



Angel Viewpoint: Hardware is Dead

Enterprises Must Either Move to the Cloud or Risk Falling Behind

New York, NY – SpeechTEK Conference – August 9, 2011 – [Angel](#), a leading provider of enterprise-focused, cloud-based Customer Experience Management solutions, issues a call to action for enterprises worldwide: move to the cloud or risk falling behind, because [hardware is dead](#).

Businesses today have social, mobile and analytic needs attached to their voice requirements—needs that hardware simply cannot meet due to long deployment cycles, an inability to make changes in real time and an inherent lack of flexibility. Enterprises need to put the caller first, every time, and hardware cannot effectively support that mission.

“Hardware simply doesn’t move at the speed of business,” said Don Keane, vice president of marketing and business development for Angel, in a keynote presentation at SpeechTEK yesterday. “Enterprises need to be able to execute proactive and reactive changes in real-time to accommodate ever-changing customer demands, maximize revenue and achieve brand loyalty—and hardware doesn’t offer that level of control or agility. Businesses must turn to the cloud to make the most of the voice channel, or risk lost opportunity every time the phone rings.”

While hardware has long been the [Interactive Voice Response \(IVR\)](#) industry standard, the advent of the cloud has signaled a death knell for hardware products. A smart cloud strategy can help alleviate hardware CAPEX and maintenance costs, while providing on-demand service and improving the customer experience. Conversely, hardware expenses stack up, its limitations costing enterprises both monetary and brand value. Ultimately, the cloud is an asset to the bottom line in a way that hardware never will be again.

“Advertising, marketing and customer care are often seen as the voice of the company,” said Mr. Keane. “In fact, the concept of a company voice is literal—it’s the experience that enterprises provide when a customer picks up the phone. If you trust that customer interaction to outdated technology, you risk providing an outdated experience.”

For more information on Angel’s viewpoint on hardware vs. cloud, please visit: <http://www.hardwareisdead.com/>. Angel can also be found in booth #132 at the SpeechTEK conference in New York this week.

About Angel

Angel is a leading provider of enterprise cloud-based customer experience management solutions, including Caller First focused Interactive Voice Response (IVR) and Contact Center solutions. These solutions enable enterprise organizations to quickly deploy



voice, SMS, chat and business intelligence (BI) applications. More than 1,000 customers worldwide turn to Angel's proprietary customer engagement technology to power customer experience, marketing and sales needs. Angel's solutions are built on an on-demand, software-as-a-service (SaaS) platform and require no investment in hardware, software, or human resources, balancing the need for high quality communications with affordable pay-as-you-go pricing.

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