





The House Edge

Alfredo Redondo
CEO @ Altitude

Four Big Challenges

... and
Altitude's
Answer

Customer Engagement: All around it

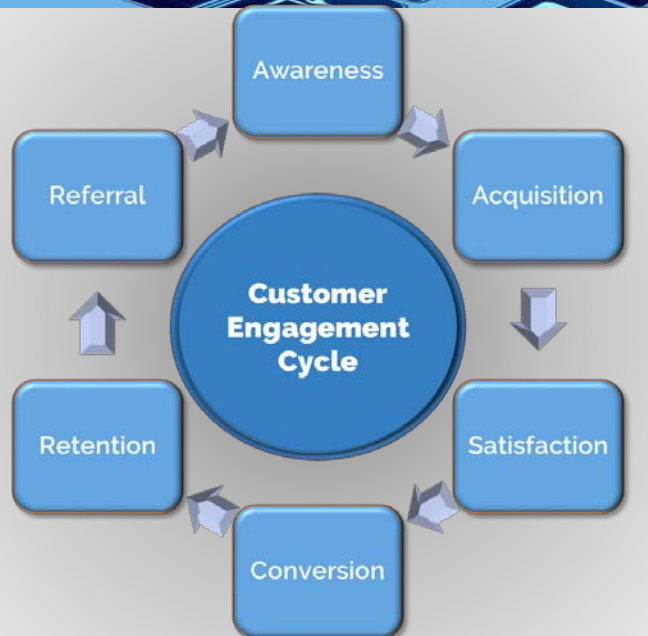
Operation: Smart and Efficient

Cloud: Enabler or Breaker?

Go To Market: The Crazy Ecosystem

Customer Engagement All Around it

Some things remain
unchanged



Customer engagement cycle

WHAT ARE THE
CHALLENGES?

WHAT DOES THE
MARKET SAY?



Customer Engagement All Around it

**Some things remain
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**Big Drivers For The
Change**

Customer
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cycle

**WHAT ARE THE
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Customer Engagement All Around it

Big Drivers For The Change

The CX Pyramid: A Framework for Powerful Experiences



Source: Gartner
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Gartner

Make me powerful

WHAT ARE THE CHALLENGES?

WHAT DOES THE MARKET SAY?

Customer Engagement All Around it

**Big Drivers For The
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Make me
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BIG DATA

**Access to
information**

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Make me
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**I choose
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**And I want
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**Voice of
Customer**

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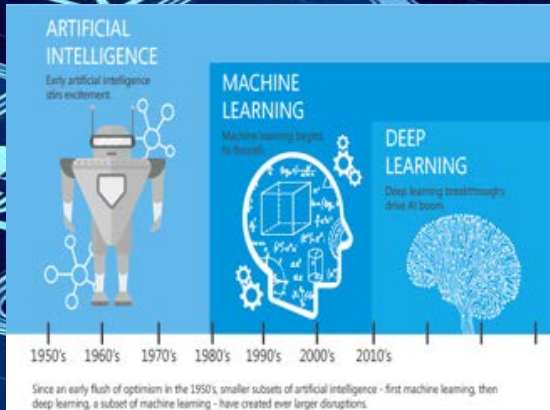
I choose
the channel

And I want
it NOW!

