

**VERINT.**

# 10 Compelling Reasons to Move to the Cloud



Have you been wondering if moving your solutions to the cloud is right for your organization? The benefits of transitioning from on-premises to the cloud are more compelling than ever—and there's more to it than just saving time and money. Moving to a SaaS solution can play a key role in helping bridge the [Engagement Capacity Gap™](#) that results when customers' expectations for service exceed an organization's ability to deliver it.

Read on to learn about **10** reasons why now is the time to start your SaaS transition.



# Cloud vs. On-Premises

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First, let's look at the benefits of cloud technology in general. There are a number of distinct advantages that cloud-based solutions offer over on-premises solutions. Here are our top five:

## 1 Upgrade Worries Are a Thing of the Past

What if you could always run the latest version of your software solutions? The traditional approach to upgrading on-premises software can be time-consuming and costly. However, avoiding those upgrades means missing out on the latest innovations that can help your customers as well as your employees. By moving to the cloud, your applications are upgraded quickly and easily without any headaches for your staff.

**Bottom line:** No longer needing to budget for and implement software upgrades in your on-premises environment not only saves time and money, but also gives your organization immediate access to the latest innovations as part of continual upgrades in the cloud.

## 2 Simplified Maintenance

Maintaining on-premises hardware and software, and employing the staff needed to keep systems up and running, can be a substantial investment for any organization. With SaaS, your solution is managed for you, and the day-to-day technical maintenance of the application is no longer your responsibility, freeing up your staff to focus on other high-value work.

**Bottom line:** Your limited staff resources should be spent on tasks that add value to your customers.

### 3 Scalability

As your needs change, the scale of your application may also need to change, and with that comes the need to increase (or even decrease) the IT resources you need to meet changes in demand. It can be nearly impossible to scale quickly in an on-premises environment, as it takes considerable time to purchase, install, and set up new hardware and software—or take hardware off-line. In addition, scaling also requires the time and staff required to do the work. With a cloud subscription, these changes are made for you, making them quicker and easier overall.

**Bottom line:** With a cloud subscription, you can always be sure you have the right size software capacity for your needs.

### 4 Agility

The challenges of the last few years have proven that agility is a key to the long-term success of any organization. Along with the advantage of being able to quickly scale to meet changing demand, SaaS solutions also allow you to quickly adjust the configuration and access levels without significant effort.

**Bottom line:** You never know what's coming next with your company, the competition, or your customers. With the cloud, you can adapt in an instant.

### 5 Meeting the Needs of Your Hybrid Workforce

The hybrid workforce is here to stay, and in fact, many employees are demanding the flexibility of a “work from anywhere” policy. Cloud software has made this approach possible, since it is much easier to deploy and access for employees and customers across multiple regions and locations, regardless of whether they are in offices or remote.

**Bottom line:** Cloud applications can be accessed anytime, anywhere.



# Discover the Verint Customer Engagement Platform Advantage

In addition, moving to the cloud doesn't mean that you have to sacrifice openness or that you need to deal with integration chaos. Verint® Customer Engagement Platform features hundreds of prebuilt adapters, more connectors available on the marketplace, and a robust set of APIs if you need even more. Verint can support your current investments while enabling you to modernize at a speed that works for you. Check out five additional benefits you'll see when you move your Verint solutions to the cloud.

## 1 More Innovation—Faster

With an on-premises Verint deployment, you won't have the benefit of new innovations as they are released. You will be limited to receiving these new capabilities only as they become available in upgrades. By contrast, our cloud customers receive incremental updates as they are released—giving them immediate access to the latest features. This includes many exciting new capabilities, based on Verint Da Vinci™ AI and Analytics incorporated into Verint applications, that can help power more intelligent automation throughout your organization. These innovations are not available for on-premises only customers.

**Bottom line:** Verint Cloud is the fastest path to AI and innovation.

## 2 The Highest Level of Security

Verint is firmly committed to the security of our customers' data. All changes in Verint Cloud are reviewed and approved by a change-control board prior to implementation, and they adhere to the highest industry standards, including AES, PCI, and GDPR. Verint also provides 24/7 monitoring and SLA uptime commitments for solution availability, data, and security. The system is tested regularly to ensure optimal performance, encryption, and a secure platform at every layer.

**Bottom line:** Verint is a safe, reliable, and experienced cloud provider.

### 3 Verint Platform Benefits

Organizations that migrate to the cloud can take advantage of the full benefits of Verint Customer Engagement Platform. These include:

- **Verint Engagement Data Hub:** Consolidate all your customer engagement data in one location. The Verint Engagement Data Hub enables you to quickly and effectively bring together, in one place, all of your interaction, experience, and workforce data—from billions of engagements across different communication channels and modalities.
- **Verint Da Vinci AI & Analytics:** Benefit from advanced machine learning models, natural language processing, intent recognition models, predictive modeling, and analytics engines. Leverage the power of Verint Da Vinci to process large amounts of data to continuously improve modeling, categorization, scheduling, and more.
- **Open Architecture:** A rich set of APIs to connect with your full enterprise ecosystem.

**Bottom line:** You'll unlock access to next-level benefits and capabilities when you migrate to Verint Platform.

### 4 Flexibility to Meet Your Needs

We understand that every organization needs to comply with its established IT standards, and we will work with you to schedule your cloud migration at the pace that fits your overall strategy. Verint's open and flexible platform allows you to migrate to the cloud in a way that will align with the long-term goals of your organization, whether that means all at once or one application at a time. Verint Platform can seamlessly run in hybrid mode, with some applications on premises and some in the cloud, to accommodate a smooth transition.

**Bottom line:** We can build a plan that will work for your needs.

### 5 Special Offers

If you've been waiting for the right time to migrate your solutions to the cloud, now is the time to act. Verint is offering limited-time benefits to our customers who choose to get started on this transition. Check with your account executive or Verint support personnel about what special offers might be available to you.

**Bottom line:** The time is now! Read on for how to get started.



## Discover Your ROI

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To learn more about the ROI you can achieve with Verint, take advantage of our free Cloud ROI Analysis. This analysis will help you understand how you can reduce your total cost of ownership by moving from on-premises software to Verint Customer Engagement Platform in the cloud.

### We can help you:

- Understand the costs of your on-premises solution.
- Quantify the technical and business savings of moving to the cloud.
- Get a year-by-year comparison of the costs for an on-premises vs. a cloud solution and the savings of cloud over five years.

For more information visit [www.verint.com](http://www.verint.com)

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