

A Case Study of
OneTouch Direct's
Cloud Adoption and Migration



About OneTouch Direct

OneTouch Direct has successfully helped businesses not only reach, but exceed their revenue goals through call center solutions for over 20 years. By implementing live chat via voice, email, and text messaging, they allow their talented account managers to seamlessly address the necessary direct response channels to boost sales at the lowest conceivable cost.

OneTouch Direct's call center customer service supports all channels to help their clients connect to their customers conveniently and efficiently. OneTouch Direct operates as a PCI certified and SSAE 16 audited company to meet the strictest standards of excellence.

OneTouch Direct is not your typical contact center. Their focus is on understanding the unique goals of their clients and offering flexible solutions aimed at keeping their customers happy and their operational efficiency at its best. OneTouch Direct has a 100% client retention rate and are invested in helping companies continuously improve the customer experience through customer acquisition, retention, loyalty and best in class customer service.

The Challenge



OneTouch Direct thrives in a fast paced market that needs to be flexible enough for any new opportunity that comes their way. OneTouch Direct built OmniTouch, a Next Gen Contact Center Solution application that combines contact management and a dialer platform. OneTouch Direct was also looking for a more cost-effective solution for off-site backups. OneTouch Direct is always innovative in the Contact Center and was additionally looking for assistance with Cloud-based dialer systems, transcription and discovery/data loss prevention of sensitive information.

When it came time for production, OneTouch Direct knew that they needed to be able to handle: 1) Security for their PCI and SSAE 16 certification/audits, 2) scalable solutions to meet a high volume of users, 3) availability at all times and 4) Disaster Recovery/Business Continuity failover.

OneTouch Direct decided not to use their existing on-prem or colo data centers due to frequent power and air conditioner outages and the high cost of maintaining equipment at colo data centers. They decided that this would be an opportune project to delve into the Cloud.

The Solution

After researching different Cloud companies, Gartner's Magic Quadrant for Cloud Infrastructure as a Service and listening to valued opinions of Cloud Solution Architects, OneTouch Direct quickly settled into using AWS as their Cloud Computing Service Provider.

Being new to AWS, OneTouch Direct reached out to IMPLERUS Corporation for assistance in migrating to the Cloud. IMPLERUS helped OneTouch Direct by designing a solution that was needed for their versatile application.

IMPLERUS ramped their solutions in multiple phases. For OmniTouch, Implerus designed a custom VPC with multiple subnets and multiple EC2 instances all behind an Elastic Load Balancer to ensure scalability and availability. IMPLERUS assisted in building a VPN connection back to OneTouch Direct's HQ for Active Directory connectivity and to ensure safer traffic for sensitive information.

IMPLERUS assisted OneTouch Direct with BC/DR concerns by automating a complete backup the OmniTouch environment to the US-West region via an AWS CloudFormation template.



Upon seeing great success and a quick setup time, IMPLERUS also assisted with a safe Amazon Simple Storage Service (S3) implementation to include versioning and archive control for needed reliable off-site backup systems. A Storage Gateway solution was provided for off-site backups of tapes systems and file servers.

Additionally, OneTouch Direct wanted EC2 backups and recovery at file level and to another region. IMPLERUS set up Veeam N2WS in the US-East region that backed up servers on a nightly basis and can be restored at an Instance, Volume or file level. A DR backup policy was created and restored to the US-West region. This was created with a CloudFormation stack.

IMPLERUS discovered that newly available Amazon Connect could be a great solution for OneTouch Direct. Several solutions were created to assist OneTouch Direct stay on the innovative frontline for Contact Center technologies. IMPLERUS assisted in creating a low-cost inbound dialing solution, IVR solution and an outbound dialing solution. Furthermore, IMPLERUS implemented AWS Lambda, Amazon Lex and encrypted Amazon DynamoDB solutions for integration with Amazon Connect for a custom IVR/VRU, automated surveys, chat bots, data gathering and finally included Amazon Comprehend for sentiment analysis.

All AWS Lambda functions are sourced from Amazon Connect, Amazon Lex or can be run AWS CLI commands. Amazon Connect calls Lambda functions to read/write/update the DynamoDB databases. Permissions from Connect to Lex were completed with the "aws lambda add-permission" (AWS CLI) command to ensure that only the correct instance of Amazon Connect has the required access. Amazon Connect also calls Lambda functions for sentiment analysis performed by Amazon Comprehend to see how the "mood" of the customer call is trending for the call center agent. Amazon Lambda functions are called via AWS CLI to start outbound dialing campaigns which are also integrated with Connect and DynamoDB. Errors in AWS Lambda functions will write logs to a DynamoDB database or S3 directory and/or are streamed to an Amazon CloudWatch Log Group. All other monitoring is done within Amazon CloudWatch.

After Amazon Transcribe became generally available IMPLERUS assisted with transcribing audio recordings and used Amazon Macie for finding and scrubbing recorded phone calls for sensitive information.



The Benefits

OneTouch Direct was highly impressed with the speed to market that AWS affords. The scalability and availability is much cheaper than initially thought before starting this process. While some costs are not conducive for complete implementations, they now have the ability to run in an OpEx model and can now offer multiple optional services for their unique solutions that they provide to their customers.

To best summarize the benefits, OneTouch Direct's CEO and EVP of IT said: "If we had to start from scratch, we would be using all Cloud-based technologies".

About IMPLERUS

IMPLERUS Corporation is a Northern Virginia-based AWS Advanced-Tier IT consulting and services firm dedicated to providing innovative solutions to the Intelligence Community, public and private-sectors.

We design, build, integrate and manage solutions for cloud-based applications and system architectures.

Our clients range from Fortune-level global VC firms to government intelligence and defense agencies through our successful relationships with satisfied clients over 25+ years.

For more information or to contact IMPLERUS, please visit us at www.implerus.com