TSSG

3MT

MOBILE, MESSAGING & MIDDLEWARE TECHNOLOGIES

Company Name: Altocloud, Galway
Project Title: Altocloud - WebRTC Media Handling Extensions
Funding: EI Innovation Partnership

Altocloud is an EI HPSU startup, based in Galway, creating a platform for the call centre market that aims to bypass existing solutions based on large and expensive call centre-oriented telephone exchange and agent server/software and sell a cloud-based platform that uses WebRTC (peer-to-peer) as the customer-agent communication channel based on conventional web browser implementations.

PROBLEM TO BE SOLVED

Current call centre solutions are based on expensive solutions which rely on private telephone exchange/routing servers and call centre software solutions. Although all organisations that use call centre functions, for example insurance, banking, service/goods vendor etc, use web sites to promote their business and sell services/goods, the call centre function is usually based on conventional telephone services.By integrating the Altocloud platform into a business's website with a "click-to-call" functionality, an audio/visual session can be established between the customer and agent, allowing a much richer interaction environment. Functionality such as desktop sharing, more realistic immersive communication and gathering of customer contextual information can be leveraged while keeping the customer focussed on the business's website

HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY

Altocloud is a cloud platform that combines predictive analytics with voice, video, and chat interactions to identify the right website and mobile visitors and best moments for communications. We help convert shoppers into buyers for eCommerce, connect web and mobile visitors with Inside Sales people in real-time, and streamline Customer Support experiences. Altocloud helps businesses efficiently grow revenue, saving time and money while making customers happY.

IMPACT FOR THE COMPANY

The Innovation Partnership between TSSG and Altocloud started in October 2013. Previously, a feasibility/prototype contract had existed since a successful Innovation Voucher had been completed in January 2013.To date TSSG have implemented a set of development support services on Amazon Web Services (AWS) infrastructure and investigated several PaaS solutions on which to base the Altocloud platform. Using Docker Container technology, the basis for a much more cost efficient cloud deployment of the platform has been created and built and enabled the company, with its own platform development team, to create a frictionless set of platform environments; Development, Testing, Staging and Production, all based on on the same set of containers.Altocloud plan to launch in early March with one or more pilot relationships with existing businesses who have call centre functions.