AI/ML/DL
New
Demand

**WHAT ARE THE
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**Increased
Data Privacy
Requirements**

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**Brand
Reputation**

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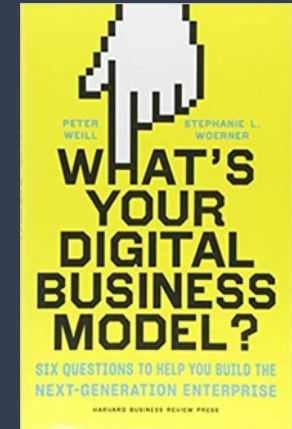
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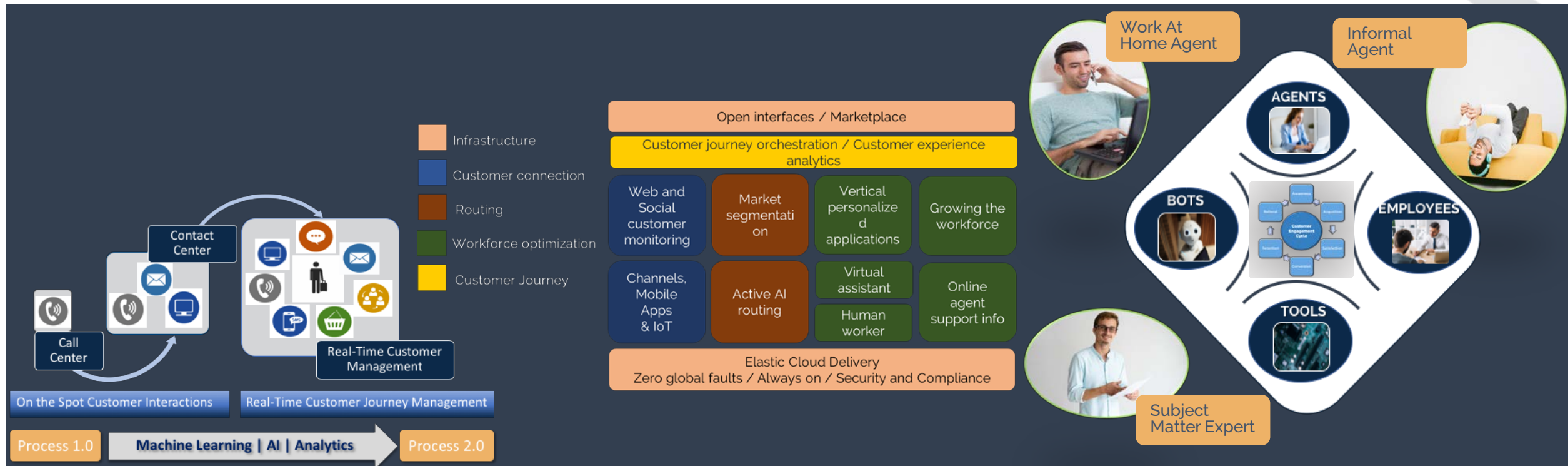
- Over 50% of customer interactions happen during a multi-event, multi-channel journey (McKinsey)
- 90% of customers expect consistent interactions across channels (SDL)
- 60.5 million people in the U.S. are already using digital assistants like Alexa to conduct searches and place orders (www.searchenginepeople.com)



Customer Engagement: All around it

Altitude's Answer

SMART Processes, **SMART** Routing, **SMART** Human/Bot Blending
With **CUSTOMER JOURNEY** at the Core





Operation: Smart and Efficient

Success-group respondents are twice as likely to report deployment of machine learning, cognitive agents, and natural-language processing.

Automation technologies currently deployed in production
% of respondents at large organizations²

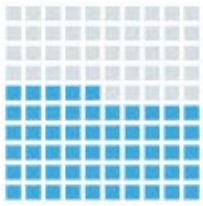
Respondents at successful organizations³

