



Customer-Focused Strategy, Operations & Technology

Cloud-Based SLAs Must be Real-Time

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Cloud-Based Failures Are Media Events



Blow-by-blow: Another Microsoft cloud outage

Microsoft continues to struggle, with Hotmail, SkyDrive, MSN, Azure, and Office 365 going down for a couple of hours Thursday night. - *InfoWorld September 09, 2011*

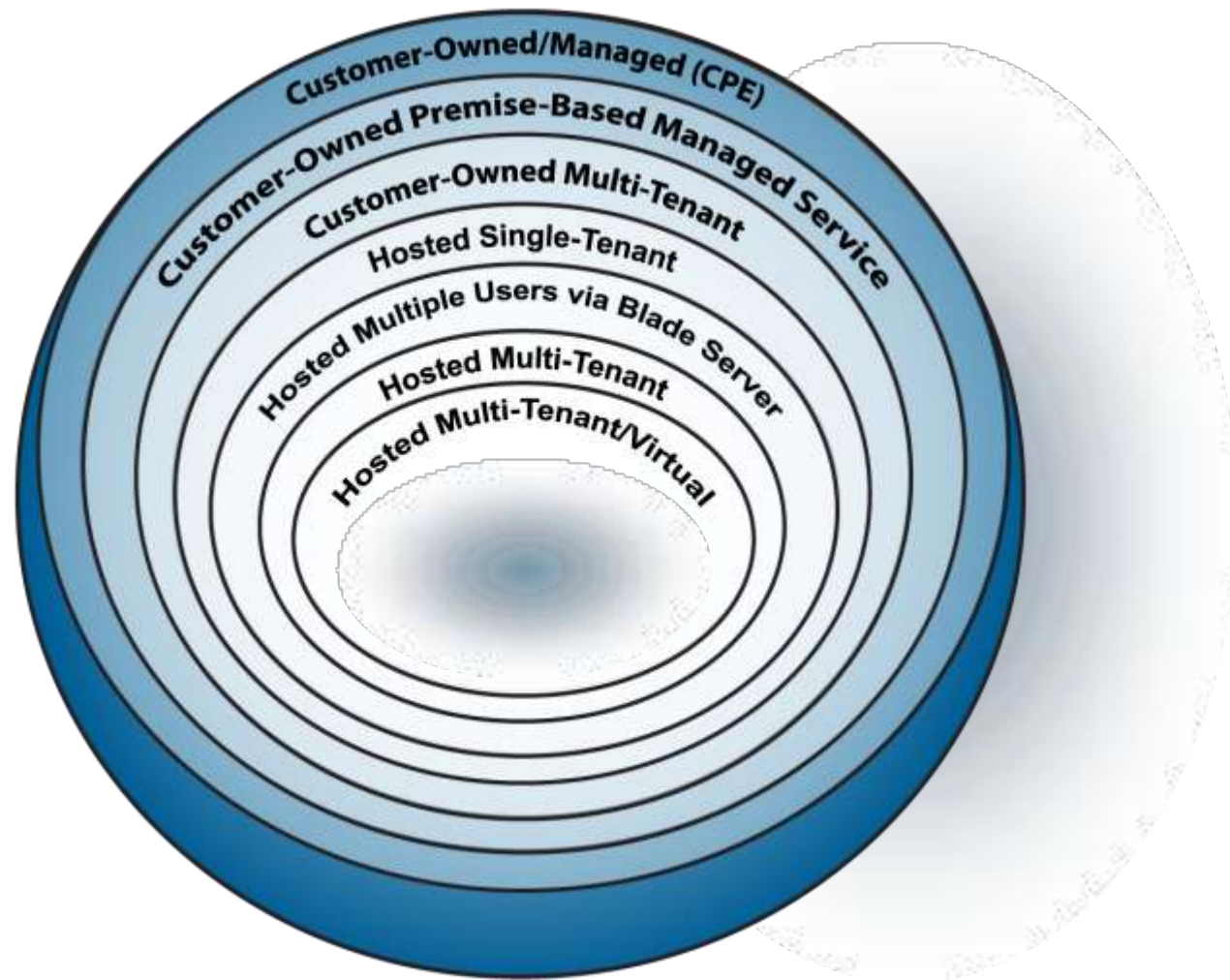
Millions of Blackberry users without service

CNN's Dan Simon reports millions of BlackBerry users remained without service on Wednesday as a three-day outage spread to North America. – *CNN October 12, 2011*

Salesforce.com suffers service outage after operations failure

Software as a Service (SaaS) provider Salesforce.com suffered a widespread outage to its service yesterday, resulting in almost all of its 68,000 customers experiencing more than an hour of downtime. - *SearchCloud Computing January 5, 2011*

Cloud-Based Contact Center Value Proposition



Risk: Total Dependence on Vendor

Dependability

Performance

QoS

Up-time

Capacity

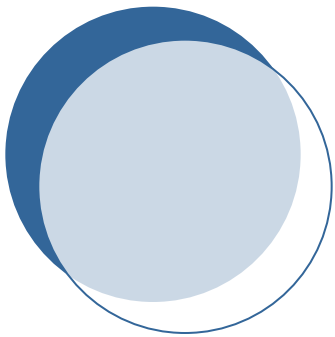


Traditional SLAs Don't Stack Up

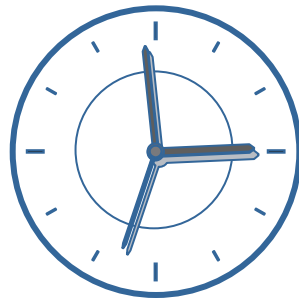
REPORT CARD	
Time Period: HISTORICAL	
KPI	Goal
Availability	98% - 99%
Downtime	>1% - 2%
Call blocking rate	1% - 2%
Service life of equipment	7 - 10 years
Cost of system maintenance	17% - 22%

