



# Cloud-Based Contact Center Infrastructure Market Report Reprint

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**Enghouse**  
Interactive

**2015/2016**



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## 1. Introduction

For contact centers, 2015 has been the year of the cloud. It's the year the cloud-based contact center infrastructure market hit its stride on a worldwide basis. Acceptance and adoption continues to grow in North America. In Western Europe, particularly in the UK, the number of cloud-based deployments is increasing rapidly and picking up momentum. Germany is showing strong interest, and the market in Australia features all types of cloud-based solutions. Users in Japan and China are slow to adopt, but are starting to come on board. Businesses in The Philippines are investing in cloud-based contact center infrastructure solutions, but the economics in India are still making this model a challenge. Cloud-based contact center solutions are no longer just for small and mid-sized organizations. Because of the flexibility inherent in cloud-based services, larger enterprises also find this model appealing, even if it is difficult for them to financially justify investments in these solutions if they are going to keep them for more than 3 years.

### **Carriers are on Board**

The carriers/network service providers (NSPs) are giving a boost to the cloud-based contact center infrastructure market. These vendors have slowly realized the potential for using the cloud to grow their revenue and expand their services. Early on, NSPs viewed cloud-based contact center solutions as a way to retain their carrier minutes, and some still do, but others are realizing its potential to add new and “sticky” services for their customers. Some also see its potential to expand their offerings on a world-wide basis, as a growing number of enterprises are asking their local NSPs to provide a fully interconnected set of cloud-based unified communications (UC)/private branch exchange (PBX) and contact center services for their employees.

On a world-wide basis, the vast majority of NSPs are using a third-party cloud-based contact center infrastructure solution, although a few carriers have purchased and offer their own technology platform. Most of the NSPs are white-labeling or OEM'ing one of the existing cloud-based contact center solutions. Some NSPs are offering a variety of cloud-based contact center solutions in order to provide their customers with options suited to their size and functional requirements. A major challenge for the market, though, is that many of the NSPs still think like they are selling carrier services and do not understand what is expected of them when they deliver cloud-based contact center services to enterprises. In too many cases, the learning curve is long and painful for enterprises and their NSPs, who are struggling to become more customer-centric. While it's taking way too long for the carriers to get it right, DMG expects them to make the necessary long-term investments in resources, best practices and technology.

## **Growing Demand for Cloud-Based PBX and Contact Center Services**

Small and mid-sized organizations have been the earliest adopters of cloud-based PBX and contact center services, but there are trends that are making the cloud attractive for larger enterprises, as well. Globalization is forcing many companies to look for a cost-effective approach to establishing a regional presence in a variety of countries. In the recent past, companies had to rent an office, acquire the necessary technology and platforms, find resources to install and maintain their solutions, etc. But this is no longer the case when it comes to dial-tone/PBX and contact center functionality, as it is available in the cloud from domestic and international providers. (There are legal issues surrounding the delivery of calls between countries, but this is a separate issue.) Even better, some local carriers have international reach through partnerships, which can simplify the process of establishing a worldwide telephony infrastructure. Therefore, a company that wants to set up an office can do so without buying anything.

In a related trend, companies are providing contact center functionality to employees who are not traditional agents sitting in a contact center. This is extending the delivery of recording, workforce management, quality assurance and a lot of other capabilities to employees in offices, branches, and some who work at home. Many of these services are being delivered by carriers who are offering cloud-based PBX and contact center functionality. DMG expects to see a great deal more of this activity in the next few years, expanding the opportunity for carriers.

## **The Confusing Competitive Landscape**

DMG estimates that there are over 150 vendors competing in the world-wide cloud-based contact center infrastructure market; however, the large number of competitors cannot be supported by current market activity. And although the market is growing at a rapid rate, there are still only 1,953,249 cloud-based contact center infrastructure seats in production as of August 2015. Confusing the landscape further is the lack of a clear market leader. (Market share should not be the only factor in identifying a market leader. Reliability, retention, satisfaction, flexibility, innovation and vision should also be taken into consideration.)

DMG expects the growth rate of new market entrants to slow down and for market consolidation to begin. This will present a new challenge for this sector. When cloud-based vendors merge, it often forces users to undertake a platform transition. This opens the door to customer attrition as enterprise customers are forced to consider a new solution – which is something vendors want to avoid.

