

Contact Center in the Cloud Value Index

2021 Vendor and Product Assessment

VENDOR
REPORT

SUPPORT



 VENTANA RESEARCH

Prepared for:
NICE
CXone



Bend, Oregon
April 2021

Ventana Research performed this research and analysis independently. Our goals were to determine the Value Index for Contact Center in the Cloud and to evaluate vendors and products in accordance with the Ventana Research methodology and blueprint. We charged no fees for this research and invited to participate all vendors that are delivering relevant applications to enable cloud contact centers. This report includes products generally available as of March 30, 2021.

Our purpose in conducting this research was to evaluate the maturity of software vendors and products and their value for enterprise use in cloud contact centers. Nothing in this report of our research is intended to imply that one vendor or product is the right choice for any particular organization. Rather, it provides a baseline of knowledge that organizations can use to evaluate vendors and products to manage and improve cloud contact centers. Unlike IT analyst firm reports that use subjective factors to rate vendors, our findings are drawn from thorough, research-based analysis of customer assurance and product categories that best represent how an organization should evaluate its technology supplier.

The complete Value Index report with detailed analysis is available for purchase. We can provide additional insights on this Value Index and advice on its relevance to an organization through the Ventana On-Demand research and advisory service. Assessment services based on this research also are available.

We certify that Ventana Research performed the research to the best of our ability, that the analysis is a faithful representation of our knowledge of vendors and products, and that the analysis and scoring are our own.

Ventana Research



VENTANA RESEARCH

Bend, Oregon, USA

541-940-1010

info@ventanaresearch.com



Contact Center in the Cloud

The modern age of customer experience requires organizations to ensure that the journey of their engagement across any channel and device is orchestrated effectively.

Organizations, no matter if they are focused on inbound or outbound interactions, have relied on contact centers to fulfill operational and revenue objectives. Now, the utilization of cloud computing has enabled a new generation of applications and technology to more easily support this imperative through products that in the recent past had to be purchased and installed in an enterprise.

Contact centers are transitioning their essential infrastructures from on-premises technology to cloud-based platforms. This shift has been under way for more than a decade, but has reached a tipping point — there is now an assumption among technology suppliers and buyers that the cloud is the fundamental delivery mode for interaction handling, agent management and other operational processes around customer service and support.



The challenge in providing business continuity required new investments that enable organizations to respond rapidly to dramatic changes in interaction volume and staffing crisis that saw agents required to work from home.

This transition has not been easy for vendors or the organizations that rely on their products. The 2020 pandemic increased the adoption of cloud-based contact centers and applications used by organizations. The challenge in providing business continuity required new investments that enable organizations to respond rapidly to dramatic changes in interaction volume and the staffing crisis that saw agents required to work from home. Even with plans for a return to work, organizations are looking to continue supporting more hybrid-operated contact centers.

Prior to the pandemic, progress toward cloud adoption was incremental. Vendors had difficult choices to make in the 2010s. Many legacy companies were caught in the bind of needing to sustain the revenue stream from lucrative long-term on-premises clients while at the same time defending their customers from cloud-only contact center technology providers that were not burdened by existing infrastructure. Many of these older established contact center providers with decades of standing and large customer bases were slow to adapt their product portfolios to the new reality of cloud computing. In recent years, however, those vendors have taken dramatic steps to reprioritize cloud development and reframe their value positions in the marketplace, with great success.



The industry has now reached the point where contact center in the cloud, referred to as CCaaS (contact center as a service), is the dominant mode of operations for new contact centers and for expansions of older ones. It is increasingly the main choice for upgrades and replacements. The competitive landscape has changed in the past three years as legacy vendors on the premises side have developed (or acquired) CCaaS platforms that are aimed at the entire marketplace, including the highest volume centers at large enterprises.

Over the last several years, Ventana Research's assessment of the CCaaS market found many technology providers are unsure of how to meet the broader need for customer engagement and experience, and how they would evolve. There is a need to support even more customer engagement, particularly social media and an array of mobile applications. Customers want to engage through a larger number of channels. This has been a leading factor in the introduction of communications platforms in the cloud known as (CPaaS) that provide more flexibility in configuration and customization than traditional contact center technology. This new classification of technology also brings the underpinning of unified communications as a service (UCaaS) that has evolved to support a broader range of digital communications, including the need for collaboration and video. Now, the ability for contact centers to support more channels is not quite as complicated as it once was,

thanks to greater attention to customer journeys and a better understanding of the context that surrounds customer interactions.



Organizations must integrate a broad array of communications channels and share all available information among agents and the workforce.

To deliver a seamless and consistent customer experience, organizations must integrate a broad array of communication channels, and share all available information among agents and the workforce. Systems handling interactions must apply the same rules across every platform to maintain context as customers move from channel to channel. Cloud-based applications largely obviate the need for dedicated technical resources than on-premises products, and can be easier, faster and less expensive to deploy. While organizations have historically preferred to manage their own contact center systems internally, many are now adapting

rapidly to the “software as a service” model, and the ability to support mobile and social channels of interaction.

