



Collab.



1 Stream & Collab delivering innovative cloud hosting solutions

www.collab.com



About 1Stream

1 Stream is **leading** market innovation in **cloud contact centre** services in Africa, with Collab technology. Offering a full range of cloud-based contact centre applications, such as ACD routing, IVR, smart predictive dialer, multimedia interactions, integration with third parties and business tools, 1Stream has a very complete portfolio.

Pioneers in implementing cloud solutions in South Africa, 1Stream has worked with companies like Amazon, Neotel, Wonga.com and Zando, providing services to over 2000 agents.

- Market leader in providing cloud contact centre services in Africa
- Offers a full range of cloud-based contact centre applications
- Pioneers in implementing hosted solutions in South Africa
- Clients: 1Stream has worked along the way with Amazon, Neotel, Wonga.com and Zando
- 2000 agents



Business context

When **1Stream** began their business activity they went for “**on premises**” model, as this was the predominant model chosen by technology companies. However, in the last decade, this reality has been changing at an increased speed. In the early 2000s, with the internet revolution it became possible to offer IT business services on a pay-per-use basis and cloud based services turned into more than just a growing trend. Recent studies about data centre services show that 67.8% of large business and 69.7% of medium sized business are already using or planning to adopt cloud technologies.

This paradigm was gaining worldwide popularity across all organizations sizes and **1Stream decided to open this trail in South Africa**. In their particular case they moved away from “on premises” for a good number of reasons. On a global perspective, with the Seacom cable initiatives, South Africa was leveraged with **proper worldwide connectivity** (broadband) while being in an excellent timezone to serve Europe in a Managed Services model. South Africa has a great community of English speaking agents eager to work in contact centre environments.

Also, after a recession period, customers were turning away from high upfront investments required to buy licensing... the demand was on the rise for **pay as you grow business models**. With an expanding customer base, 1Stream needed to scale up while ensuring information confidentiality and security, so that each customer could only access their respective data. These customers were in a single monolithic environment and this reality could not properly scale... Something needed to change.



“In the beginning we had to buy licenses. We knew we had to own it for three years and was difficult to get people to sign a three year contract, because of the financial exposure. People do not want contracts anymore. As long as you look after your clients, they don't go anywhere.”

Bruce von Maltitz, MD at 1Stream



The Challenge

1 Stream needed to find a solution that could help them make the transition from “on premises” to cloud hosted solution in way an agile way and that allowed them to:

- Get **financial flexibility** in order to offer more competitive business solutions
- **Move away** from systems with large licensing and equipment **cost**
- Increase **agility** and **scalability** on technological side
- Improve **data management** and guarantee its **security**