The good news for prospects is that they have many choices of vendors and solutions, although the options for businesses with fewer than 25 contact center seats are surprisingly small, which is another factor that drives them to their carrier. There remain substantial functional and service differences between the cloud-based contact center infrastructure solutions. This is true even as between a technology provider who sells their own solution and a carrier who offers the same solution. Prospects need to pay as much attention to service level performance, system reliability and professional services as they do to the functional capabilities and cost.

### **System Reliability is Key**

DMG expects to see the competitors raise the bar on system performance and reliability during the next two years. 99.99% system reliability is no longer acceptable, particularly when a vendor does not include planned downtime in these numbers. (End users expect better service from their cloud provider than they have been receiving from their internal support team.) Increasingly, companies expect 99.999% reliability, which is forcing vendors to use an active/active mode of delivery from geographically paired but dispersed data centers. This requirement is going to help shrink the playing field, as not all of the competitors can make the necessary investments in multiple data center sites. It is also going to drive more vendors to Amazon Web Services (AWS) and other similar data center infrastructure providers, which could increase the cost of delivering these services.

### **Integration is a Necessity**

While there are going to be some environments where all contact center systems are either completely on-premise or entirely in the cloud, this is increasingly rare. Companies want to buy what is convenient for them, which varies based on many factors, including their financial situation and time frames. DMG expects to see a growing number of hybrid environments where some systems are on-premise and others are in a cloud. As a result, the cloud-based vendors must be willing and able to perform all types of integrations. While it's great for a vendor to offer a functionally broad solution, it's as important for them to provide open application programming interfaces (APIs) and Web Services to facilitate integrations, interoperability and data sharing. It's also essential for the vendors to provide resources to perform the needed integrations.

### **The Outlook for the Cloud-Based Contact Center Infrastructure Market**

The cloud-based contact center infrastructure market is still relatively new, but is well-established. While premise-based contact center solutions are not going away and there are good reasons why many organizations will buy them, the outlook for cloud-based contact center solutions is outstanding. Companies of all

sizes need to be able to respond rapidly to changing market conditions and customer demands. As more innovation comes from the nimbler cloud-based contact center infrastructure vendors, enterprises will increasingly look to acquire solutions from these providers.

## 2. Multi-Tenancy

Multi-tenancy is a key differentiator in cloud-based contact center infrastructure solutions. It is essential for enabling vendors to build and deliver solutions that are cost-effective to provision, operate, maintain, update and secure. A multi-tenant architecture allows vendors to isolate and protect each client's applications and data from those of other tenants (users). It also makes it relatively easy for the vendor to scale their platform and give each user access to self-manage and administer their own environment. Additionally, multi-tenancy allows vendors to distribute the cost of research and development (R&D), operation and maintenance across their client base. This reduces the on-boarding costs associated with adding new tenants, which, in turn, lowers the total cost of ownership of new applications for end users.

Multi-tenancy allows a single instance of a software application to support multiple clients (tenants). With a multi-tenant architecture, an application is partitioned virtually, which allows each tenant access only to their own data and configuration parameters. However, tenants share CPU processing, computer memory, network infrastructure, telephony resources and data storage. Multi-tenancy provides the following key benefits for cloud-based vendors:

- Lower operating costs – efficiencies and economies of scale are gained by utilizing shared resources for servers, databases, network infrastructure and telephony resources.
- Reduced cost and ease of on-boarding – vendors use the established framework, configurations and rules to quickly provision new tenants. Additionally, vendors can reduce on-boarding costs by granting self-service privileges to tenants so that they can handle administration of the solution themselves, without impacting other clients.
- Simplified system updates and roll-out of new functionality – code fixes, updates and new features/functionalities can be applied to the entire environment at one time. (This streamlines and reduces operating costs for vendors.) In this case, each tenant can elect to adopt and use the new features or stay with what they have until they are ready for the new capabilities, which is an industry best practice for cloud-based contact center infrastructure vendors.
- System reliability and redundancy – vendors can cost-effectively build and maintain resilient, fault-tolerant "n+1" environments. They typically use

virtualization technologies to give tenants access to redundant instances of applications and resources (servers, storage, networks and operating systems), so if a server or application fails, a service can be quickly moved to another virtual instance with limited downtime or data loss.