The transition to CCaaS parallels a shift in thinking about contact centers and their role in the organization. Contact centers — especially the more traditional voice-based “call centers” — are operated as reactive triage points for cost, responsiveness and satisfaction. This long-term view has encouraged many in management to run their customer support



operations tactically, not necessarily in harmony with overall strategic organizational goals for the customer experience. Connections with other relevant departments and processes are often ad hoc — data remains in silos; success is measured by narrow definitions based on counting activity. That must change to meet the longer-term needs for customers, including personalization and context, but also taking into account lifetime value and advocacy.

Now and into the post-pandemic 2020s, contact center buyers are looking for a wider range of capabilities, connections and use cases than in the past. Buyers have largely moved past the initial question of cloud versus on-premises, and are much more aware of the deployment options available to them — for example, public cloud, private cloud, or hybrid. It is allowing organizations the freedom to think of their centers as elastic, with capacity going up or down as needed. It also encourages communication across an enterprise, into marketing and sales departments, where cloud-based tools like CRM and marketing automation have long been the norm.

Assessing and operating a modern contact center now requires a balanced set of evaluation criteria that represents an organization's needs. First, buyers should look at the



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manageability of the broader set of applications and technology required to operate an omnichannel contact center. There is also the need to ensure reliable 24/7 operations that will support the level of performance and scalability from the internal operations to the customers interaction. In addition, the contact center must have the adaptability to support the integration of a broad variety of technology, applications, processes and data. The level of usability required across roles and technology in the contact center should be a priority. Last but not least is the capability required for managing and handling customer interactions across any engagement channel, the capturing and

applying analytics, and the AI and machine learning that should support performance management.

The most frequently cited benefits of cloud-based contact center systems are not cost savings, reduced need for in-house resources and better financial visibility and control, but the ability to best enable the customer experience through effective applications for agents and customers. The modernization of the contact center also provides improvement to the usability of the technology that is available through a web browser and mobile devices for both agents in the contact center and customers. This integrated agent management, historically called workforce optimization, enables forecasting and scheduling.



Contact centers are complex entities, even more so today than in the past. To provide successful customer engagement and interactions, organizations need to ensure they can effectively manage communications, support the applications for the operations and performance of agents, and provide sufficient digital self-service and intelligence in all of the engagement and systems using AI and machine learning with analytics to understand and improve customer behavior and agent interactions. All of these things should also be configurable to a platform using the necessary APIs with supporting partnerships to broaden and deepen the technology for a robust contact center.

Digital self-service for customers has become increasingly relevant as they now prefer to seek information and take action at a time of their choosing via their preferred channel and



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device, most likely mobile, rather than engaging with a person over telephony. Unified communications should not only support contact from text, chat and video, but on whatever application and device that the customer desires. For organizations, this becomes more challenging because, while it can be less costly than using customer service agents, if a system doesn't operate properly, feels less sophisticated and too automated, or provides incorrect, insufficient or inconsistent information, customers can abandon the transaction with a single click, perhaps never to return. Worse, unsatisfied customers may complain broadly on the internet through ratings or social media comments. As is the case for other channels, organizations should be sure to invest in more robust intelligence applications that can be monitored and tracked

through metrics.

Ventana Research finds that organizations are well aware of the imperatives to improve and update contact center processes and technologies in a way that enables their agents and engagement channels to provide the best possible personalized customer experiences. Increasingly, the impetus to improve and integrate the contact center comes from outside. Many organizations are centralizing processes for customer experiences and engagement under new executives like the Chief Customer Officer or Chief Experience Officer. The reason for the shift is to improve the accountability and quality of operations with customers across departments.

This Value Index report evaluates the following vendors that offer products that address key elements of CCaaS: 8x8, Inc., Amazon Web Services, Inc., Aspect Software, Inc., Avaya Inc., Cisco Systems, Inc., Content Guru Limited, Enghouse Systems Ltd., Five9, Inc., Genesys Cloud Services, Inc., NICE Ltd., RingCentral, Inc., Talkdesk, Inc., Twilio Inc., and Vonage.



Value Index Overview

For almost two decades, Ventana Research has conducted market research in a spectrum of related areas including contact centers, cloud infrastructure, customer interaction handling and agent management. The findings of these research undertakings contribute to our comprehensive approach.

This report on the Contact Center in the Cloud Value Index is the distillation of a year of market and product research efforts by Ventana Research. It is an assessment of how well vendors' offerings will address buyers' requirements for CCaaS platforms. The index is structured to replicate an RFI/RFP process by incorporating all criteria needed to evaluate, select, utilize and maintain technology, and maintain relationships with vendors.