Why Collab

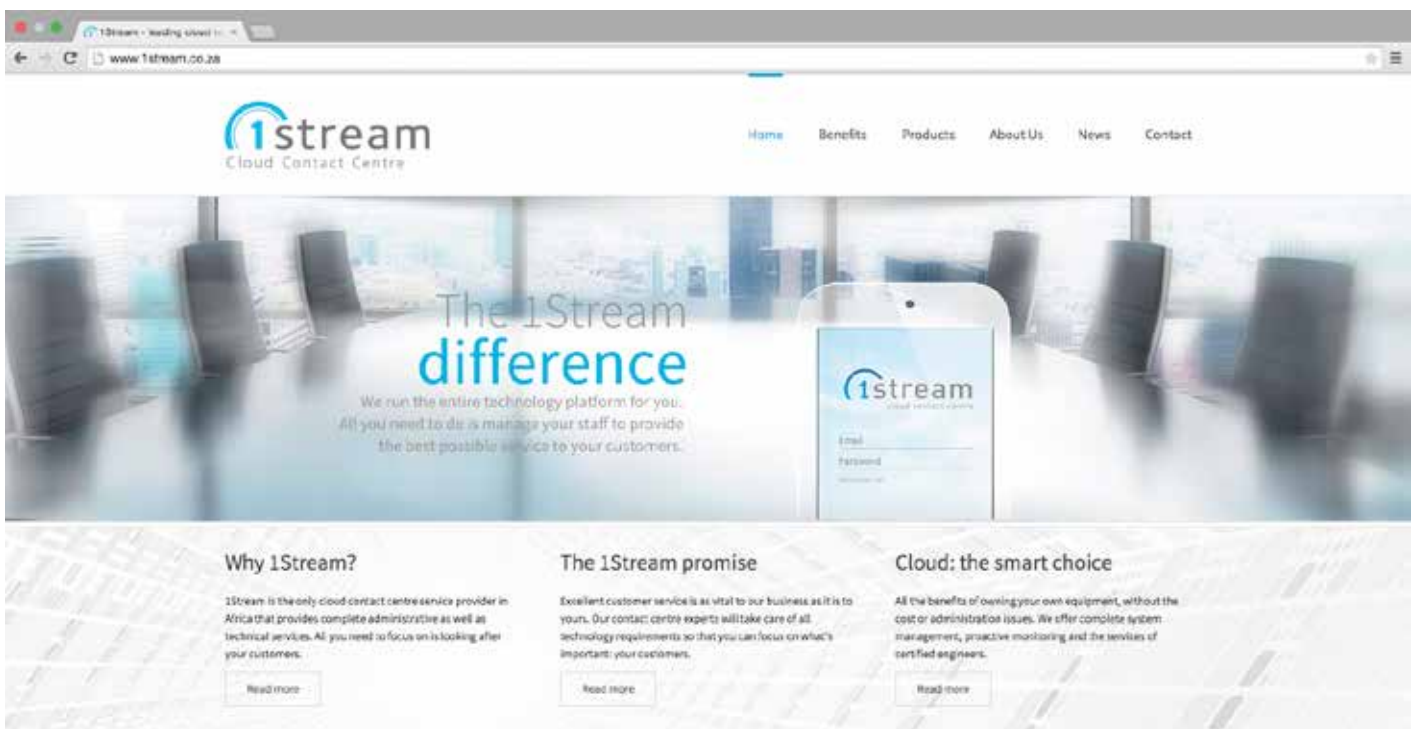
Five years ago, Collab was one of the few technological suppliers who had a solid hosted contact centre solution to offer and even the big market competitors were out of this scenario. Besides having an innovative solution, Collab presented a large reference base and a solid company background, reasons that motivated IStream to move forward.

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“The product was designed to work in a hosted or cloud environment. (...) The whole idea around hosting is to get economy of scale. You don't get it if everyone is sitting on their own instance of the software. You have got to manage, update all separately. You don't get the efficiency like you do when using Collab software.”

Jed Hewson, MD at IStream

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Solution + features

1 Stream adopted **OneContact**, a platform capable of offering full **contact management** across **voice, video, chat, e-mail** and **social networks**. Its standards-based **IP architecture** addresses the need for a more flexible environment and allows the deployment of new business models in the contact centre like hosted contact centre and co-sourcing, reducing total cost of ownership when compared to legacy applications. OneContact is **100% multi-tenant** at its core, with agent and supervisor capabilities completely web-based.

- Fully featured web soft-phone for Agents (OneAgent web)
- Single point of Management & Provisioning (OneSupervisor) – via browser
- Wallboards, Real Time Monitoring, Historical Reporting
- Voice & Screen Recording
- Integrated Workforce
- Integration with CRM systems, most of them Hosted (SalesForce.com, SugarCRM, etc.)

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“Collab has a great architecture and is well positioned to meet requirements in modern call centres. This is backed up by a skilled technical team that is always available to provide support”

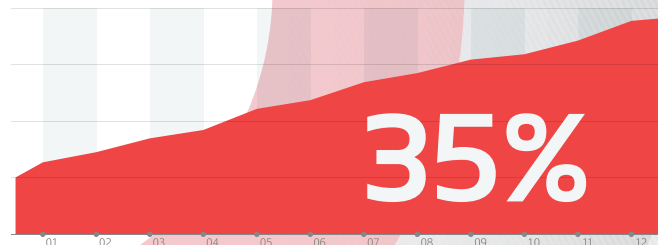
Bruce von Maltitz, MD at IStream

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Results

With the implemented solution **IStream gained:**

35% saving vs on premises model



- **Financial flexibility** which allowed them to **quickly offer PoCs** and agility to deploy them within a month
- **Reduced infrastructure** and **operational cost**
- **Reduced business complexity management**
- **Agility to scale** depending on business needs
- **Pay per use** model to meet the demands of each specific business
- Ability to support **expansion strategies** into other countries without incurring additional equipment costs
- **Security** enhancements
- **Disaster recover** capabilities due to redundancy and data backup

Contact us for more information

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