Machine-learning algorithms



70

Robotic process automation



55

Respondents at all other organizations⁴



31

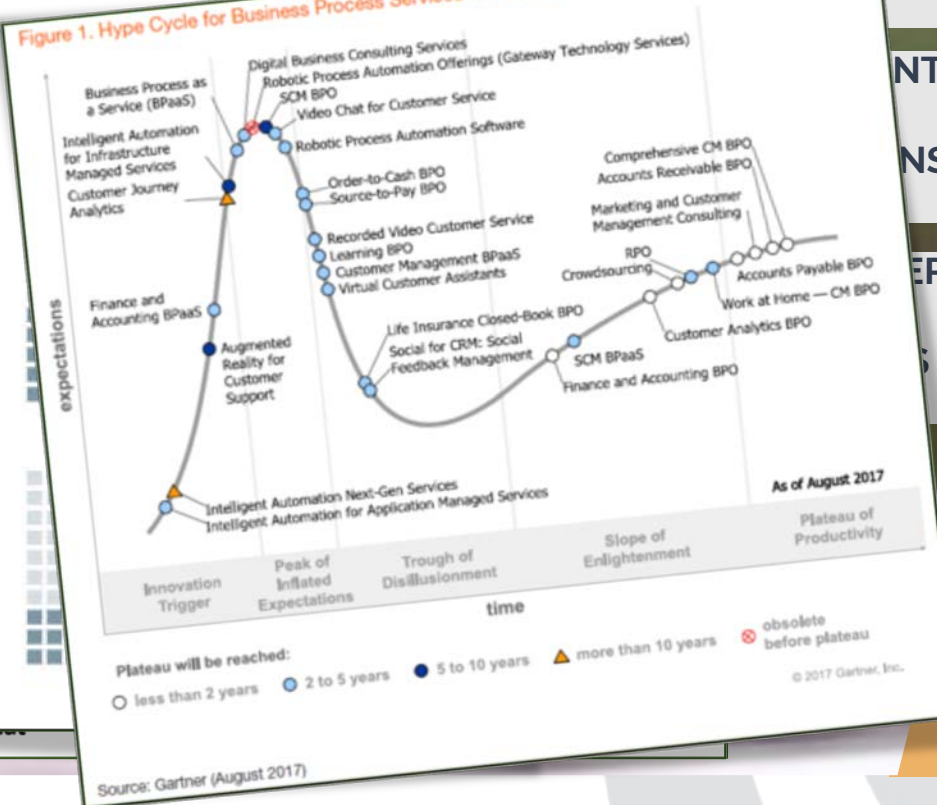


55

McKinsey&Company

ROP from **41% to 12%** of

Figure 1. Hype Cycle for Business Process Services and Outsourcing, 2017



Ownership \longleftrightarrow XaaS
Operate \longleftrightarrow Use
On Premises \longleftrightarrow Cloud
(Public or Private)
In House \longleftrightarrow Outsource
Human \longleftrightarrow Bot

- Between 2005 and 2015, server costs fell by 15%, but administration costs rose by 83% (Google)
- Highly Automated Companies are 6x more likely to experience revenue growth of 15%+ (ServiceNow)



Operation: Smart and Efficient

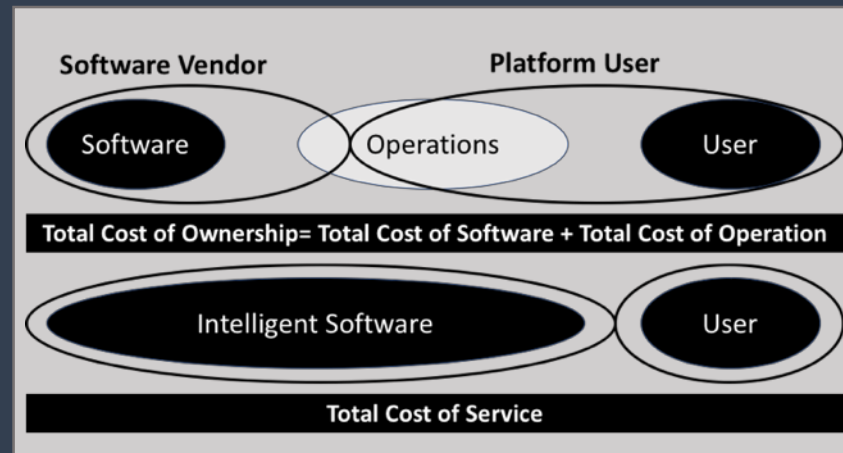
Altitude's Answer

Efficient Approach, SMART Operation, Whole Vision
With CUSTOMER JOURNEY at the Core