In this Value Index, Ventana Research evaluates the software in seven key categories that are weighted to reflect buyers' needs based on our expertise and research. Five are product-experience related: Usability, Manageability, Reliability, Capability and Adaptability. In addition, we consider two customer-experience categories: Vendor Validation, and Total Cost of Ownership and Return on Investment (TCO/ROI). To assess functionality, one of the components of Capability, we applied the Ventana Research Value Index methodology and blueprint, which links the personas and processes for a CCaaS platform to an organization's requirements.



Ventana Research has designed the Value Index to provide a balanced perspective of vendors and products that is rooted in an understanding of business drivers and needs.

Unlike many IT analyst firms that rank vendors from an IT-only perspective or consider futures or vision over what is available in the products today, Ventana Research has designed the Value Index to provide a balanced perspective of vendors and products that is rooted in an understanding of business drivers and needs. This approach not only reduces cost and time but also minimizes the risk of making a decision that is bad for the business. Using the Value Index will enable your organization to use cloud contact centers to achieve the levels of organizational efficiency and effectiveness needed.

We use our research-based analytics and methodology to generate the Value Index rankings. We then build them into a set of indicators that we

present in both analytic and graphic form, each depicting the value of a specific vendor's offering in terms of what it can deliver relevant to your CCaaS needs.



The Value Index is not an abstraction; we use a carefully crafted best practices-based methodology to represent how organizations assess vendors and products. We have designed the Value Index to ensure that it provides objective research and guidance to organizations looking to assess and evaluate their applications for business and IT needs.



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The structure of the Value Index reflects our understanding that the effective evaluation of vendors and products involves far more than just examining product features, potential revenue or customers generated from marketing and sales. We believe it is important to take this comprehensive research-based approach, since making the wrong choice of CCaaS technology can raise the total cost of ownership, lower the return on investment and hamper an organization's ability to reach its performance potential. In addition, this approach can reduce the project's development and deployment time, and eliminate the risk of relying on a short list of vendors that does not represent a best fit for your organization.

To ensure the accuracy of the information we collected, we asked participating vendors to provide product and company information across the seven categories that taken together reflect the concerns of a well-crafted RFP. Ventana Research then validated the information, first independently through our database of product information and extensive web-based research, and then in consultation with the vendors. Most selected vendors also participated in one-on-one consultative sessions, after which we requested them to provide additional documentation to support any new input.

Ventana Research believes that an objective review of vendors and products is a critical business strategy for the adoption and implementation of cloud contact center software and applications. An organization's review should include a thorough analysis of both what is possible and what is relevant. We urge organizations to do a thorough job of evaluating cloud contact center systems and tools and offer this Value Index as both the results of our in-depth analysis of these vendors and as an evaluation methodology.



How To Use This Value Index

Evaluating Vendors: The Process

In our view, business improvement efforts should be based on best practices that research indicates deliver value quickly. Our Value Index evaluates CCaaS business systems and tools in accordance with that belief.

We advocate using the Value Index as part of a structured approach that begins by incorporating these steps into a program document that will both summarize and detail your initiative or project. Then consult the Value Index to ensure you make choices that will yield the results you want.

The steps listed below provide a framework for a technology-driven business improvement project.

1. Define the business case and goals.
Develop the business case for investment. Define the mission of the business project: What is the purpose, why is it important, what outcome do you want to achieve and how will you measure the project's success? The goals should be grounded in your organization's strategy and plans and should make clear the expected outcomes.
2. Specify the project's business requirements.
What must be done to achieve these goals? Defining the business requirements helps identify what specific capabilities are required with respect to people, processes, information and technology.
3. Assess the required roles and responsibilities.
Identify the individuals required for the project at every level of the organization from executives to front line workers, and determine what each will contribute.
4. Outline the project's critical path.
What needs to be done, in what order and who will do it? This outline should make clear the prior dependencies at each step of the project plan.
5. Develop the technology approach.
Determine the technology approach that most closely aligns to your organization's requirements. Then develop a comprehensive list of potential vendors and products that best fit your needs.
6. Establish technology evaluation criteria.
Define the business and technology criteria that you will use to evaluate vendors. We recommend using the criteria we have developed based on our Benchmark Research



and use to build the Value Index: Adaptability, Capability, Manageability, Reliability, TCO/ROI, Usability and Validation. This step will provide the tools necessary to move from a long list to a short list of vendors and products that you will then evaluate for final selection.

7. Evaluate and select the technology properly.

Weight the seven categories of technology evaluation criteria to reflect the organization's priorities. Then evaluate the short list of vendors and products based on your business case, requirements and the technology evaluation criteria for your project.

8. Establish the business initiative team to start the project.

Identify who will lead the project and the members of the team needed to plan and execute it. Have them begin by establishing a timeline and allocating resources.

In addition to evaluating existing suppliers, the Value Index can be used to provide evaluation criteria for new projects. Applying our research can shorten the cycle time when creating an RFP.



