



DISRUPT

20
22



TECH TRACK



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EVERYTHING

YOU NEED TO

KNOW ABOUT

MOVING

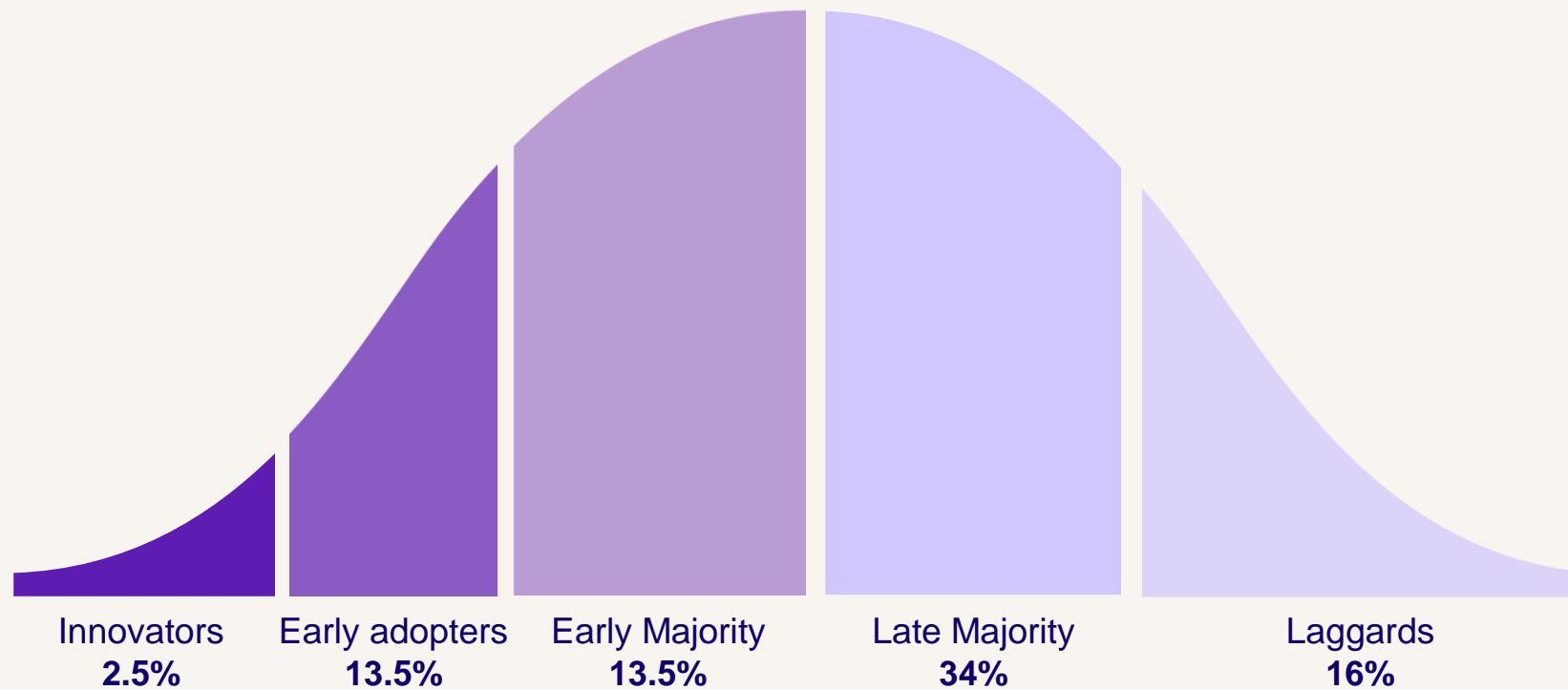
your Contact Centre to the Cloud

Derek Forrest – Head of Avaya Solutions

Lynsay McEwen – Director of CX



WHERE ARE YOU ON YOUR CLOUD CONTACT CENTRE JOURNEY



LAW OF DIFFUSION OF INNOVATION

“You’ve got to start with the customer experience and work back towards the technology – not the other way around”

Steve Jobs

THE PROBLEM IS CHOICE . . .





... THE STRATEGIC APPROACH

CONTACT CENTRE MIGRATION

CONTACT CENTRE MIGRATION

PUBLIC CCaaS

- Smaller CC
- Start-Ups
- Digital First
- Pre-Packaged Solution
- Transactional Costs

PRIVATE CLOUD

- Voice Criticality
- Operational Maturity
- Highly Regulated
- Dedicated Architecture
- Some Complexity Remains

PUBLIC PROGRAMMABLE

- Build It Mentality
- Customise Everything
- Dev-Ops Approach
- Rebuild & Plug Gaps
- Internet Voice Traffic





**CLOUD ISNT THE
DESTINATION, IT IS ONLY
THE FIRST STEP THROUGH
THE DOOR . . .**

**. . . THROUGH WHICH
SABIO CAN UNLOCK
INNOVATION**



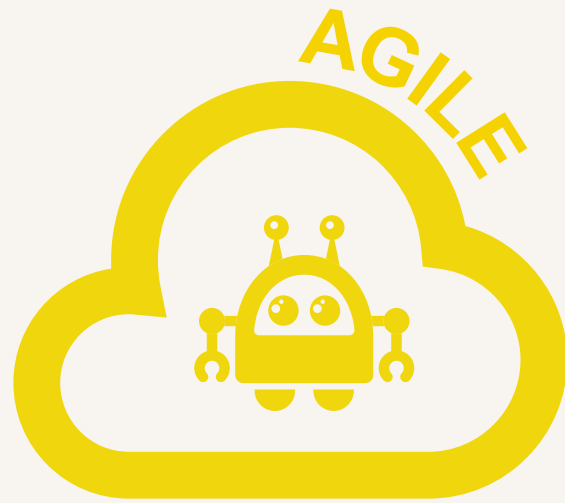






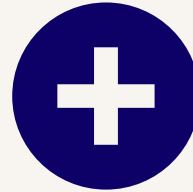
VS





Public Cloud

- Bots
- Analytics
- Custom CX
- AI



Private Cloud

- Voice/Routing
- Call Recordings
- 4x9's Resilience
- Data Lake

IN THE REAL WORLD

**WE ALLOW YOU TO TAKE THAT
FIRST STEP, GIVING YOU THE
TIME TO THINK “WHATS NEXT”**

COME AND CHAT TO FIND OUT MORE



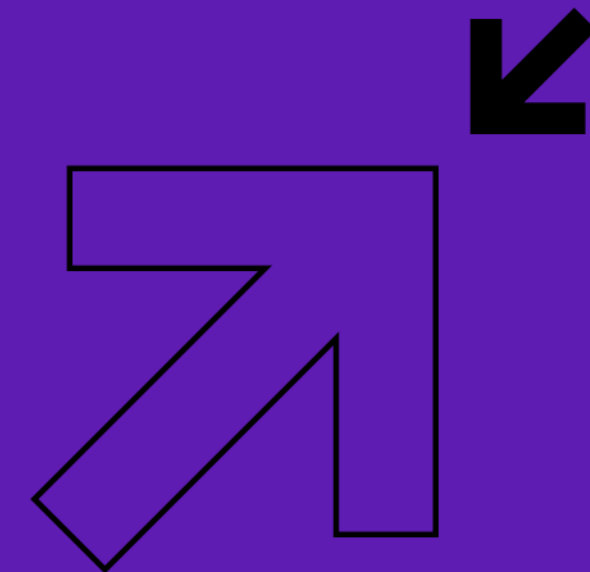


THANK YOU

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