

A contact center built for our partners' success

Your clients demand contact center technologies that deliver great customer experiences. Legacy solutions are struggling to meet customers' expectations, so enterprises are turning to the cloud for alternatives.

Afiniti believes existing CCaaS offerings fail to deliver the architecture, flexibility, and profitable business model that can consistently fulfill the needs of customers and partners. This gap between customer demand and existing CCaaS providers' ability to execute is why we built Mega Cloud.

Introducing Afiniti Mega Cloud

Mega Cloud focuses on the needs of large customers and the partners that serve them. Decades of know-how from system integrators, value added resellers, service providers, and consultants are an essential part of an effective solution. So, Mega Cloud was designed in a way that allows these partners to differentiate, by doing what they do best.

With over 17 years of experience in contact center innovation, Afiniti has integrated with and optimized some of the world's largest contact centers. Now, this engineering talent has extended to a multi-tenant, omni-channel cloud contact center stack. Through its white-label go-to-market model, Mega Cloud allows partners to present their own branded offering that features:



Omni-channel capability, supporting voice, email, chat, social channel messages (WhatsApp, Facebook, etc.) in unified interaction flows, reporting, and agent interfaces.



Composability, through a rich modern API set for desktop customization, call routing, data access and much more.



Feature breadth, with hundreds of capabilities learned and implemented over a decade of development. This includes native voice-over-IP call delivery to agents (WebRTC-based).



Industry leading migration of installed base from select vendors, through automated import wizards and broad functional compatibility.



AI Ready native integration with Afiniti's core AI routing capabilities, including AI pairing, AI decisioning, and intelligent channel deflection.



Carrier-grade architecture

Cloud-Native: Mega Cloud is a multi-tenant, cloud native infrastructure with a rigid data access segmentation.

Scalability: Mega Cloud has been tested with over 100k simultaneous calls in a single instance, and we know the system can do even more.

High availability: Mega Cloud uses patented technology for subsecond stateful failovers, preserving agent states, call status, voice media and signaling.

Continuous delivery: Mega Cloud can be deployed over partner-managed hardware or public cloud infrastructure as a service (IaaS – Azure, Google, etc.). Afiniti manages the software lifecycle and updates through a DevOps delivery model, while Partners manage the underlying support services and customer connectivity.

Transform your business with Mega Cloud. You determine the offer. You maximize your profits

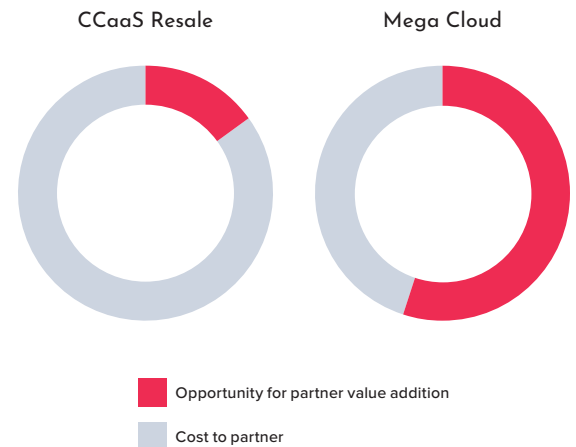
Most of today's CCaaS vendors aim to provide a full stack service. But by marking up their software, infrastructure, and management, they also extract most of the profit, and force partners to become commodity low-margin resellers tied to risky long term contractual commitments.

Afiniti's model is different. With Mega Cloud's modular design, Partners can compose their own CCaaS offering in a way that best differentiates their brand – leveraging anywhere from a subset of Mega Cloud's services all the way up to a full stack Mega Cloud contact center. Additionally, Afiniti provides its software for a simple per seat rate, and you only pay for what you use.

Mega Cloud's unprecedentedly efficient software runs in the environment of the Partner's choosing, with a wholesale-like commercial model that enables you to determine how to sell to end-customers. It revolutionizes legacy on premises and hosted deployment alternatives, replacing it with a modern approach.

The net result?

More differentiation. More profit.



About Afiniti

Afiniti is a global AI company committed to powering contact centers across the globe. Through its advanced suite of solutions, Afiniti has proudly paired over 1.1 billion customer contacts for its clients. To understand more about how Mega Cloud can transform your business, contact afiniti.partnerships@afiniti.com.