Products Evaluated

| Vendor | Product Names | Version | Release Month | Release Year |
|-------------------|---------------------------------------|---------------------|---------------|--------------|
| 8x8 | 8x8 Contact Center | 9.12 | February | 2021 |
| Altitude Software | Altitude Xperience | 8.5.3010 | December | 2020 |
| Aspect | Aspect Via | 20 | January | 2021 |
| Avaya | Avaya OneCloud CCaaS | 4.3.0 | December | 2020 |
| AWS | Amazon Connect | March 2021 | March | 2021 |
| Cisco | Cisco Webex Contact Center Enterprise | 1.0 | March | 2021 |
| Content Guru | storm Cloud Contact Center | March 2021 | March | 2021 |
| Five9 | Intelligent Cloud Contact Center | Spring Release 2021 | March | 2021 |
| Genesys | Genesys Cloud | 24-Mar-21 | March | 2021 |
| NICE | NICE inContact CXone | Spring 2021 | March | 2021 |
| RingCentral | RingCentral Contact Center | Spring 2021 | March | 2021 |
| Talkdesk | Talkdesk CX Cloud Spring 21 | Mar-21 | March | 2021 |
| Twilio | Twilio Flex | Flex UI 1.25 | February | 2021 |
| Vonage | Vonage Contact Center | Spring Release | March | 2021 |

Note: All vendors were primarily evaluated for the Contact Center in the Cloud offering and then with the supporting products that were available and relevant to the Value Index analysis and performance rating including: analytics, platform, unified communications and workforce optimization (WFO).



The Findings

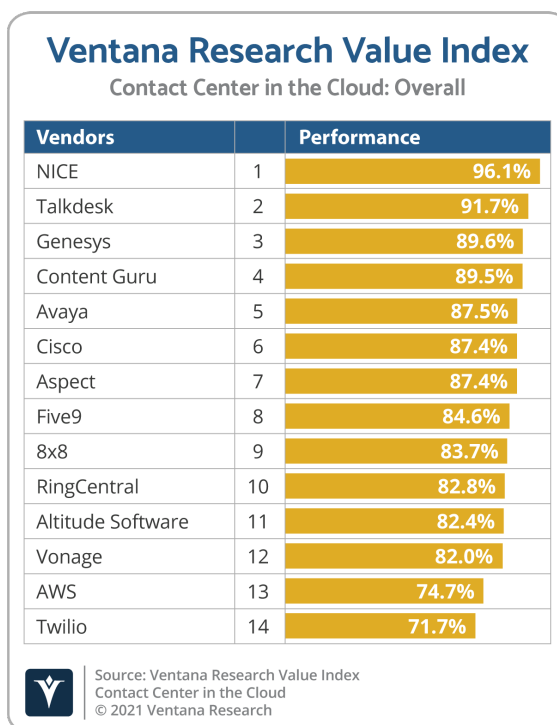
All of the products we evaluated are feature-rich, but not all the capabilities they offer are equally valuable to users or support everything needed across the entire lifecycle of use. Moreover, the existence of too many capabilities may be a negative factor for an organization if it introduces unnecessary complexity. Nonetheless, you may decide that a larger number of functions is a plus, especially if some of them match your organization's established practices or better support a new initiative that is driving the purchase of new software.

Factors beyond features and functions or vendor assessments may become a deciding factor. For example, an organization may face budget constraints such that the TCO evaluation can tip the balance to one vendor or another. This is where the Value Index methodology and the appropriate category weighting can be applied to determine the best fit of vendors and products to your specific needs.

