



aspentgi

Increasing Vendor Support

Adding to product portfolio as the market changes



Executive Summary

- A contact center is an important part of your business. In many cases, customers' impressions of your business are formed solely based on their interaction with your agents. As a total solution provider, TASKE is committed to providing contact center and other business managers with the information they need to enable them to optimize customer interactions, drive operational efficiency, facilitate innovation and curb customer frustration.
- With a significant install base supporting both Cisco and Avaya that has relied up TASKE for years, working to support AWS Connect provides another key solution.

Challenges

- Great product that has enabled other contact center platforms for years but looking to evolve as the market changes.
- As customers look to cloud contact centers from existing premise, Taske wants to make sure to move with them.

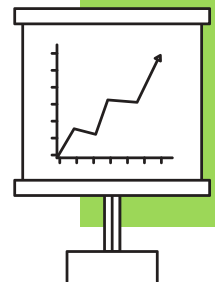
Why They Chose AWS

- In Demand Cloud Contact Center Platform
- Open API and access to data. Customization is a key factor to the decision.
- Globally available solution based on repeatable vendor success

Why They Chose Aspen TGI

- Knowledge of the emerging contact center market and vision for the solutions to come.
- Consulting knowledge of the changing platform market and existing business relationships

" The flexibility and agility of what we can do with AWS Connect is impressive"



Partner Solution

- A dual purpose solution that allows Taske to use AWS Connect for their support team with easy integration to Salesforce while also to be used as a testing platform for TASKE product integration.
- Deployed a single instance of AWS Connect for the support center.
- AWS services used to complete the solution include Connect, Lambda, S3, and Kinesis.
- TASKE is able to evaluate integration options for their product.
- The ROI is based on additional functionality and provide longevity in their existing customer base. This is important as their customers move to cloud solutions but want to keep the central reporting interface of TASKE.
- The upside for TASKE is in the thousands of agents as customer continue to migrate from legacy platforms.

Next Steps

Work to build out the use of AWS Connect internally and to develop an integrated front end to AWS Connect as customers move to the cloud.

About the Partner

Aspen Technology Group Inc (TGI) is a US based provider of customer experience solutions based on the integration of CRM and cloud contact center solutions. Aspen TGI provides customer experience consulting, high touch deployments and ongoing support for all products included in the end state solution. Customer experience and continued partnership with our customers is a priority for us.

