



 altitude
ROYALE

The logo features a stylized white icon of a circle with a crescent shape inside, followed by the word "altitude" in a white sans-serif font. Below it, the word "ROYALE" is written in a large, bold, gold-colored serif font. The text is framed by ornate, gold-colored decorative flourishes above and below.



The House Edge

Alfredo Redondo
CEO @ Altitude

Four Big Challenges

... and
Altitude's
Answer

Customer Engagement: All around it

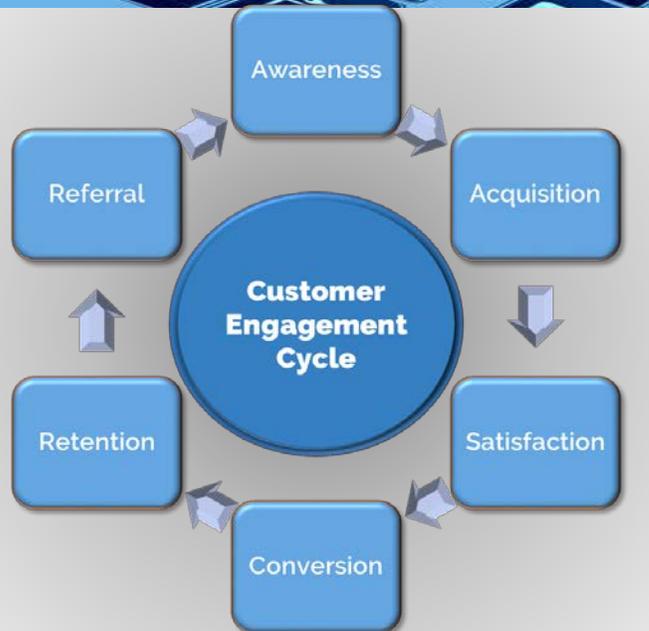
Operation: Smart and Efficient

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
unchanged**

Customer
engagement
cycle

**Big Drivers For The
Change**

**WHAT ARE THE
CHALLENGES?**

**WHAT DOES THE
MARKET SAY?**



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
Change**

Make me
powerful



BIG DATA

Access to information

WHAT ARE THE
CHALLENGES?

WHAT DOES THE
MARKET SAY?

Customer Engagement All Around it

**Big Drivers For The
Change**

Make me
powerful

Access to
information



**I choose
the
channel**

**WHAT ARE THE
CHALLENGES?**

**WHAT DOES THE
MARKET SAY?**



Customer Engagement All Around it

**Big Drivers For The
Change**

Make me
powerful

Access to
information

I choose
the channel

**And I want
it NOW!**

**WHAT ARE THE
CHALLENGES?**

**WHAT DOES THE
MARKET SAY?**



Customer Engagement All Around it

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**Big Drivers For The
Change**

The Impact

Customer
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Make me
powerful

Access to
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And I want
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**Voice of
Customer**

**WHAT ARE THE
CHALLENGES?**

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Some things remain unchanged

Big Drivers For The Change

The Impact

Customer engagement cycle

Make me powerful

Access to information

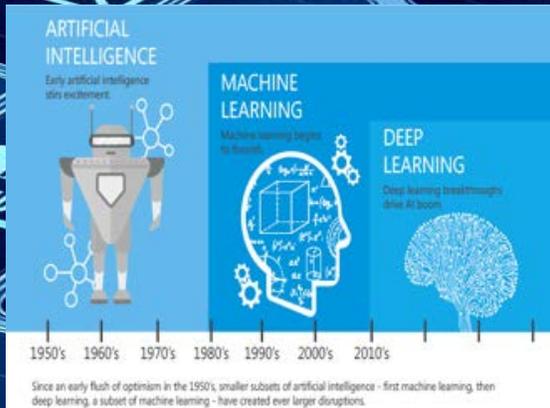
I choose the channel

And I want it NOW!

AI/ML/DL
New Demand

WHAT ARE THE CHALLENGES?

WHAT DOES THE MARKET SAY?





Customer Engagement All Around it

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Big Drivers For The Change

The Impact

Customer engagement cycle

Make me powerful

Access to information

I choose the channel

And I want it NOW!

**Increased
Data Privacy
Requirements**

WHAT ARE THE CHALLENGES?

WHAT DOES THE MARKET SAY?





