

CCaaS Matrix Jul/2018






HQ	Indianapolis, IN	San Jose, CA	Ottawa, Canada
# of Employees	2,300	1,000	4,275
Public/ Private	Public: ININ	Public: EGHT	Public: MITL
Sold Standalone?	Yes	Yes	No
Hosted PBX Resellers	None	None	None
Gartner Magic Quadrant 2017	Leaders	Challengers	No
Key Acquisitions	Acquired by Genesys September 2016	Contactual, VoiceNET, QSE, DXI	M5 Networks, Corvisa, M5 Australia
Primary Datacenters	AWS US East: Virginia EMEA: Ireland APAC: Sydney, Tokyo	NA: Canada, San Jose, Virginia EMEA: UK APAC: Australia, Hong Kong	Carrolton (TX), Chicago
Seat/MRC Minimum	5 seats	5 seats	5 seats
Available Channels	Inbound Voice, Outbound Dialer (preview/progressive/predictive), Email, Chat, Social, Queue Call Back	Inbound Voice, Outbound Dialer (preview), Email, Web Chat, Queue Call Back	Inbound Voice, Outbound Dialer (preview/progressive), Email, Web Chat, Queue Call Back, 3rd party SMS





CRM Integration	SalesForce, Oracle Services Cloud, SAP, Zendesk, Dynamics Online	SalesForce, NetSuite, Zendesk, Dynamics Online, Zoho	SalesForce, ACT!, Desk.com, Microsoft Dynamics Online, NetSuite, Zendesk
Int'l Coverage	Yes	Yes	Limited
Monthly Subscription Avg	\$\$\$	\$\$\$	\$\$
Key Product/ Service Gaps	<p>PureCloud is a brand new offering, with little history to demonstrate platform stability and customer satisfaction. Best for under 1,000 agents</p> <p>No SMS or screen recording capabilities today.</p> <p>Also offer legacy I3/ Genesys solutions that may cause product positioning confusion.</p>	<p>No progressive/predictive dialer capabilities.</p> <p>Social media and SMS communication channels not available yet.</p> <p>Limited to 1,000 agents per tenant.</p>	<p>No predictive dialer or social media integration available.</p> <p>No international except Canada.</p> <p>Max of 400 agents configured/200 concurrent.</p> <p>Cannot address HIPAA, PCI, or other compliance requirements</p>
Differentiators	<p>PureCloud is built off AWS microservices framework, mitigating server failures from cascading across their data centers</p> <p>PureCloud is best for midsize (21-300) and large (300+) CC opportunities.</p> <p>They still have legacy I3 and Genesys solutions they can offer for private/dedicated requests as well as to suit enterprise clients</p>	<p>Offer a uniform platform experience, as hosted Contact Center is homegrown (not an acquisition)</p> <p>Web-based, with real-time analytics and skilled based routing</p> <p>Platform offers preview and progressive outbound dialers, and is priced aggressively compared to the industry average (under \$100/agent/month)</p>	<p>Offer a uniform platform experience, as hosted Contact Center is homegrown (not an acquisition)</p> <p>Web-based, with real-time analytics and skilled based routing</p> <p>Platform offers preview and progressive outbound dialers, and is priced aggressively compared to the industry average (under \$100/agent/month)</p>