

Maximize IT Efficiency and Resources

Varolii helps IT groups leverage their existing technology with a low cost, fully-hosted communications solution.



Get More Out of Your IT Investments

With limited budgets and man-power, you can better support your various departments and IT infrastructure by off-loading the daily maintenance and management of your company's customer and employee communications.

Consider the benefits:

- Better leverage your existing IT investments
- Lower the TCO of your IT infrastructure
- Maintain a fully secure environment
- Deliver a solution you don't have to build

The premise-based system(s) that runs your contact center (predictive dialers and IVRs, for example) can easily be managed with automated communications.

The Value in a Fully Hosted Service

Through a fully hosted model, you can provide more strategic value to your company by not only delivering improved results to several line of business owners (Customer Service, Collections, etc.) but in freeing-up IT resources to focus on other critical areas.

Further, you can improve your bottom line by avoiding costly hardware maintenance fees and annual license agreements. And because our solution is fully hosted and managed, there is no hardware to purchase, no burden on IT staff, and no need to manually upgrade.

What Do We Do?

Our solution is called Proactive Outbound Communications. *But what does that mean?*

The simple answer is that we build and host software that enables companies to automate the conversations that normally take place between contact center agents and customers.

We help companies communicate efficiently and cost effectively with large volumes of people in ways that wouldn't be possible solely with a contact center. At the same time, we also solve the types of business problems that frequently drain a company's IT infrastructure.

The bottom line for you is that we leverage the existing technology investments you routinely support.

OVERVIEW

Varolii off-loads the time and effort IT spends supporting contact center operations.

Varolii builds and hosts software that enables companies to automate the conversations that normally take place between contact center agents and customers.

HOW IS IT USED?

Consider this example: You're late on paying a bill. You receive an automated phone call, email or text message from your bank (developed and delivered by Varolii), which informs you that you're past due and also allows you to pay over the phone, speak to a representative, and a host of other options without ever having to wait on hold or take up an agent's time.

WHERE IS IT APPLIED?

Varolii communications are used to collect on bills, provide customer service proactively, update patients of health status, notify employees of critical events, and a whole lot more.

Better Leverage Your Existing IT Investments

The very nature of Proactive Outbound Communication allows you to leverage your existing technology and resources for a greater purpose, so you can **generate a better return on what you've already invested in.**

Consider the benefits your company gains by augmenting (or removing) your predictive dialers. With automated communication, those who manage the contact center can drive more people to self-serve on the automated solution instead of driving every single call to an agent.

Those agents, one the most expensive resources you support, can then devote more time with customers and employees who truly require agent interaction.

FULLY SUPPORTED FOR SIMPLE MANAGEMENT AND INTEGRATION

The benefit of a fully hosted solution is that we remove the burden on IT to manage the implementation, integration with back-office systems, and daily management of the solution.

Integrating the solution with your various back-office systems, including your CRM, CTI, IVR, payment processing system, customer contact databases, and more is simple because much of the integration work is already finished prior to implementation.

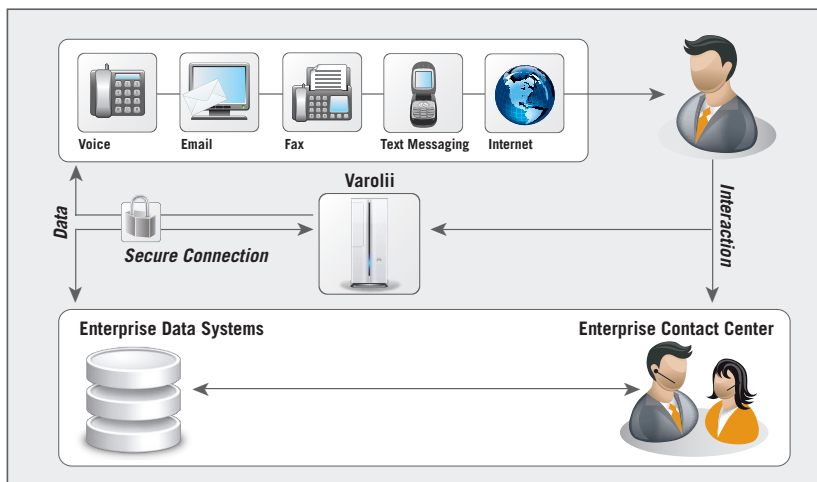
And because the solution is hosted, configuring the technology to your unique standards and requirements is done by Varolii.

FLEXIBLE CONTROL

We can also integrate and support the solution to your preferences: that means we can either off-load the daily management or we give IT full control to monitor, evaluate, and track the results.

“ Varolii had very sound and stable practices for implementation, and they implemented the process very quickly. ”

- Ted Parker,
Information Technology
Director, QualxServ



Varolii manages and delivers customer and employee communications through multiple channels over secure firewalled connections.

Lower the TCO of Your IT Infrastructure

On-premise systems are expensive to purchase and require heavy integration with the back-office systems. Keeping everything running and maintained add to the costs because most equipment requires annual licensing fees, maintenance, and dedicated IT staff.

Varolii off-loads that expense.

MINIMAL CAPITAL INVESTMENT

A fully hosted model from Varolii does not require any up-front capital expense. Licensing fees associated with premise-based equipment and the costs of securing dedicated IT resources are no longer an issue because all maintenance and upgrades occur behind the scenes. All you need to do is plug in, and use it.