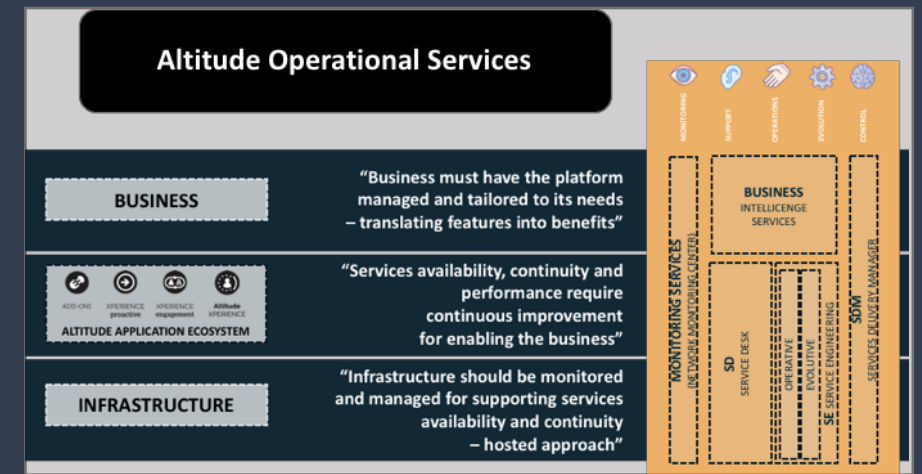
Global Efficiency
Local Proximity



Using Rather Than
Operating

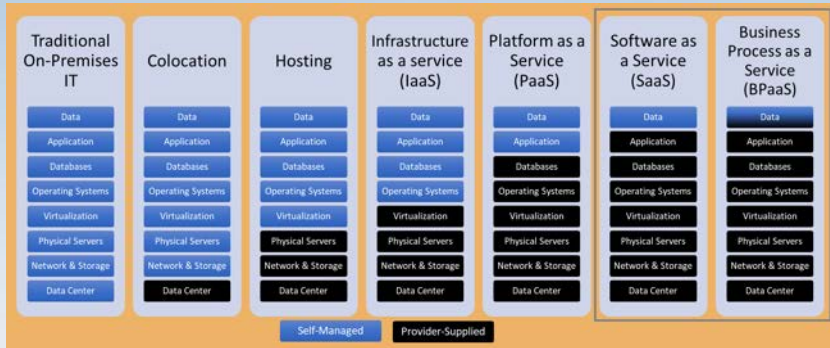


An End-To-End
Vision on Doing It





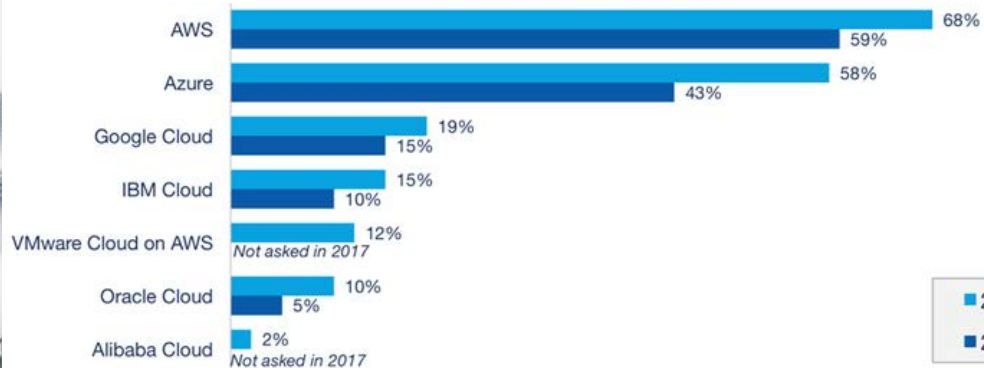
Cloud: Enabler or Breaker?



- Server Less Bringing The Cloud 2.0
- Beyond the Virtualization
- New Applications To Come
- Hybrid: The Key For The Transition

Enterprise Public Cloud Adoption 2018 vs. 2017

% of Respondents Running Applications



Source: RightScale 2018 State of the Cloud Report

- Market revenue in NA for hosted/cloud CC solutions surpassed on-premises product revenue in 2012 (F&S)
- By 2020, 60% of all new cloud application designs will include use of AI and/or analytics services, driving increasing intelligence to mainstream business. (Gartner)



Cloud: Enabler or Breaker?