Proving the point, practicalities have caught up with the technology; vendors who tried to use hardware to support multiple tenants have found it too complex and costly, and have moved to multi-tenant environments.

### **Benefits of Multi-Tenancy for End-User Organizations**

For years, cloud-based contact center infrastructure vendors told end users that they shouldn't pay attention to the underlying architecture of their solutions. But this isn't true. End users need to examine and understand their cloud-based solution provider's underlying architecture and infrastructure because it impacts what they can do, the speed at which it can be done, system costs and overall reliability. A true multi-tenant architecture delivers the following benefits to end users:

1. Full administrative control – each tenant has full control over their own environment, allowing them to manage, configure and change it without vendor involvement or assistance. This allows tenants to operate independently, at their own pace, and within their own schedules.
2. Data flexibility – each tenant retains full ownership of their data without concerns of the data being exposed, accessed or compromised by other clients. Because individual database instances are used, data can be easily imported and exported.
3. Dynamic and timely scalability – due to the use of shared resources, tenants can easily scale their environments up and down without having to deal with hardware requirements.
4. Speed of innovation and upgrades – end users can take advantage of new features without changing their operating environment; however, they still need to train their staff to use the new capabilities.

End users want operating environments that are flexible, scalable, secure, reliable, resilient and cost-effective. They want platforms that are dependable, and a vendor who meets and exceeds their platform service level. While maintaining full autonomy over their operating environment, they also want a vendor with strong contact center and vertical expertise who is willing to share best practices. For cloud-based contact centers, a multi-tenant architecture is foundational for providing a platform and framework that can flexibly and rapidly change to meet the dynamic needs of the businesses that they support.

### **3. Cloud-Based Contact Center Infrastructure Market Activity Analysis**

With each passing year, the accuracy of this market's activity data improves. The vendors are doing a better job of capturing and reflecting their market data and are providing better transparency. When DMG receives corrections from vendors, we work with the provider to analyze the new input and, when appropriate, update the data from prior years. For this year's Report, DMG received and incorporated many corrections to the market activity data from the prior year. While we changed data for a number of vendors, the total number of customers and seats was not altered for 2014. Instead, the changes were handled by modifying the very large numbers in the "other" category.

This market analysis includes data for 26 named vendors, one more than in the 2014 edition of this Report. The vendors in this analysis include the best-known competitors in the market and a few of the smaller vendors, as well as some of the carriers (who mostly resell solutions from third-party vendors). However, as there are many more competitors in this world-wide market, DMG includes the market activity for un-named vendors in the "other" category in the figures and charts in this market share analysis. The percentage included in the "other" category has been decreasing each year, as DMG has more visibility into the performance of this worldwide market.

2015 has been an excellent year for the cloud-based contact center infrastructure market. The total number of seats increased by 49.9%, from 1,302,788 in August 2014 to 1,953,249 in the same period in 2015. The size of deals is growing in many verticals, as is the worldwide adoption. 2015 was a very strong year for sales of cloud-based contact center infrastructure solutions in the UK, for example, a trend that is expected to continue.

There are many factors that are helping this market expand, including: the growing comfort level of companies with cloud-based solutions, favorable economic conditions, need for flexible contact center solutions, better solutions, more reliable platforms and the aggressiveness of the competitors. It also helps that some of the traditional premise-based vendors have not executed effectively and are over-charging to such a degree that they are pushing their customers to look for alternatives. While the cloud-based contact center infrastructure market grew very quickly during the past 12 months and is expected to continue to deliver strong results, the premise-based contact center infrastructure market is not going away. Cloud-based contact center solutions are not appropriate for all companies, and there remain very compelling reasons for some companies to purchase premise-based contact center infrastructure solutions.

Figure 1 shows cloud-based contact center infrastructure activity for 26 vendors as of the end of August 2015, sorted by number of seats. Great effort was made to report named users, although there are a couple of vendors who were not able to provide this data and instead shared their concurrent seat count. As of the end of August 2015, there were 16,831 organizations using 1,953,249 seats of cloud-based contact center infrastructure. These numbers reflect public and private organizations that use ACDs and dialers that are supported by live agents. (The utmost effort is made to exclude IVR-only customers from this data.)

