THE BRAINTRUST

See you at Special Forces!

AVANT Engineers will be presenting during 35 breakout sessions about the technical and sales components of UCaaS, CCaaS, Cloud, Colo, Security, WAN, and more! **Be sure to attend some of our security-focused sessions** on Monday. Special Forces Summit is from September 19-21 in Austin, TX!

CCaaS Webinar: Register for Ep. 6

AVANT's Dave Watson and PPT's Scott Forbush to explore the final stage in the lifetime of a CCaaS deal! They will help you perfect your post-implementation strategy and learn how to create additional growth opportunities for your customers. **Register for the 9/15 webinar today**!

Upcoming SE Trainings

Acadian, Akamai, LiveVox, Nextiva, SilverSky

New Matrix

The **UCaaS – Microsoft Teams Matrix** has been fully refreshed! Drawing on experience gained through daily exposure to end users' needs, John Paullin and Dave Watson cover all the bases, comparing 30+ suppliers' alternatives to MSFT calling plans for enabling PSTN dialing with Teams. Be sure to leverage the new Value-Added Features filter when evaluating alternatives!

Technology Updates

CCaaS / UCaaS

Dialpad leverages AI to monitor customer interactions, deriving a CSAT score based on caller sentiment and use of keywords. Read more **here**.

Backup & DR

Assured Data Protection is the largest MSP for Rubrik, an enterprise Backup and DR technology vendor. Read more **here**.

SD-WAN / Security

Open Systems specializes in Microsoft security, including Defender and Sentinel. Their free MSFT workshop is a great fit for E5 customers, especially those who've deployed or are considering those tools. Read more **here**.

Cloud

Deft is focused on hybrid cloud (colo, private cloud, managed public cloud), with managed services, consulting, and an engineering-first approach. Read more **here**.

RapidScale is a single-source, mid-market, managed IT company. Learn more about offerings including SD-WAN (a huge growth area for them), DaaS, Backup & DR, and Security **here**.

Colocation

With 230 data centers in 30 countries, **Equinix**'s 400k interconnections are more than the next ten competitors' combined. Read more about how they connect clients to public cloud **here**.

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Technology Spotlight: CCaaS

AVANT Engineers
Sarah Arnstein, Chris Brennan, Neil Farnsworth, John Paullin, Dave Watson, Brent Wilford

Overview & Features
Contact Center as a Service delivers call and contact center functions and capabilities as a service paid via monthly subscription model. Most CCaaS providers now offer artificial intelligence (AI) within their platform, such as a chat bot or virtual agent. The ability to let callers check account balances, pay a bill, or answer simpler questions via self-service allows agents to spend more time meeting more complex customer needs.

What's New?
Integration between the smartphone and the contact center continues to evolve. Vendors like UJET are unlocking powerful smartphone capabilities such as Face/Thumbprint ID, built-in camera, and SMS/MMS to improve end user experience. Agents can initiate video support and send/receive pictures to provide faster, more personalized support.

Trainings & Resources
- AVANT Certification Course: **CCaaS**
- AVANT Engineering Quick Hits: **CCaaS**
- Featured AVANT Vendors: **CCaaS**

IQAs & Dynamic Matrices
- CCaaS **Matrix**
- CCaaS **IQA**
- CPaaS **Matrix**

Featured Podcasts
AVANT's Sr. Director of Engineering, John Paullin, recently sat down with industry leaders to discuss trends shaping the CCaaS space.

Here, John and Vonage's Sanjay Srinivasan cover the challenges enterprises face personalizing customer interactions and how the convergence of CCaaS with UCaaS and CPaaS create opportunities on this front.

Next, **join** John and Josh Stanley, Sales Strategy Leader for Zoom Contact Center, as they explore drivers behind the increasing use of video as a collaboration tool in the contact center.

AVANT Engineer Blog Post:
Take Advantage of the Hot CCaaS Market

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AVANT Win Wire • CCaaS

Dave Watson

Customer	Electric Utility
Industry	Energy
Size and Scope	1,000 Seats
Drivers & Requirements	Customer wanted to migrate from an EOL premise-based Contact Center to a fully redundant cloud-based solution with advanced OmniChannel, WFO, QM, and AI Capabilities.
Provider	NICE CXone
MRC / NRC	$257K MRC
Solution	CCaaS
Competitors	Five9, Genesys, Talkdesk
Why did we win?	With support from AVANT's Engineers, the Trusted Advisor collected requirements via the CCaaS IQA, narrowed down the consideration set using the CCaaS Matrix, registered providers through the Channel Team, briefed contenders on deal parameters, and scheduled product demos.
AVANT's Role	AVANT Engineering acted as an extension of the Trusted Advisor's team, providing competitive pricing, demonstrating technical thought leadership, and sharing industry insight to assist a knowledgeable Trusted Advisor.

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