Altitude's Answer

Global Presence, Elastic Platform, Microservices at the core
Delivering PEACE OF MIND

Current offer

On premises
(bare metal
and virtualized)

Open Private
Cloud
(bare metal and
virtualized)

Closed Public
Cloud
(virtualized)

Current work



Serverless

Microservices

Devops

Continuously evolving

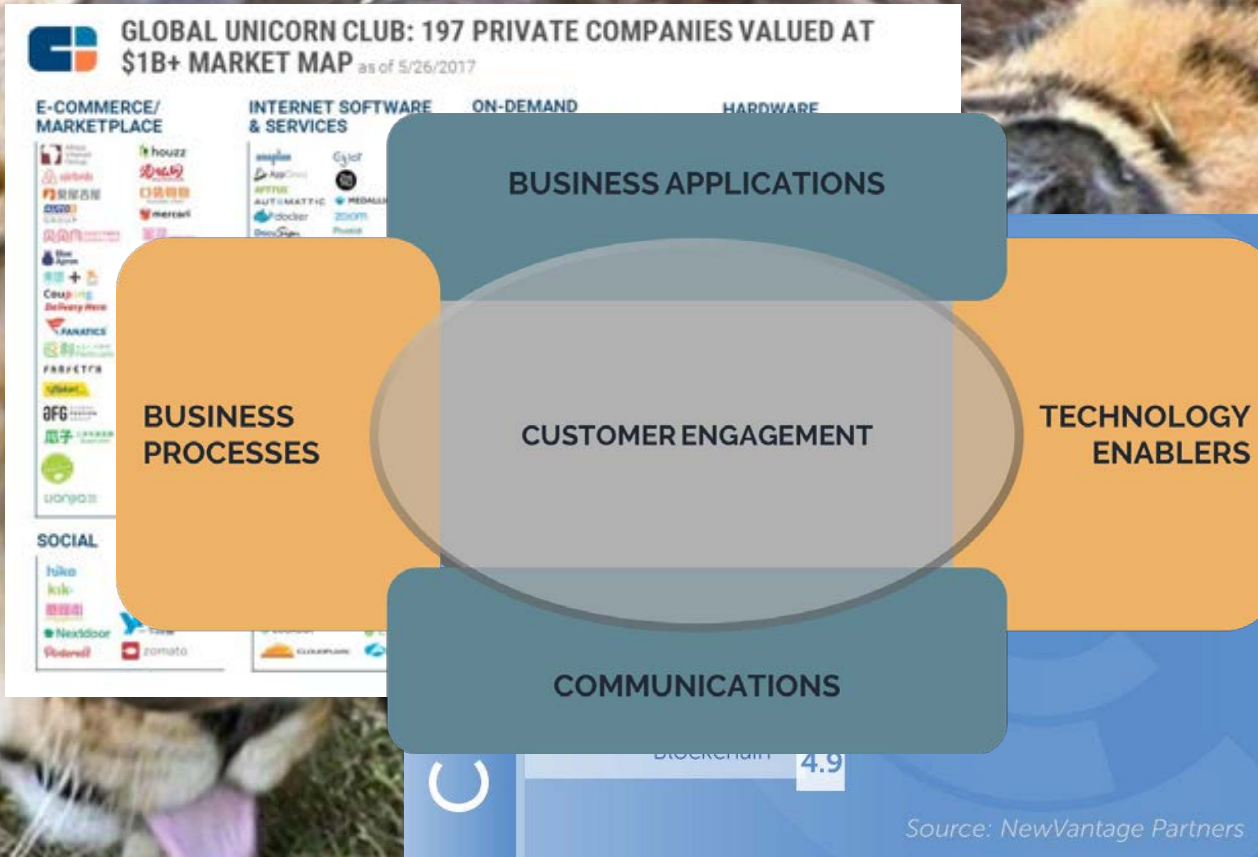
On premises / Private Cloud
(bare metal and virtualized)

