

# Navigating On-Premises and Hybrid Contact Centers

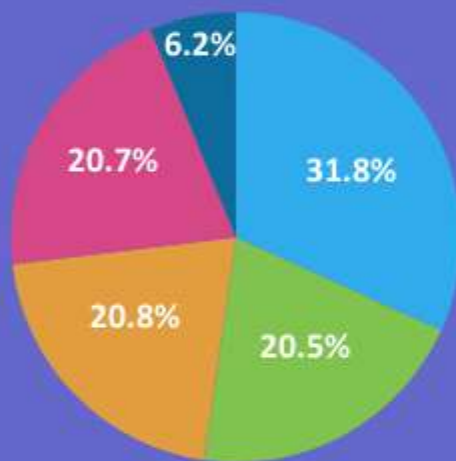
As many companies migrate their contact centers to the cloud, others are bullish about the value of their on-premises platforms.

**Why do companies prefer and find success with on-premises platforms?**



## Contact Center Architecture

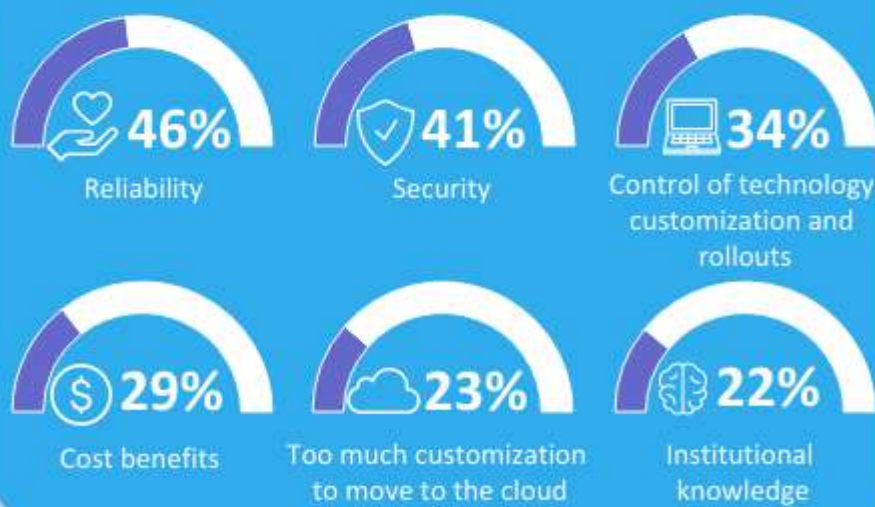
Though the majority of companies use cloud-based contact centers, **42% globally use an on-premises architecture**. Approximately **2/3** of the total global contact center seats remain on-premises.



- CCaaS (Cloud-based service purchased on a per-user subscription basis)
- Hosted (Dedicated software, provisioned for us, managed and hosted by a third-party)
- On-premises (In our data center, owned and managed by us)
- On-premises/hosted (In third-party public cloud, owned and managed by us)
- Unsure

## Why Stay On-Premises?

CX leaders cite several reasons for staying on-premises, including:



## Key Sectors Prefer On-Premises Architecture

Some vertical industries find a **great degree of security and reliability with on-premises solutions**. Though vendors and pundits sing praises of cloud services, they may not be right for every company or industry.

- Financial Services
- Healthcare
- Aerospace
- Government

## Innovation Remains Strong

Cloud-only providers suggest the best R&D comes from cloud architecture; that's where vendors are investing. However, **51.3%** of CX leaders using on-premises say there is **plenty of innovation from on-premises providers**.



## Cloud Integration Prevalent

Despite their plans to keep the core platform on-premises, advocates aren't against using cloud-based applications where they make sense. Hybrid solutions will increasingly offer an attractive option.

**69%**

- Integrate their on-premises platform with cloud-based applications
  - Workforce Optimization
  - Virtual Assistants
  - Agent Assist
  - Fraud Prevention

## CX Investment on the Rise

CX technology investments are up in 2023: **63%** of companies **will increase spending** by an average of 25%. By architecture, spending will increase slightly more for on-premises platforms.

Where will you increase contact center investment in 2023?