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Big Drivers For The Change

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Customer engagement cycle

Make me powerful

Access to information

I choose the channel

And I want it NOW!

Brand Reputation



WHAT ARE THE CHALLENGES?

WHAT DOES THE MARKET SAY?

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Make me powerful

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AI/ML/DL New Demand

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Brand Reputation



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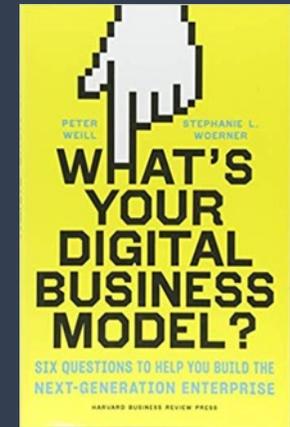
And I want it NOW!

Voice of Customer

AI/ML/DL New Demand

Increased Data Privacy Requirements

Brand Reputation



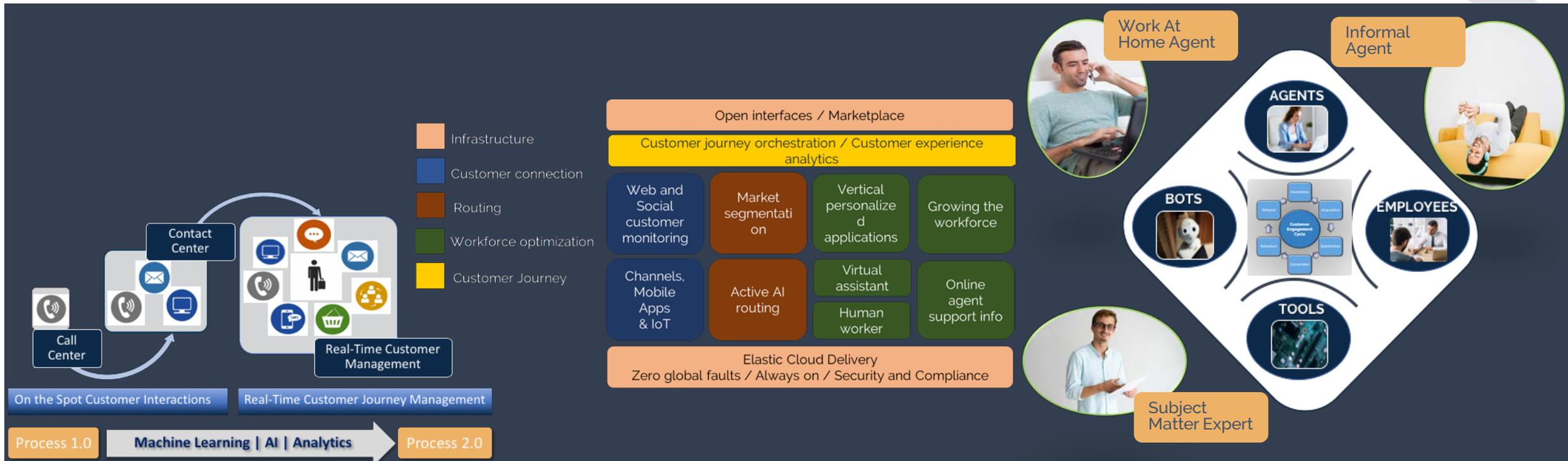
- Over 50% of customer interactions happen during a multi-event, multi-channel journey (McKinsey)
- 90% of customers expect consistent interactions across channels (SDL)
- 60.5 million people in the U.S. are already using digital assistants like Alexa to conduct searches and place orders (www.searchenginepeople.com)