Elastic Cloud
Customizable or not

Cloud of clouds



Go To Market: The Crazy Ecosystem



Direct \longleftrightarrow Indirect
Software \longleftrightarrow Services
Local \longleftrightarrow Global
Big Enterprise \longleftrightarrow Startup
Legacy \longleftrightarrow New Technologies
Make \longleftrightarrow Buy

Predicts 2018:

- ... we believe there are more than 500,000 [resellers] worldwide, of which, 40% will exit by 2021... (Gartner)
- And a similar amount of new ones will appear (Altitude Software)



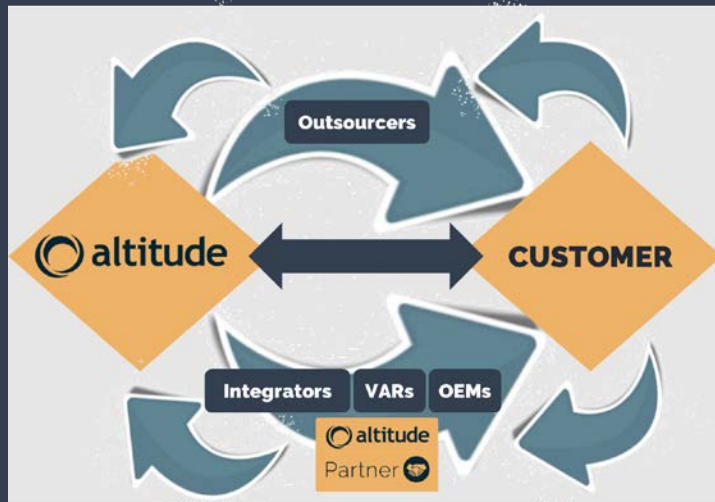


Go To Market: The Crazy Ecosystem

Altitude's Answer

"Arriving together is the beginning; **KEEPING TOGETHER** is progress;
WORKING TOGETHER is success." *(Henry Ford)*

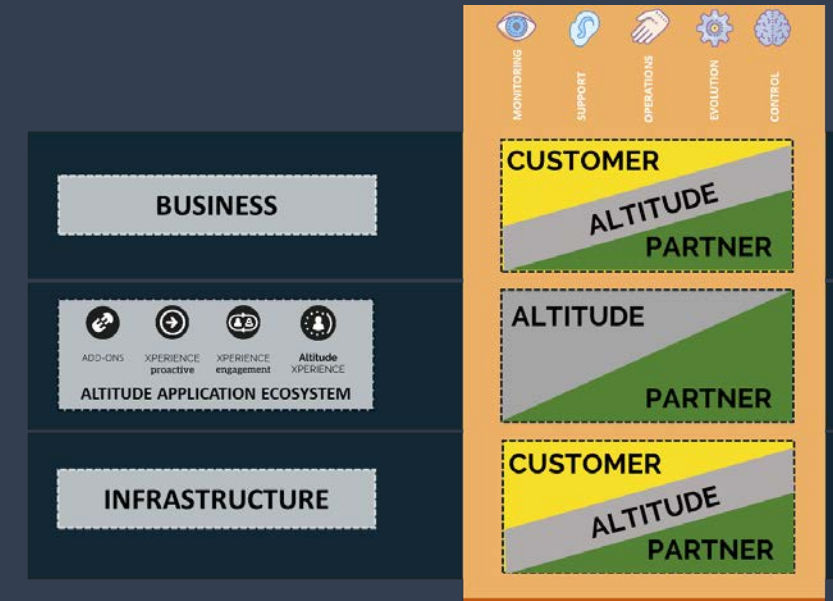
Go To Market



Go To Product



Go To Deliver



THANK YOU!

1993



2018

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INNOVATION



EXCELLENCE



TEAMWORK



COMMITMENT



PASSION