figure 49:	Desktop Analytics Defined
Figure 50.1:	Desktop Analytics
Figure 50.2:	Desktop Analytics
Figure 51:	Robotic Process Automation (RPA)
Figure 52.1:	Robotic Process Automation (RPA) and Desktop Analytics
Figure 52.2:	Robotic Process Automation (RPA) and Desktop Analytics
Figure 53:	CJA Defined
Figure 54.1:	Customer Journey Analytics (CJA)
Figure 54.2:	Customer Journey Analytics (CJA)
Figure 55:	2016 Cloud-Based Contact Center Infrastructure Customers and Seats, as of July 2017
Figure 56:	2016 Cloud-Based Contact Center Infrastructure Market Activity, as of July 2017
Figure 57:	Cloud-Based Contact Center Infrastructure Market Share, by Seats, as of July 2017
Figure 58:	Cloud-Based Contact Center Infrastructure Market Share, by Customers, as of July 2017
Figure 59:	Cloud-Based Contact Center Infrastructure Market Activity by Number of Seats, 2016 vs. 2015 Comparison
Figure 60:	Cloud-Based Contact Center Infrastructure Market Activity by Number of Seats, 2016 vs. 2015 Comparison
Figure 61:	Cloud-Based Contact Center Infrastructure Market Activity by Number of Customers, 2016 vs. 2015 Comparison
Figure 62:	Cloud-Based Contact Center Infrastructure Market Activity by Number of Customers, 2016 vs. 2015 Comparison
Figure 63:	Cloud-Based Contact Center Infrastructure Seat Trend Analysis, 2008 – 2016
Figure 64:	Cloud-Based Contact Center Infrastructure Seat Trend Analysis, 2008 – 2016
Figure 65:	Cloud-Based Contact Center Infrastructure Seat Projections, 2017 – 2021
Figure 66:	Cloud-Based Contact Center Infrastructure Seats and Growth Rates
Figure 67:	Cloud-Based Contact Center Infrastructure Actual 2008 – 2016 Seats and Growth Rates
Figure 68:	Cloud-Based Contact Center Infrastructure, Projected 2017 – 2021 Seats and Growth Rates
Figure 69:	Cloud-Based Contact Center Infrastructure Seats, Growth and Adoption Rates, 2008 – 2016
Figure 70.1:	Company Information
Figure 70.2:	Company Information
Figure 71:	Vendor Strategy
Figure 72.1:	High-Level Functional Summary
Figure 72.2:	High-Level Functional Summary
Figure 73.1:	Small/Mid-Size Business (SMB) Offering
Figure 73.2:	Small/Mid-Size Business (SMB) Offering
Figure 74:	Enterprise Resources for Cloud Contact Center Infrastructure Solutions
Figure 75.1:	Implementation Analysis
Figure 75.2:	Implementation Analysis
Figure 76.1:	Implementation Analysis
Figure 76.2:	Implementation Analysis
Figure 77.1:	License Management
Figure 77.2:	License Management

Figure 78.1:	Maintenance and Ongoing Support
Figure 78.2:	Maintenance and Ongoing Support
Figure 79:	Customer Survey Rating Categories
Figure 80:	Average Satisfaction Ratings, by Category
Figure 81:	Current Product Satisfaction Ratings, by Customer
Figure 82:	Implementation Satisfaction Ratings, by Customer
Figure 83:	System Availability and Up-Time Satisfaction Ratings, by Customer
Figure 84:	Professional Services Satisfaction Ratings, by Customer
Figure 85:	Training/Workshops Satisfaction Ratings, by Customer
Figure 86:	Service and Support Satisfaction Ratings, by Customer
Figure 87:	System Upgrade Satisfaction Ratings, by Customer
Figure 88:	Innovation Satisfaction Ratings, by Customer
Figure 89:	Ease of Doing Business with the Vendor Satisfaction Ratings, by Customer
Figure 90:	Responsiveness to Product Enhancement Requests Satisfaction Ratings, by Customer
Figure 91:	Vendor Communication Satisfaction Ratings, by Customer
Figure 92:	Product Pricing Satisfaction Ratings, by Customer
Figure 93:	Overall Vendor Satisfaction Ratings, by Customer
Figure 94:	Product Satisfaction Ratings by Category
Figure 95:	Omni-Channel Capabilities Satisfaction Ratings, by Customer
Figure 96:	Multi-Skill Routing and Queuing Features Satisfaction Ratings, by Customer
Figure 97:	Agent Interface and User Experience Satisfaction Ratings, by Customer
Figure 98:	Supervisor Interface and User Experience Satisfaction Ratings, by Customer
Figure 99:	IVR Features and Functionality Satisfaction Ratings, by Customer
Figure 100:	Outbound Dialing Features and Functionality Satisfaction Ratings, by Customer
Figure 101:	Blended (inbound/outbound) Capabilities Satisfaction Ratings, by Customer
Figure 102:	Recording Features Satisfaction Ratings, by Customer
Figure 103:	Quality Management/Coaching Capabilities Satisfaction Ratings, by Customer
Figure 104:	Dashboard Satisfaction Ratings, by Customer
Figure 105:	Real-Time Reporting Satisfaction Ratings, by Customer
Figure 106:	Historical Reporting Satisfaction Ratings, by Customer
Figure 107:	Ad Hoc Reporting Satisfaction Ratings, by Customer
Figure 108:	System Security Satisfaction Ratings, by Customer
Figure 109:	System Scalability Satisfaction Ratings, by Customer
Figure 110:	Platform Reliability Satisfaction Ratings, by Customer
Figure 111:	Business Continuity/Disaster Recovery Capabilities Satisfaction Ratings, by Customer
Figure 112:	Ease of Configuration/use/Maintenance Satisfaction Ratings, by Customer
Figure 113:	Ease of Integration with Third-Party Applications Satisfaction Ratings, by Customer
Figure 114:	What applications do you use from your cloud-based contact center infrastructure vendor?
Figure 115:	What channels do you use your cloud-based contact center infrastructure to support?
Figure 116:	What were the top 3-5 challenges you were trying to address by implementing a cloud-based contact center infrastructure?
Figure 117:	Please tell us the top 3 - 5 strengths of your cloud-based contact center infrastructure solution.
Figure 118:	Please list the product enhancements you would like to see.
Figure 119:	Additional comments about your experience with the vendor and/or product
Figure 120.1:	Pricing Structure
Figure 120.2:	Pricing Structure
Figure 121.1	Pricing for 50-Seat Cloud-Based Contact Center Infrastructure Solution
Figure 121.2	Pricing for 50-Seat Cloud-Based Contact Center Infrastructure Solution
Figure 122.1	Pricing for 250-Seat Cloud-Based Contact Center Infrastructure Solution
Figure 122.2	Pricing for 250-Seat Cloud-Based Contact Center Infrastructure Solution
Figure 123.1	Pricing for 500-Seat Cloud-Based Contact Center Infrastructure Solution
Figure 123.2	Pricing for 500-Seat Cloud-Based Contact Center Infrastructure Solution

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