**Figure 1: 2015 Cloud-Based Contact Center Infrastructure Market Activity, as of August 2015**

Vendor	Number of:		Market Share (seats)
	Customers	Seats	
Enghouse <sup>1,2</sup>	1,000+	280,000	14.3%
Cisco <sup>3</sup>	286	245,047	12.5%
inContact	1,050	155,000	7.9%
Genesys <sup>4</sup>	424	94,490	4.8%
BT <sup>4,5</sup>	154	75,900	3.9%
Content Guru <sup>6,7</sup>	500+	75,000	3.8%
Five9 <sup>8</sup>	2,100+	70,029	3.6%
LiveOps <sup>9</sup>	400	63,000	3.2%
8x8 <sup>10</sup>	1,500	43,886	2.2%
Interactive Intelligence	315	42,429	2.2%
Connect First <sup>11</sup>	600	35,000	1.8%
Verizon <sup>4,12</sup>	230	28,750	1.5%
Oracle <sup>4</sup>	138	24,930	1.3%
West Interactive <sup>4</sup>	266	24,035	1.2%
NewVoiceMedia	480	23,989	1.2%
Intelcom	900	22,000	1.1%
Noble <sup>4</sup>	147	5,566	0.3%
Bright Pattern <sup>4</sup>	28	5,500	0.3%
3CLogic <sup>13</sup>	253	4,194	0.2%
Presence Technology <sup>4</sup>	18	3,825	0.2%
Magnetic North <sup>4</sup>	111	3,696	0.2%
AVOXI <sup>14</sup>	360	3,577	0.2%
Contact Solutions (previously NexxPhase) <sup>15</sup>	24	3,400	0.2%
VoltDelta <sup>16</sup>	31	3,260	0.2%
Altitude Software <sup>4</sup>	42	2,352	0.1%
Aspect (Zipwire) <sup>17</sup>	36	2,200	0.1%

**Figure 1: 2015 Cloud-Based Contact Center Infrastructure Market Activity, as of August 2015**

Vendor	Number of:		Market Share (seats)
	Customers	Seats	
Other <sup>18</sup>	5,955	728,861	37.3%
<b>Subtotal</b>	17,348	2,069,916	106.0%
Less double count <sup>19,20</sup>	(517)	(116,668)	(6.0%)
<b>Total</b>	<b>16,831</b>	<b>1,953,249</b>	<b>100.0%</b>

Notes:

1. Enghouse does not require service providers to report the number of tenants on their platform. Therefore, Enghouse estimated their customer numbers.
2. Enghouse tracks only concurrent licenses and therefore estimated their named users.
3. Includes the activity for Cisco's cloud-based contact center infrastructure distribution partners, BT, Cable & Wireless, Orange Business Services, and many others.
4. DMG Consulting estimates.
5. The vendor resells other vendors solutions; all of their activity is double-count.
6. Content Guru has grown rapidly during the past 12 months due to a combination of direct sales and partnerships with Vodafone and KPN. Additionally, Content Guru changed their reporting methodology and included non-traditional contact center agents in their count. If the new methodology had been applied last year, their agent count would have been 50,000.
7. Content Guru reports the same number of concurrent and named agents.
8. Five9 reports their market activity once a year, at year-end.
9. LiveOps customer and seat numbers were restated for 2014. The 2014 numbers were based on concurrent agents instead of named agents, and did not include the activity for their own BPO.
10. Licensed/named agents; the number of concurrent agents is 20,400.
11. Connect First continues to add customers; since many of them are in the political arena, their seat count is highly variable.
12. Estimates provided by Verizon in 2014. In 2014, Verizon appears to have improved visibility into their cloud-based contact center infrastructure numbers, which explains the change from the prior year.
13. Vendor reports the same number of concurrent and named agents.
14. AVOXI sells cloud-based PBX and contact center services. The 360 number from 2015 includes only contact center customers.
15. NexxPhase was acquired by Contact Solutions LLC in September 2015.
16. VoltDelta reported concurrent agents. VoltDelta has 31 enterprise customers for their ACD solution, and supports 55 carriers.
17. Aspect released a cloud-based contact center infrastructure offering at the end of 2013, after acquiring Voxeo and a 51% ownership of Bright Pattern. (This new offering is called Zipwire.) Most of the LiveVox activity was IVR-oriented.
18. There are more cloud-based contact center infrastructure vendors than are identified by name in this analysis. Therefore, we have included 50% more customers and seats in 2015 to cover the unnamed vendors in the "Other" category.
19. The double count was removed from the analysis. BT sells the CosmoCom offering that was acquired by Enghouse. Verizon sells two cloud-based contact center infrastructure offerings, one from inContact and other from Genesys. (The Genesys offering is based on the legacy infrastructure and is not part of recent Genesys acquisitions.) 50% of West Interactive was removed because it is based on a third-party solution.
20. Almost all of the network service providers/carriers are resellers, not manufacturers of cloud-based contact center infrastructure solutions. Therefore, their activity is assumed to be a