RAPID SPEED-TO-SAVINGS

Varolii, for example, offers quick time to market: 8-12 week implementation for a fully customized deployment specific to your exact business requirements and environment.

FULLY SUPPORTED

Dedicated resources inherent in a solution like Varolii's, not only help in deployment, but provide ongoing monitoring and guidance on optimizing your results. You achieve a best of both worlds — IT has complete control of Varolii applications, and you also have a dedicated team of support around the clock (24/7), who are invested in your success.

SCALES TO GROWTH

The solution scales based on your requirements. Rather than purchasing additional hardware or adding staff in the contact center during high demand, automated communications will scale automatically based on your requirements.



Varolii supports your solution in several critical areas.

“ Varolii helped us out immensely when it came to implementation. . . We didn't even have to borrow IT resources at all, which helped us immensely. ”

- Mike Burnor,
Supervisor, Credit & Risk,
Vectren Utilities

Maintain a Fully Secure Environment

This question is one of the first things IT leaders ask. Who will have control of the data? The short answer is you will. We have gone to great lengths to design and architect a hosted solution that minimizes business risks associated with outages, hardware failure, security issues and the like.

As a PCI compliant provider, Varolii offers you tight security, having **passed stringent security audits** from leading financial services, healthcare companies and Federal government agencies. The following is an overview of our security measures in place.

Security Type	Key Features
<p>Facility Security Varolii notification services are hosted at four carrier class, geographically dispersed data centers.</p>	<ul style="list-style-type: none"> • 7x24x365 security guards and on-site technician • Security systems to monitor property, gates, and doors • Biometric controlled access • Security cameras inside and outside facilities • Strictly enforced security policies for visitors • SAS70 audits and maintain SAS70-Type II compliant
<p>Network Security Inside our data centers, the Varolii communications platform is protected by industry standard security measures.</p>	<ul style="list-style-type: none"> • DMZ for public facing web servers • Firewall certifications, including ICSA, Common Criteria • Evaluation Assurance Level 4, Federal Encryption Processing • Standard, and UK Information Technology Security Evaluation Criteria • Network and host-based intrusion detection software • Two-factor authentication for network access using unique login and strong password to authorized employees • Anti-virus software with automatic updates • Scanning software for network vulnerabilities • Proactive notification of security vulnerabilities
<p>Data Security Varolii uses the strongest encryption to protect customer data and communications.</p>	<ul style="list-style-type: none"> • 128-bit SSL encryption for data in motion • Triple DES encryption for data in the database • Password encryption using industry standard algorithms approved for government use • Client-side certificates • Unique login and password that follows Varolii's strong password management policy • Single or multi-factor recipient authentication for messages • Logical separation of customer data stored in clustered database with no direct access to data • Achieves NIST and Technology Information Security Standards
<p>Personnel Security Varolii has successfully pass several security audits with some of the nation's largest enterprise organizations.</p>	<ul style="list-style-type: none"> • Restricted customer data access with VPN connection and two-factor authentication • All new and existing employees are screened for federal and local criminal background checks
<p>Privacy Protection Varolii provides strict privacy protection for all employees.</p>	<ul style="list-style-type: none"> • HIPAA and Gramm-Leach-Bliley full compliance • EU Data Privacy Directive certified • All US data privacy laws certified

Deliver a Solution You Don't Have to Build

As organizations decide to implement Proactive Outbound Communication, many ask the same question: do we build in-house or buy from a solution provider?

On the surface, it seems reasonable to build in-house: you can leverage internal staff and resources, save costs, and drive your own solution. You may even feel that with an in-house solution, you'll have a more secure environment.

Is it Worth It?

As you investigate further, you will find several critical factors that impact not only the cost and the effectiveness of what you build, but will ultimately drain your (already strapped) resources. In other words: if you build your own solution, IT will be solely responsible for the development, daily management and configuration, and ongoing support required to run it. **All of those factors equate to even more time lost and fewer available resources.**

The above scenario assumes the best-case: that the solution is launched without error and that it successfully meets all of the requirements set forth by multiple lines of business.

Proactive Outbound Communication does much more than just call your customer or employee. Dynamic, personalized communication is two-way and capable of delivering communications over any device and mode of communication. It's personalized and accounts for people's unique behaviors and preferences. These solutions are not built overnight.

Avoid the Pitfalls

These are just a few of the critical areas you will encounter when building a system in-house.

- **Expertise** — You need a resource/partnership with the years of research and development, core competency, and the full support of industry experts to drive not only the platform technology but also the functionality.
- **Cost** — Far beyond the initial direct costs, consider the time, staff requirements, ongoing fees, and the time to deploy.
- **Resource Allocation** — It is not just whether your IT staff has the technical know-how, but rather which critical areas of your IT infrastructure will be neglected while the organization is entrenched in a new long-term endeavor.
- **Risk** — When certain functionality or end results fall short of expectations, who will be responsible to develop and deliver the improvements.

Summary

There's value in partnering with people whose sole function is to ensure your success. Solution providers operate as a service rather than a stand alone product. The partnership does not end after the sale.

“ Expertise built around applications suites provided an incubator for talent and best practices that had never been possible in the one-off, custom world. ”

- Joshua Greenbaum, “Buy vs. Build in the 21st Century,” *Intelligence*

ABOUT VAROLII

Varolii™ provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

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