Customer Engagement: All around it

Altitude's Answer

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

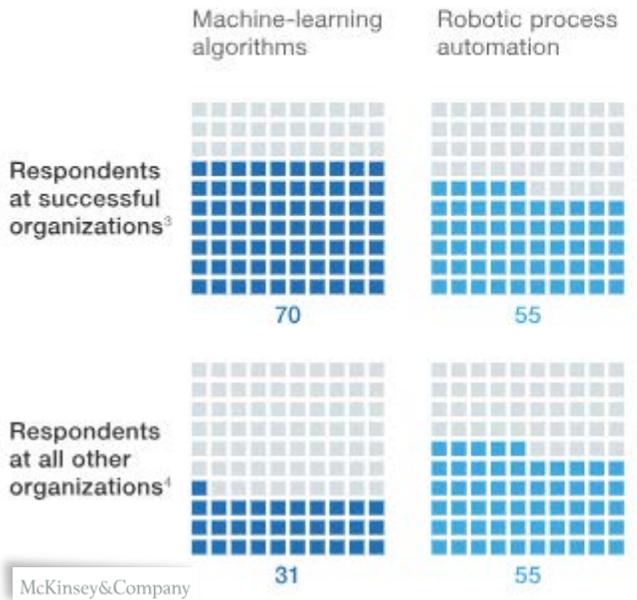




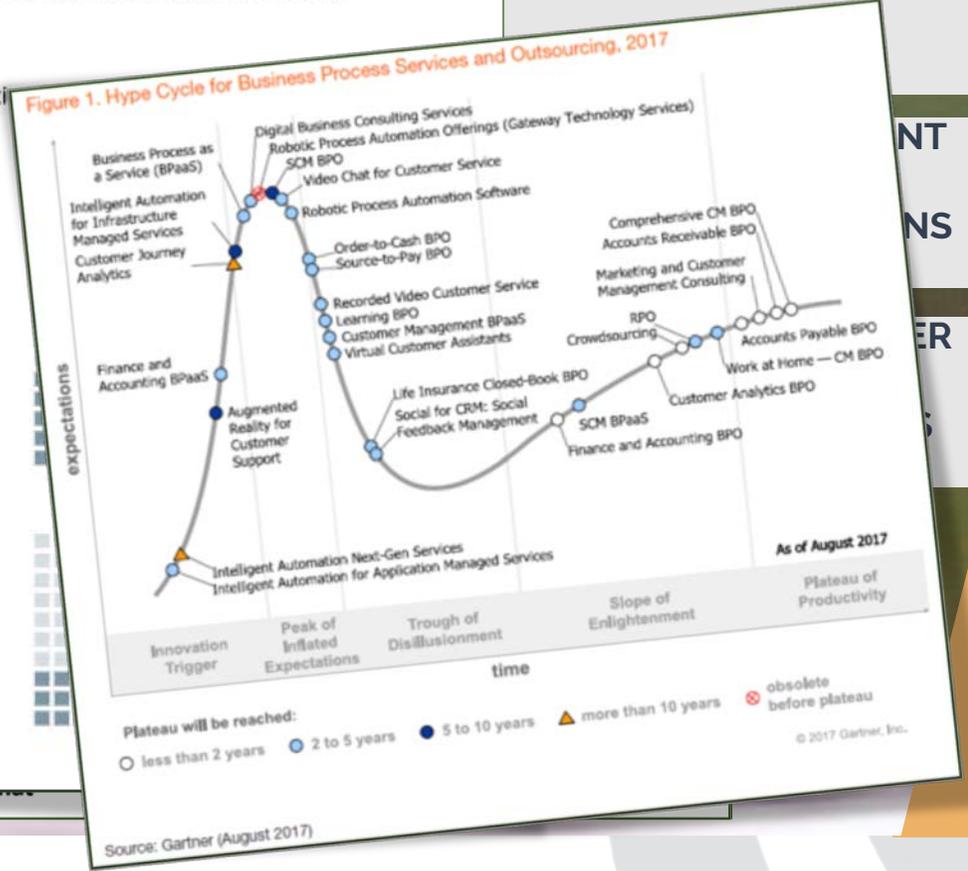
Operation: Smart and Efficient