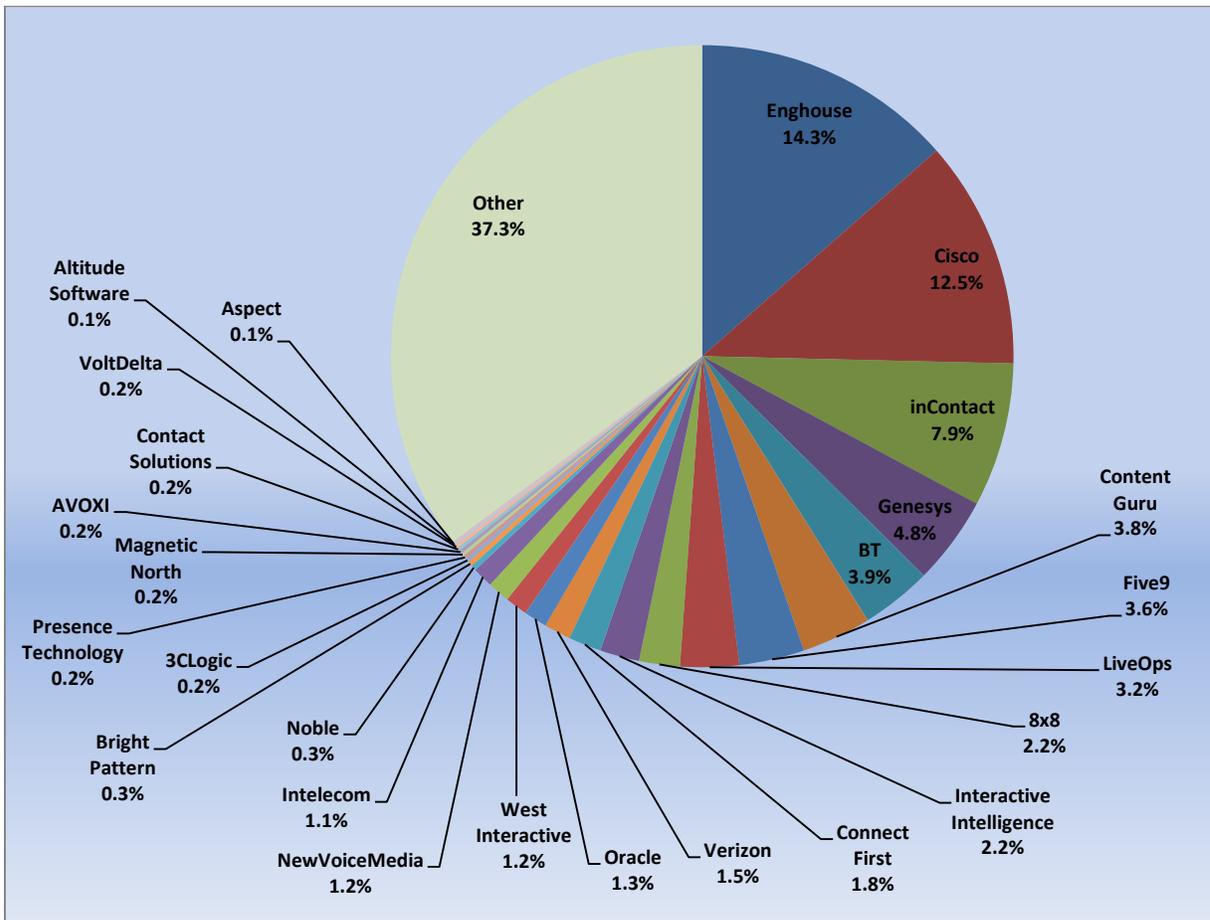
**Figure 1: 2015 Cloud-Based Contact Center Infrastructure Market Activity, as of August 2015**

Vendor	Number of:		Market Share (seats)
	Customers	Seats	
double count.			