Overall Scoring of Vendors Across Categories

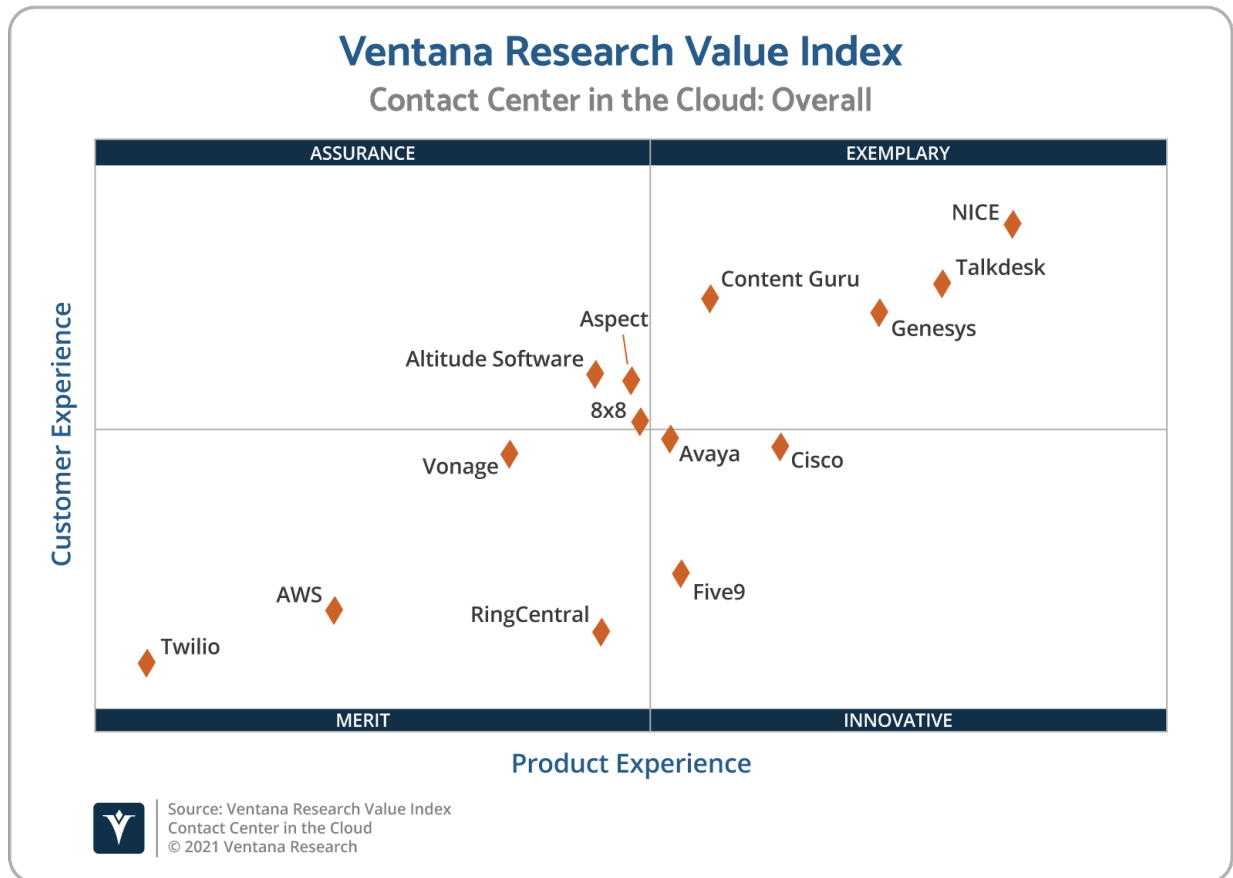
The Value Index for Contact Center in the Cloud in 2021 finds NICE first on the list, with Talkdesk in second place and Genesys in third. Companies that place in the top three in any category earn the designation Value Index Leader. Cisco and Content Guru have done so in two categories, and Avaya in one.

The overall representation of the Value Index below places the performance of the Product Experience and Customer Experience on the x and y axes, respectively, to provide a visual representation and classification of the vendors. Those vendors whose Product Experience have a higher weighted performance to the axis in aggregate of the five product categories place farther to the right, while the performance and weighting for the two Customer Experience categories determines their placement on the vertical axis. In short, vendors that place closer to the upper-right on this chart performed better than those closer to the lower-left.





The results from our research have placed vendors into one of four overall categories: Assurance, Exemplary, Merit or Innovative. The vendors that did well in both Product and Customer Experience, Content Guru, Genesys, NICE and Talkdesk, were rated as Exemplary. Vendors that performed quite well in Customer Experience but did not perform as well in Product Experience, such as Altitude, Aspect Software and 8x8, are those providing Assurance. Vendors with good performance in Product Experience that did not perform as well in Customer Experience, including Avaya, Cisco, and Five9, are classified as Innovative. This representation of the Value Index helps organizations better classify vendors to how they could use their products in the organization.



Exemplary: The categorization and placement of vendors in Exemplary (upper right) represent those that performed the best in meeting the overall Product and Customer Experience requirements. The vendors awarded Exemplary are: Genesys, NICE, Content Guru and Talkdesk.

Innovative: The categorization and placement of vendors in Innovative (lower right) represent those that performed the best in meeting the overall Product Experience requirements, but fell short of achieving the highest levels of requirements in Customer Experience. The vendors awarded Innovative are: Avaya, Cisco, and Five9.



Assurance: The categorization and placement of vendors in Assurance (upper left) represent those that performed the best in meeting the overall Customer Experience requirements, but fell short of achieving the highest levels of Product Experience. The vendors awarded Assurance are: 8x8, Altitude and Aspect.

Merit: The categorization for vendors in Merit (lower left) represent those that did not exceed the median of performance in Customer or Product Experience or surpass the threshold for the other three categories. The vendors awarded Merit are: AWS, RingCentral, Twilio and Vonage.

We warn that close vendor placement should not be taken to imply that the packages evaluated are functionally identical or equally well suited for use by every organization or for a specific process. Although there is a high degree of commonality in how organizations handle CCaaS, there are many idiosyncrasies and differences in how they do these functions that can make one vendor's offering a better fit than another's for a particular organization's needs.