Cloud Solutions Require New SLAs

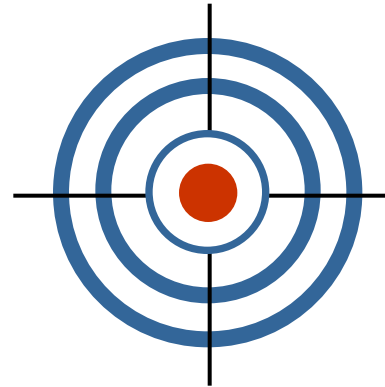
Cloud-Based SLA Characteristics:



Transparent



Real-Time



Accurate



Actionable

Cloud-Based Contact Center Infrastructure SLAs

KPI

GOAL

Availability

100%

Mean opinion score (MOS)
(avg. voice quality score)

4.5 (out of 5)

Call blocking rate

< 1%

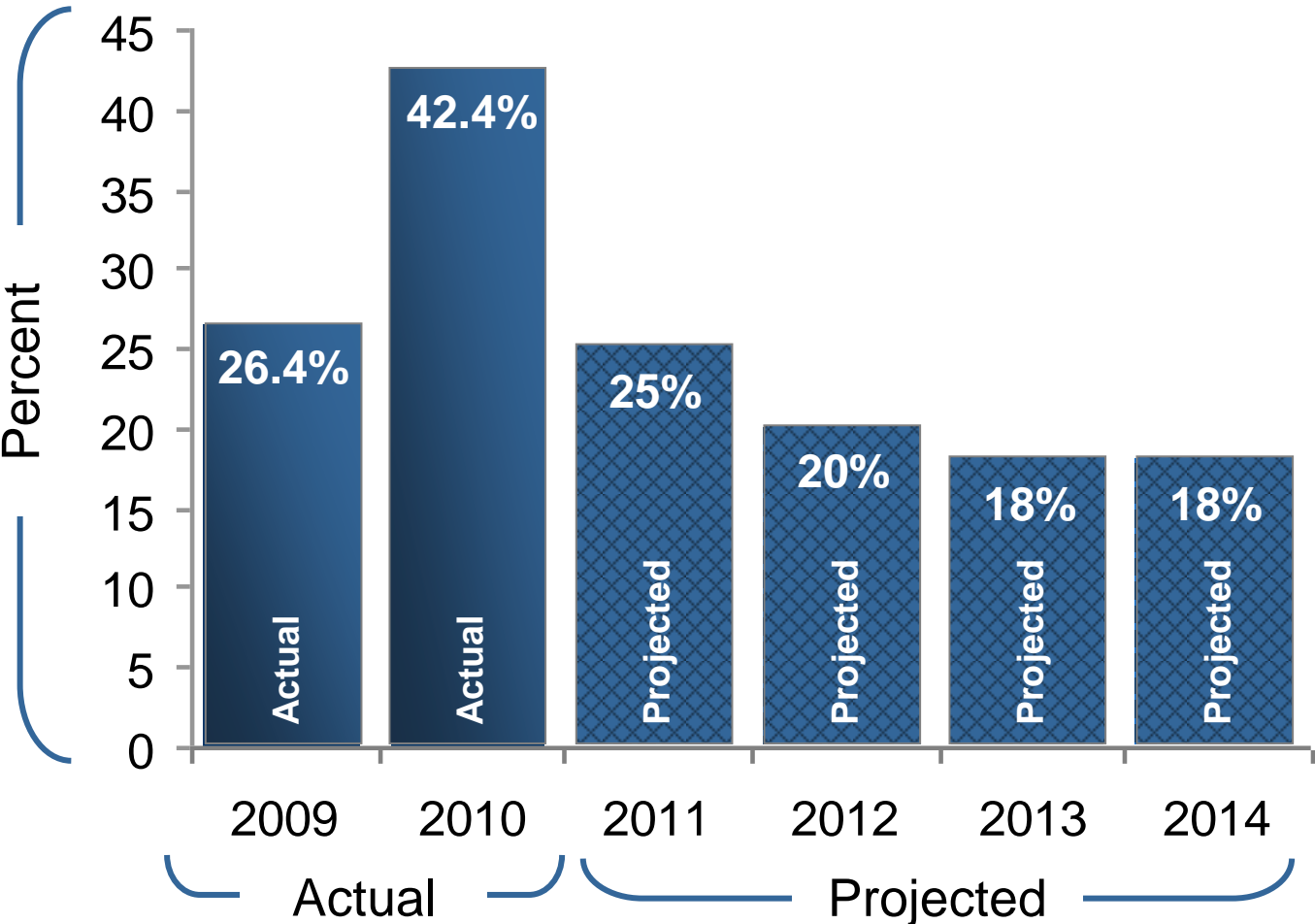
Vendor capacity

50% greater than peak

Provisioning goal

1 day

Cloud Contact Center Actual & Projected Growth Rate, by Seats





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Thank You!

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