Source: DMG Consulting LLC, October 2015

Figure 2 shows cloud-based contact center infrastructure market share based on seats, by vendor, as of August 2015. The “Other” category, with an estimated 728,861 seats is the largest category in this chart, accounting for a 37.3% market share. This is less than its 42.9% market share in 2014. (The percentage of seats attributed to “Other” is decreasing as DMG obtains better visibility into the performance of this worldwide market.)

**Figure 2: Cloud-Based Contact Center Infrastructure Market Share, by Seats, as of August 2015**



Source: DMG Consulting LLC, October 2015

## 4. Enghouse Interactive

### Company Overview

**Founded:** 1984  
**Ownership:** Public TSX: ESL  
**HQ:** Markham, ON  
**# of employees:** 1,350  
**Sales:** Direct  
**Deployment models:**  
 Cloud-based, on-premise,  
 hybrid

Enghouse Systems Limited is a Canada-based, publicly traded company that consists of three divisions: Enghouse Interactive, Enghouse Networks and Enghouse Transportation. Enghouse Interactive, the communications and contact center software and services division of Enghouse Systems, accounts for approximately 75% of the company's revenue. Enghouse continues to aggressively expand their contact center software business through a combination of organic growth and strategic acquisitions. The company's most recent acquisitions include the March 2015 purchase of Denmark-based CDRator A/S, a mobile billing provider, and in May 2015, Reitek S.p.A, an Italian contact center software provider.

Enghouse Interactive's cloud-based contact center infrastructure strategy is "to be the preferred hosting contact center platform solution for service providers who aim to provide cost-efficient, feature-rich contact center services to their clients." Key verticals include the telecommunications, financial services, government, retail, logistics, manufacturing and services sectors.

### Product Profile

**Product name:** Contact Center  
 Service Provider (CCSP)  
**Version:** 7.2  
**GA:** October 2015

Enghouse has purchased a number of contact center solutions during the last few years. Contact Center Service Provider (CCSP) is their cloud-based, multi-tenant contact center infrastructure platform, which is sold on a direct basis to carriers, outsourcers and service providers. (This solution is based on the assets acquired from CosmoCom in 2011.) Core components of the solution include: automatic call distributor (ACD), interactive voice response (IVR), computer telephony integration (CTI), voicemail, virtual queuing, conferencing, recording, surveying, coaching, and historical and real-time reporting. The system is localized in 15 different languages, including: Chinese (Taiwanese, People's Republic of China, Hong Kong), Dutch, English (US), Finnish, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Russian, Spanish and Turkish.

TouchPoint, released in September 2014, is the solution's visually appealing HTML5-based interface for system users. TouchPoint is customizable at the system, tenant, group and agent level. It is browser-independent and based on a gadget paradigm. Functions can be added and accessed from the gadget toolbar. CCSP provides agents with a unified communications platform to handle all supported channels, including inbound/outbound voice, email, voicemail, chat and video. In addition to agent functions, supervisors are provided with customizable real-time dashboards for monitoring agent and contact center performance. Coaching options include silent monitoring, whisper mode and barge-in capabilities. Screen and voice recording and playback and chat messaging are also available. Supervisors and agents can work remotely from any location, provided the appropriate IP connectivity to the platform is available from their laptop or PC. The solution comes with real-time mobile-enabled views for supervisors.

The CCSP platform can be configured to be PCI compliant. Security attestations are available from some of the service providers who sell Enghouse's CCSP solution.

### ACD/IVR

CCSP supports skill-based, conditional, service level, data-directed, value-based and real-time adaptive routing of multi-channel interactions. CCSP includes a graphical Web-based application development environment. Call flows and IVR scripts are designed via drag-and-drop functionality using icons to visually represent functions and workflows. Advanced IVR self-service applications can be created using Enghouse's optional Communications Portal, which supports interactive voice and video response (IVVR), speech recognition and visual IVR.