Product Experience

The process of researching products to address an organization's needs should be comprehensive. Our Value Index methodology examines Product Experience and how it aligns with an organization's lifecycle of onboarding, configuration, operations, usage and maintenance. Too often vendors are not evaluated for the entirety of the products; instead, they are evaluated on market execution and vision of the future, which are flawed since they do not represent an organization's requirements but how the vendor operates. As more vendors establish a Chief Products Officer role, it is essential for them to be more engaged in the product experience that they and their organization represent.

The Contact Center in the Cloud Value Index based on the methodology of expertise and research identified the weighting of Product Experience as 80% or four-fifths of the total evaluation. Importance was placed on the categories as follows: Usability (15%), Capability (20%) Reliability (15%), Adaptability (15%) and Manageability (15%).



This weighting impacted vendor rankings in Product Experience and the resulting overall rankings in this Value Index. The ranking of vendors NICE, Talkdesk and Genesys as Value Index Leaders is a result of their decades-long commitment to CCaaS technology. Vendor rankings for Cisco, Content Guru, Five9 and Avaya show how they continue to meet a broader range of enterprise requirements. The research found that vendors' commitment to Usability matters significantly, with Avaya and Cisco having higher placement through continued focused on broader needs across personas. Vendors such as Aspect, Avaya and Content Guru placed high in Capability with feature sets geared toward omnichannel interaction handling, channels and performance, with analytics that target the larger center needs. Overall Value Index Leaders Talkdesk, NICE, Genesys and Aspect placed well on Adaptability based on efforts to make their platforms configurable and integrated across the enterprise.

Ventana Research Value Index

Contact Center in the Cloud: Product Experience

| Vendors | | Performance |
|-------------------|----|-------------|
| NICE | 1 | 76.4% |
| Talkdesk | 2 | 75.0% |
| Genesys | 3 | 73.7% |
| Cisco | 4 | 71.7% |
| Content Guru | 5 | 70.3% |
| Five9 | 6 | 69.7% |
| Avaya | 7 | 69.5% |
| 8x8 | 8 | 68.9% |
| Aspect | 9 | 68.7% |
| RingCentral | 10 | 68.1% |
| Altitude Software | 11 | 68.0% |
| Vonage | 12 | 66.5% |
| AWS | 13 | 62.7% |
| Twilio | 14 | 58.9% |



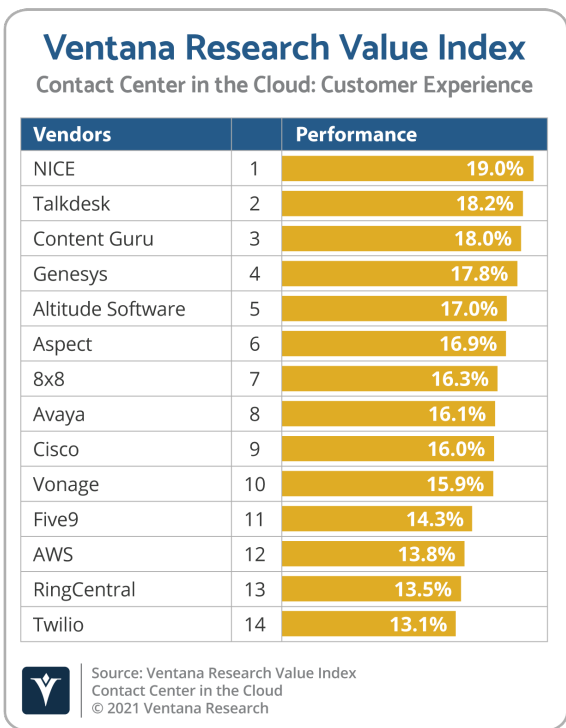
Source: Ventana Research Value Index
Contact Center in the Cloud
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Customer Experience

The importance of a customer relationship with a vendor is essential to the actual success of the products and technology. The advancement of the Customer Experience and the entirety of the journey an organization has with its vendor is critical for ensuring inevitable satisfaction in working with a vendor. Thus, a vendor’s offering is not just about technology and should be evaluated using a lens that ensures the proper assessment and selection of a vendor. Technology providers that have Chief Customer Officers are most likely to have greater investments in the customer relationship, and to be focused on customer success. These leaders also need to take responsibility for ensuring the marketing of their commitment is made abundantly clear throughout the buying process and customer journey. Our Value Index methodology examines Customer Experience to represent the framework of commitment to the relationship and the value that can be derived from it. The two evaluation categories are Validation (10%) and TCO/ROI (10%) and are weighted to represent their importance to the overall Value Index, balanced with the Product Experience.