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



ROI from 41% to 12% of



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

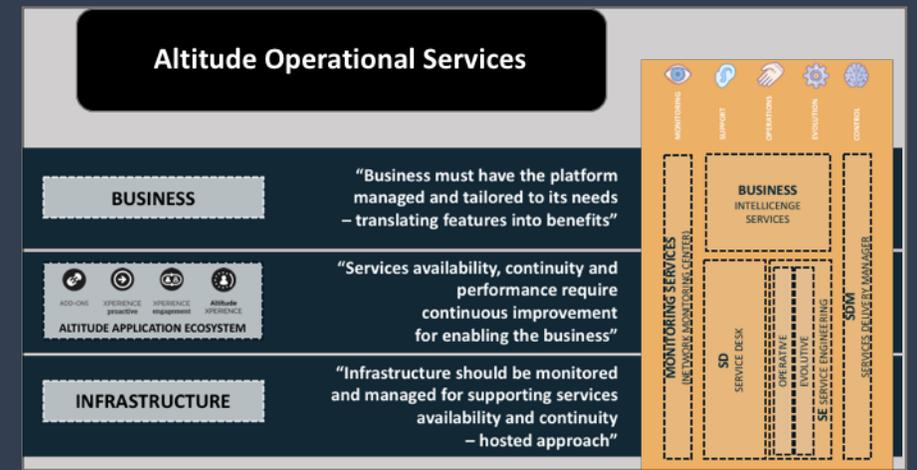
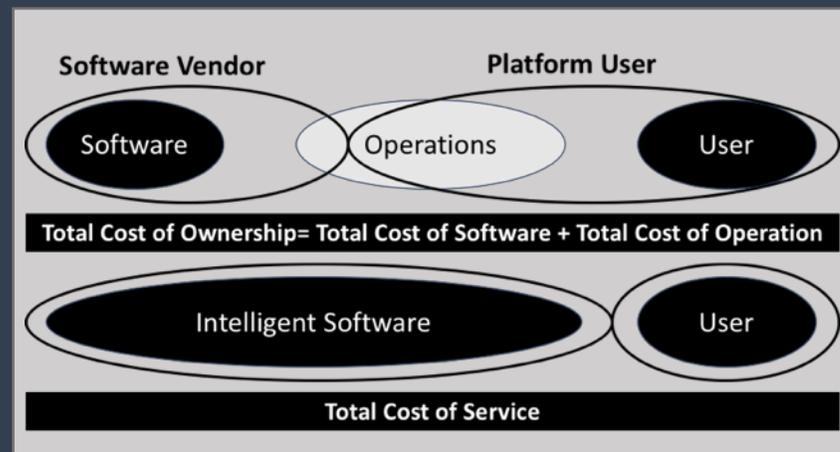
Altitude's Answer