### CRM/Serviceing

Enghouse offers Tracker, their proprietary case management tool for basic customer relationship management (CRM), as a standard component of CCSP. CCSP comes with connectors to a number of CRM and enterprise resource planning (ERP) applications, including Salesforce, SAP, Siebel and MS Dynamics. The Open CTI Salesforce integration allows agents to use CCSP's voice, chat and email capabilities directly from within the Salesforce CRM application.

### Outbound

CCSP supports manual, preview, progressive, predictive, click-to-call and robo-dialing. Preview, progressive and predictive dialing activities are voice-only. Campaign Manager is the configuration environment for outbound campaign management. Campaigns and contact plans are fully customizable.

Compliance features facilitate the management of universal dialing restrictions and individual campaign settings. Numbers may be excluded based on inclusion in a do-not-call (DNC) list, current classification of cell phone vs. landline, time zone curfews and contact frequency (number of attempts and intervals between attempts). Supervisors can manually start, stop and automatically schedule campaigns, and can view the status of campaigns in progress.

### Recording

CCSP provides audio and screen recording of all supported contact types. On-demand, rules-based and 100% compliance recording is supported. The system has a Web-based interface for search and retrieval of recorded interactions. Salesforce stores a call reference for all CCSP recordings. The CCSP playback application can retrieve and play recordings based on the call reference passed from Salesforce.

### Analytics

VocalCoach, Enghouse Interactive's optional speech analytics solution, is based on the legacy IT Sonix technology that was acquired by Enghouse in March 2014. VocalCoach provides speech analytics and agent coaching capabilities. VocalCoach supports analytics-enabled QA processes based on call content,

**Dashboards and reporting**

stress level, speech clarity and script adherence. Desktop analytics is offered via a partnership with Verint. CCSP can integrate with other third-party desktop and text analytics solutions via open APIs.

Supervisors can create customized graphical widget-based dashboard views for real-time reporting of contact center activities. Threshold alerts can be defined for key performance indicators (KPIs). The standard reporting environment is based on SQL Server Reporting Services. Out-of-the-box report templates include summary and detailed views of ACD, agent, queue, configuration/audit, dialing, event audit trail and licensing reports. Data can be exported in extensible markup language (XML), hypertext markup language (HTML), tagged image file format (TIFF), portable document format (PDF), Excel, Word, or comma separated value (CSV) files. CCSP Analyst is an optional module that provides users with custom reporting capabilities. As part of its data model, Analyst includes an expanded set of metrics, key performance indicators and advanced tools for report creation.

**Other workforce optimization (WFO) capabilities**

Enghouse offers workforce management (WFM) through partnerships with NICE, Teleopti and Verint. CCSP also supports post-call surveying.

**Future**

The next version of CCSP, 7.3, is expected to go GA in June 2016. Planned enhancements during the next 12 – 18 months include:

- Single sign-on support with SAML 2.0 – support for the Security Assertion Markup Language (SAML) protocol for authentication and authorization exchange with external identity providers
- Central integration server – new central integration server to provide a single point for third-party applications to receive and send agent and call events notifications through an open API
- Additional messaging connectors – enhancement of the new messaging server with additional integration connectors to support different message repository stores and new media types
- Administration refresh – update of the current administration and scripting tools to an open framework of administration modules
- Provisioning portal – new Web-based provisional portal with fewer complex requirements for faster on-boarding and self-administration of tenants in the small to mid-market.

## *About Enghouse*

Enghouse Interactive delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 1,200 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ESL." Founded in 1984, Enghouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including Arc, CosmoCom, Datapulse, Syntellect, Telrex, Trio, Voxtron, Reitek and Zeacom.

For additional information, please visit [www.enghouseinteractive.com](http://www.enghouseinteractive.com).

## *About DMG Consulting LLC*

DMG Consulting LLC is a leading independent research, advisory and consulting firm specializing in contact centers, back-office and real-time analytics. DMG provides insight and strategic guidance and tactical advice to end users, vendors and the financial community. Each year, DMG devotes more than 10,000 hours to producing primary research on IT sectors, including workforce optimization (quality management/liability recording), speech analytics, workforce management, performance management, desktop analytics, enterprise feedback management/surveying, text analytics, cloud-based contact center infrastructure, dialing, interactive voice response systems and proactive customer care. Our actionable solutions are proven to deliver a lasting competitive advantage, and often pay for themselves in as little as three months.

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