The vendors that rank the highest overall in the aggregated and weighted Customer Experience categories are Value Index Leaders NICE, Talkdesk and Content Guru. The category leaders in Customer Experience provided an impressive level of information to communicate their commitment to CCaaS. Vendors such as Altitude and Aspect were not Overall or Product Experience Leaders, but still demonstrated commitment to Customer Experience. Many vendors that have not made Customer Experience a priority and provide little to no information through their website, presentations and evaluation information, making it increasingly difficult for organizations to determine their commitment to customer success. Some vendors that performance highly in Product Experience, including Cisco and Five9, did not rank in Customer Experience due to their lack of availability and communication. They may still be performing some of the necessary requirements; they just may not have made the commitment to its overall importance.





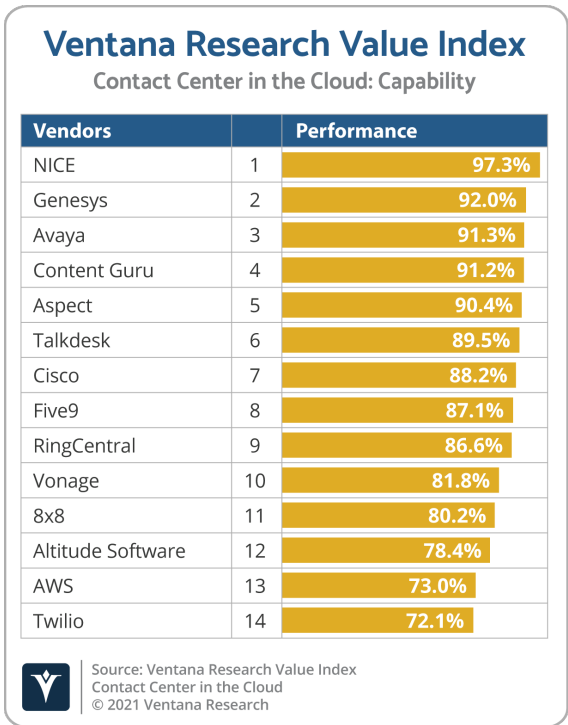
Capability of the Product

The Capability criteria is designed to assess the products across a broad range of Contact Center in the Cloud capabilities, including how well platforms handle interactions across a wide range of contact channels; how they capture and track information resulting from those interactions, and what kinds of workforce tools they provide to optimize agent performance. In addition, the Capability criteria account for the analysis of both contact center KPIs for interaction handling and broader metrics that relate to organizational goals.

The Value Index for Contact Center in the Cloud in 2021 weights Capability at 20% of the overall performance. In this category, NICE, Genesys and Avaya are Value Index Leaders.

NICE performed exceptionally well with its longstanding commitment, with Avaya and Content Guru ranking highly due to their commitment to the enterprise and global deployment.

This Value Index has a significant in-depth evaluation framework for CCaaS, thus providing a more substantive challenge for many vendors. Vendors were asked to describe their approach to two distinct kinds of capabilities: those that stem from traditional contact center functions relating to interaction handling and agent workforce management, and those that drive more expansive functions relating to omnichannel handling, cross-departmental analytics, performance optimization and unified communications. Vendors were asked about their commitment of resources to future-facing trends like the development of AI-based tools and mobile features. The Value Index also evaluated a larger focus on tracking and analyzing the individual components of each interaction into a 360-degree picture of customers and a view into the customer journey, individually and in aggregate.





Reliability of the Product

CCaaS vendors are defined by their ability to stay up and running, and their ability to quickly respond to issues when they occur. This is the essential difference between cloud tools and premises-based equivalents. Buyers expect the applications to deliver the necessary performance and scalability, and a guarantee of response in the event of problems. The criteria measured here include considerations of the architecture each vendor uses, how well the platform allows users to manage performance across multiple metrics, and the ease of scaling capacity up and down to meet changing business conditions.

The Value Index for Contact Center in the Cloud in 2021 weights Reliability at 15% of the overall performance. NICE, Talkdesk and Genesys are the Value Index Leaders in this category, providing the highest level of confidence that they can operate at any level of expectations 24 hours a day.

Most vendors evaluated continue to improve in areas essential for providing business continuity and resilience to operating CCaaS. Evaluating the performance and scalability readiness of CCaaS platforms and applications is an area in which vendor transparency is of utmost importance. Most vendors evaluated provided descriptions of their architectures, policies and rules, and many have methods to notify clients of issues.

Ventana Research Value Index Contact Center in the Cloud: Reliability

| Vendors | | Performance |
|-------------------|----|-------------|
| NICE | 1 | 94.7% |
| Talkdesk | 2 | 91.9% |
| Genesys | 3 | 91.7% |
| Cisco | 4 | 91.1% |
| AWS | 5 | 89.6% |
| Vonage | 6 | 89.0% |
| Five9 | 7 | 87.5% |
| Content Guru | 8 | 87.1% |
| 8x8 | 9 | 87.1% |
| RingCentral | 10 | 85.3% |
| Avaya | 11 | 84.4% |
| Aspect | 12 | 83.5% |
| Altitude Software | 13 | 79.0% |
| Twilio | 14 | 69.2% |



Source: Ventana Research Value Index
Contact Center in the Cloud
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NICE

Company and Product Profile

“NICE is the world's leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens.”