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

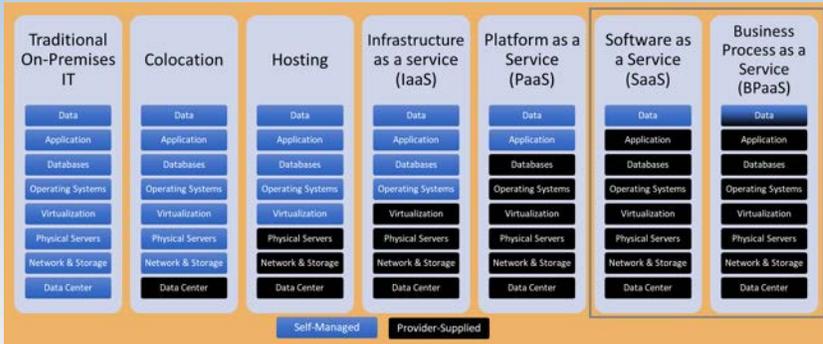
Global Efficiency
Local Proximity

Using Rather Than
Operating

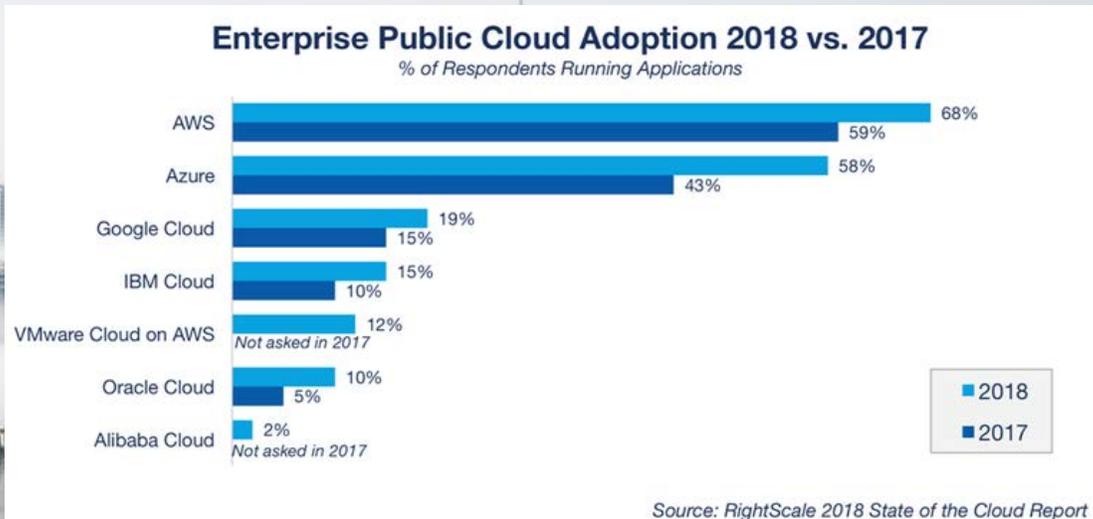
An End-To-End
Vision on Doing It



Cloud: Enabler or Breaker?



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



- 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

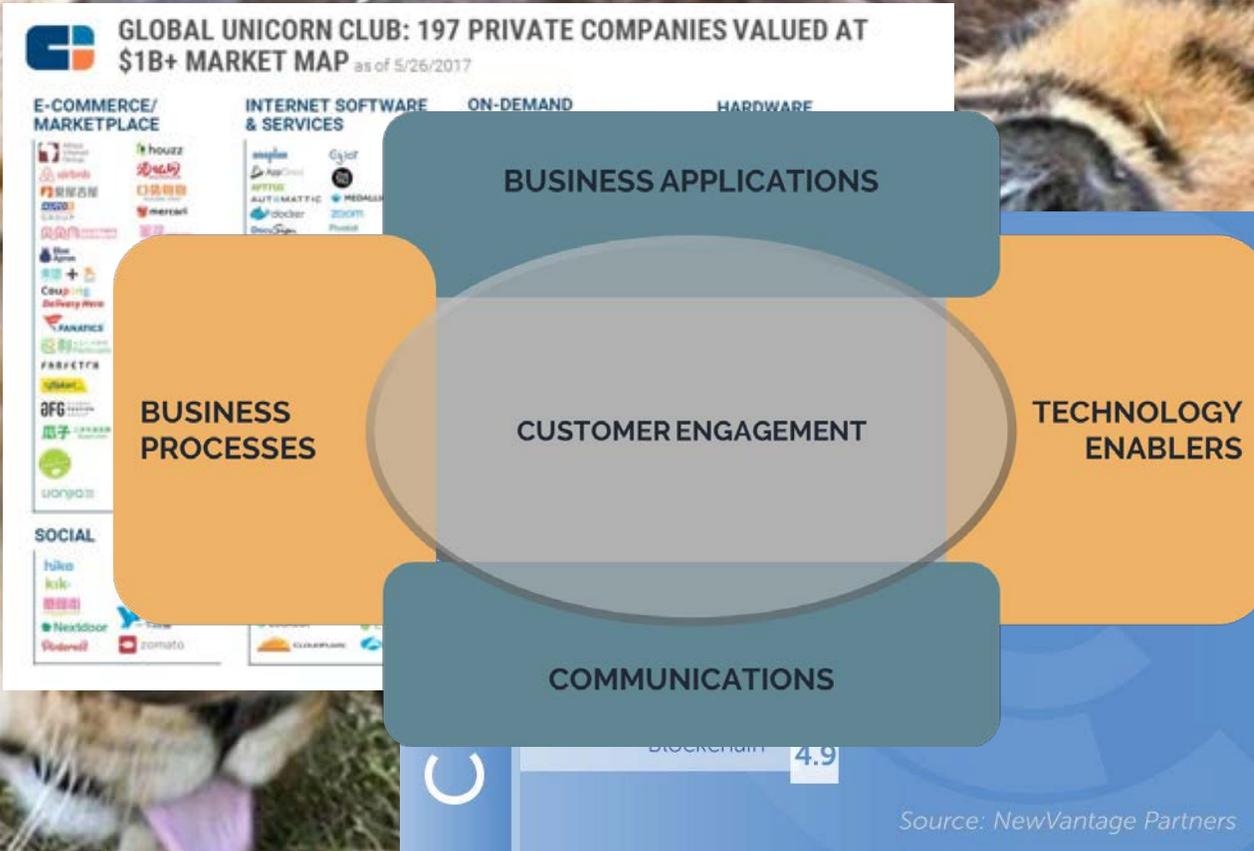
Continuously evolving

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)



