



Business challenge

To support its AI-based call center solution, Applango LTD needed a cloud services provider that could provide robust computing power to serve customers around the globe.

Transformation

Applango needed a highly available, scalable cloud platform to support its software as a service (SaaS) solution for call centers. Because the solution relies on complex analytics, the company also needed robust computing power. Using IBM® Cloud™, Applango can provide reliable service to customers around the globe.

Results

Provides the processing power and scalability

needed to support complex analytics

Offers high availability

to facilitate the continuous operations of call center customers

Supports global operations

so Applango can house customer data in whatever location its customers prefer

Applango LTD

AI helps call center managers improve customer experience with accurate predictions

Founded in 2012, [Applango](#) is a provider of a boutique shop providing SaaS AI solutions for call centers in the cloud. The business uses AI to find customer-specific best practices to improve agent productivity and create a better customer experience. The business has offices in Ra'anana, Israel and Stamford, Connecticut.

“IBM Cloud is superior to anything else we’ve tried and it’s competitive in pricing as well.”

—Daniel Sarfati, Founder and Chief Executive Officer, Applango LTD

Share this



In search of a global cloud provider

Applango is a boutique shop providing AI solutions for call centers. The company specializes in predictive solutions to help customers and employees. “With the advantage of knowing in advance what’s going to happen, employees are better prepared to respond to customers,” says Daniel Sarfati, Founder and Chief Executive Officer, Applango. “It’s better for customers and for employees.”

As it was developing its solution, Applango realized it needed robust computer processing power to run its AI-based SaaS offering. “We needed some pretty heavy infrastructure to run our solution because what we do is quite complex and requires serious computing power,” says Sarfati. As it began to evaluate cloud providers, Applango needed to make sure that its data compliance concerns could be addressed. The company serves customers all over the world, and many of its customers must store their customers’ personal data locally.

Computing power to support complex analytics

Applango chose IBM Cloud as the platform for its SaaS offering. “IBM Cloud is superior to anything else

we’ve tried and it’s competitive in pricing as well,” says Sarfati. The business is using IBM bare metal servers and virtual servers to analyze hundreds of call center activities to identify patterns and make accurate predictions. Call center employees are prepared to intervene when there might be a potential customer satisfaction issue – and prevent that issue from becoming a full-blown problem. The Applango solution also helps with call center employee retention. Applango can predict which employees might be preparing to quit, giving managers the opportunity to take corrective action towards employee retention.

IBM has global operations, so if an Applango customer needs its data stored locally for security or compliance reasons, IBM Cloud can easily accommodate that need. “We use data collected by our customers to make our smart predictions on what is going to happen in their processes next,” says Sarfati. “That data includes recognizable data about our customers.” So with IBM Cloud, customers can choose to store their data in a location that meets their security requirements so that all recognizable customer data is protected.

Applango has also experimented with using IBM Watson® offerings to expand the AI capabilities of its solution.

A platform designed for reliability

Since moving to IBM Cloud, Applango has appreciated the platform’s ability to support its business around the globe. Designed for reliability and availability, IBM Cloud also provides portability. “It doesn’t matter if a customer is based in the US, or in Italy, or in Israel,” says Sarfati.

Applango has found it easy to migrate its service from one geographical location to another with IBM Cloud. “When we decided to move our service from the UK to the IBM servers in Germany to avoid any problems with Brexit, the move was flawless,” says Sarfati. “We didn’t even feel it.”

The business has also enjoyed assistance from IBM. “When we need help it’s never an issue to bring in another expert to help us, whether it’s in Israel or elsewhere, it’s only a matter of days and we get all the answers we need,” says Sarfati.

Solution components

- IBM® Cloud™
- IBM bare metal servers
- IBM Cloud virtual servers

Take the next step

To learn more about the IBM solutions featured in this story, please contact your IBM representative or IBM Business Partner.

© Copyright IBM Corporation 2019. IBM Corporation, IBM Cloud, New Orchard Road, Armonk, NY 10504. Produced in the United States of America, November 2019. IBM, the IBM logo, ibm.com, IBM Cloud and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml. This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided. The client is responsible for ensuring compliance with laws and regulations applicable to it. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the client is in compliance with any law or regulation. Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.