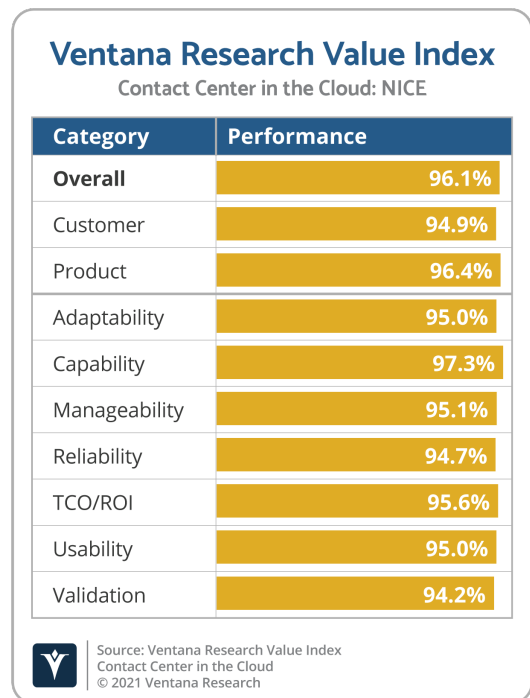
“NICE inContact works with organizations of all sizes to create extraordinary and trustworthy customer experiences that create deeper brand loyalty and relationships that last. With NICE inContact CXone, the industry’s most complete cloud customer experience platform, we combine best-in-class Customer Analytics, Omnichannel Routing, Workforce Engagement, Automation and Artificial Intelligence, all on an Open Cloud Foundation to help any company transform every single customer interaction.”

Ventana Research Evaluation

NICE is a well-established global provider of contact center technology. Ranking first overall, NICE was categorized as an Exemplary Vendor, and is the overall Value Index Leader within all seven evaluated categories of Customer and Product Experience.

NICE inContact CXone is a broad-based suite that incorporates interaction handling and routing across virtually every channel. The company was early to explore advanced analytics in and beyond the contact center, and to robotic process automation. Its Capability ranking was excellent across the board, with evidence in our research that its investments are both fundamental (WFO) and cutting edge (AI and interdepartmental workflow automation). The company makes it relatively easy for buyers to understand the product, its benefits and TCO/ROI, and provides role-based user experiences.

There is no evident gap in NICE’s offering. NICE was only second in Usability and Adaptability where it will need to continue to invest into its advancements. NICE inContact CXone is one of the most complete and effective contact center platforms available in the market today.





Appendix: Vendor Inclusion

All vendors that offer relevant Contact Center in the Cloud products and meet the inclusion requirements were invited to actively participate in the Value Index evaluation process at no cost to them. If a vendor did not respond to or declined the invitation, a determination was made whether to include it in our analysis based on our inclusion criteria. These criteria are designed to ensure we include all vendors with geographic operations, customer base and revenue, as well as all relevant aspects of the products' fit for the particular category being evaluated.

For inclusion in the Ventana Research Contact Center in the Cloud Value Index for 2021, a vendor must be in good standing financially and ethically, have at least \$25 million in annual or projected revenue, more than 50 employees, sell products and provide support on at least two continents, and have at least 25 customers. The principal source of the relevant business unit's revenue must be software-related and there must have been at least one major software release in the last 18 months. The product must be capable of accessing data from a variety of sources, modeling the data for analysis, analyzing the data using a variety of techniques, communicating the results in a variety of ways and supporting the data and analytics processes within an organization.

If a vendor is actively marketing, selling and developing a product as reflected on its website that is within the scope of the Value Index, it is automatically evaluated for inclusion. We have adopted this approach because we view it as our responsibility to assess all relevant vendors whether or not they choose to actively participate.

Twelve of the 14 suppliers responded positively to our requests for information and provided completed questionnaires and demonstrations to help in our analysis of their CCaaS products. The following vendors declined to fully participate or did not respond to our invitation: Amazon and Twilio. To organizations evaluating these vendors, we recommend extra scrutiny as part of the software assessment because they did not make their technology or complete information available for the evaluation process. Online material that was generally available was used for the analysis, along with briefings and any information the vendor did provide.

We did not include vendors that did not satisfy the criteria that our methodology for this research requires.



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Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including Benchmark Research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This Benchmark Research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

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What We Offer

Ventana Research provides a variety of customizable services to meet your specific needs including workshops, assessments and advisory services. Our education service, led by analysts with more than 20 years of experience, provides a great starting point to learn about important business and technology topics from compliance to BI to building a strategy and driving adoption of best practices. We also offer tailored Value Index Assessment Services to help you define your strategy, build a business case and connect the business and technology phases of your project. And we provide Ventana On-Demand (VOD) access to our analysts on an as-needed basis to help you keep up with market trends, technologies and best practices.

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