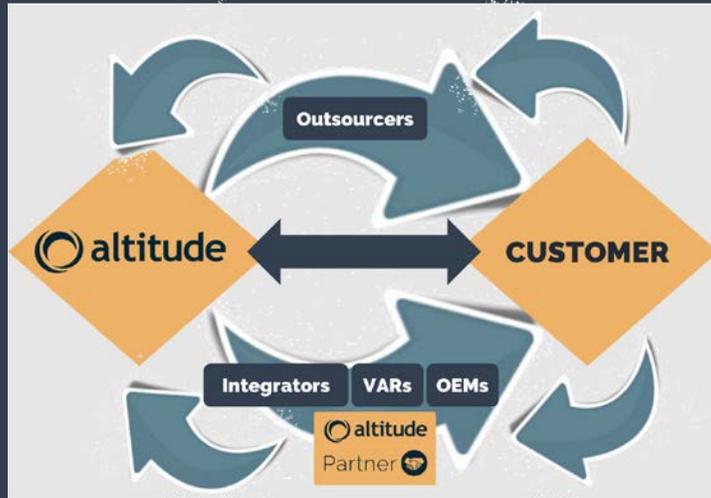


Go To Market: The Crazy Ecosystem

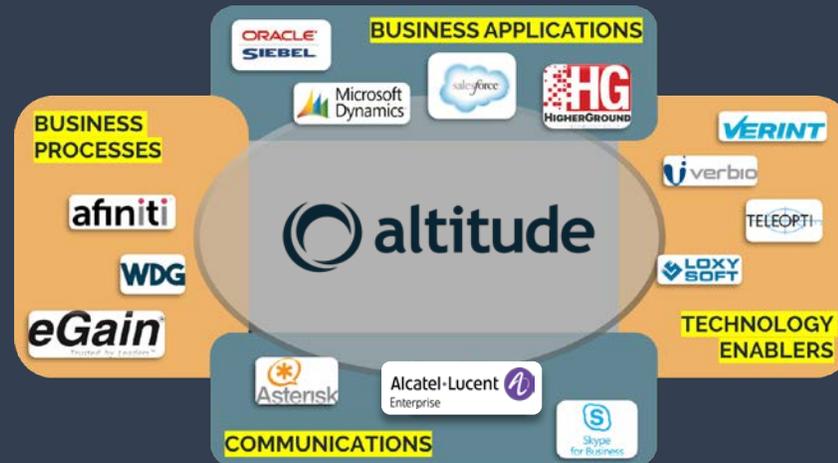
Altitude's Answer

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

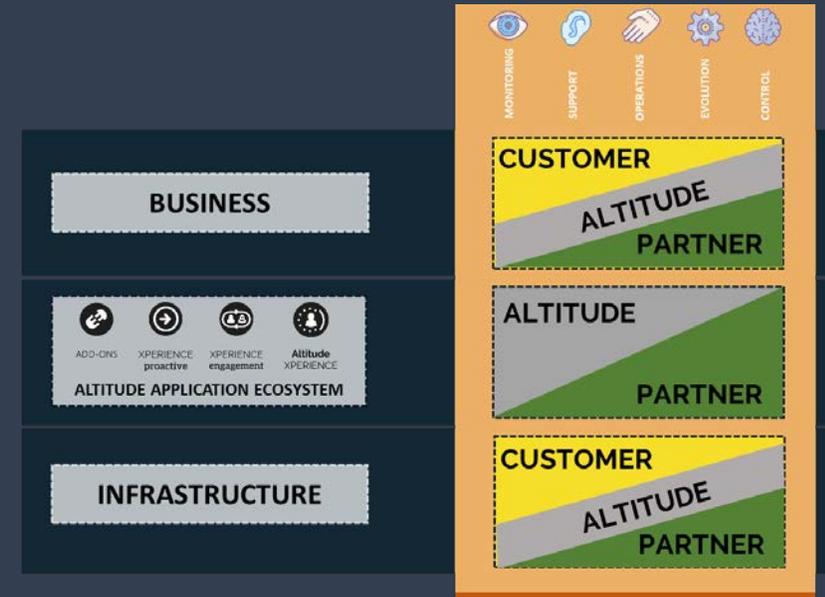
Go To Market



Go To Product



Go To Deliver



THANK YOU!

1993



2018

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INNOVATION



EXCELLENCE



TEAMWORK



COMMITMENT



PASSION