

**2008 North American Contact Center Analytics Customer Value Enhancement Award****Autonomy**

Autonomy has done an excellent job integrating its compliance recording and quality monitoring software into a sophisticated enterprise customer intelligence suite that transcends the contact center. Autonomy has connected its facility capturing unstructured information to its heralded IDOL platform. In doing so, they have made the strongest case of any major vendor for taking a universal, holistic view of the customer interaction. Autonomy has raised the bar in the analytics space by making it easier for their clients to squeeze the most value out of their contact centers.

The key offering from Autonomy's customer interaction solutions is Qfiniti, a suite of interaction management and analysis modules. In the past 12 months, Autonomy has significantly expanded its product offerings and features as it relates to the APO market segment, as well as the overall contact center recording, regulatory compliance and performance management market. For example, this year the company announced Qfiniti Web Access, a thin-client interface that provides immediate and secure access to recordings, agent performance evaluations, and speech analytics through a web-enabled browser. This web-access version of Qfiniti allows customer to handle traditional quality monitoring, and analyze critical customer interactions for compliance and root cause analysis.

In keeping with the enterprise focus, Autonomy has enhanced security for the Qfiniti solution suite in compliance with Payment Card Industry regulations. Advanced encryption, audit trails, and voice and screen masking capabilities thoroughly protect enterprise information from being heard or seen by unauthorized users.

With the continued trend of VoIP adoption in the contact center, Autonomy has developed and certified its SIP recording solutions with key technology partners such as Avaya, Nortel, Cisco, Alcatel, and Genesys. Autonomy has expanded its channel network in North America by signing large Cisco and Avaya resellers.

While the recording market has matured for companies that focus on traditional call logging and recording, Autonomy differentiates itself by delivering advanced technologies built on top of the Intelligent Data Operating Layer (IDOL) infrastructure, including speech analytics, web self-service, and advanced information assistance tools for agents and customers.

Autonomy's tools are uniquely valuable to its customers because they provide a conceptual understanding of spoken or typed information and find related content for retrieval and analysis. They are powerful enough to analyze not just the contact center voice recordings, but to perform advanced analysis on the vast majority of enterprise information.

The Autonomy solution provides enterprise analytics tools for email, voice, IM, and chat sessions. One of the most effective strategies that Autonomy has adopted is to position “customer interaction solutions” for the enterprise -- in essence, turning the contact center into a corporate tool to not only optimize the customer experience, but to provide business intelligence for the rest of the organization.

To accomplish this, the Autonomy enterprise sales team is cross-trained on these customer interaction solutions. With an enterprise mindset, they are trained to look for contact center opportunities and tie the solution to the enterprise’s corporate infrastructure strategy. (The company still also maintains a dedicated sales force focused on the contact center market.)

As companies try to incorporate what they know from their customer interactions into their decision-making, they are clearly going to need a much more robust way to integrate contact center data (unstructured voice recordings and basic call information) with their enterprise tools. Where Autonomy has gotten things right is in being able to talk about how important that integration is – from both sides of the equation. Integrating Qfiniti into IDOL and Autonomy’s other business units has been a strategic win for the company as a whole, and for legacy contact center customers. Those legacy customers, and new ones acquired along the way, are seeing tremendous value created from the integration.

### Award Description

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand its customer base, while maintaining its existing customer base, with more innovative value creation and enhancement strategies than competing vendors. This Award recognizes the company’s successful sales entry, customer acquisition and service strategies, and the degree to which those strategies have met customers’ stated needs and requirements. Such strategies are expected to significantly improve customer interaction and contribute to customer satisfaction.

### Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies’ market position and market growth are tracked, and those exhibiting significant growth are noted. Company’s customer base and revenues are compared year on year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and customer retention, it is a candidate for the Customer Value Enhancement Award.

## Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final Award rankings in this category. The recipient of this Award has excelled based on one or more of the following criteria:

- Expansion of customer base
- Ability to grow in a saturated or maturing market
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product(s) to offer a “one-stop shop” in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new sales avenues, such as online services, for an established product
- Strategic mergers, acquisitions or joint ventures to provide additional benefits to the customer.
- Product features/benefits versus product price.

### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### About Frost & Sullivan

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