

# RESPOND IN THE CLOUD

World class case and complaint management system delivered in the Aptean Cloud

## DATA SHEET

### CUSTOMER LOYALTY

Customer loyalty – you can’t assume it will just happen, you have to earn it. At the heart of loyalty is assurance that customer concerns are taken seriously and any problems are resolved swiftly.

For years, Respond has enabled companies worldwide to ensure that customers are being heard, while also avoiding costly fines for non-compliance and inaction. Respond is available in several options, including a cloud offering.

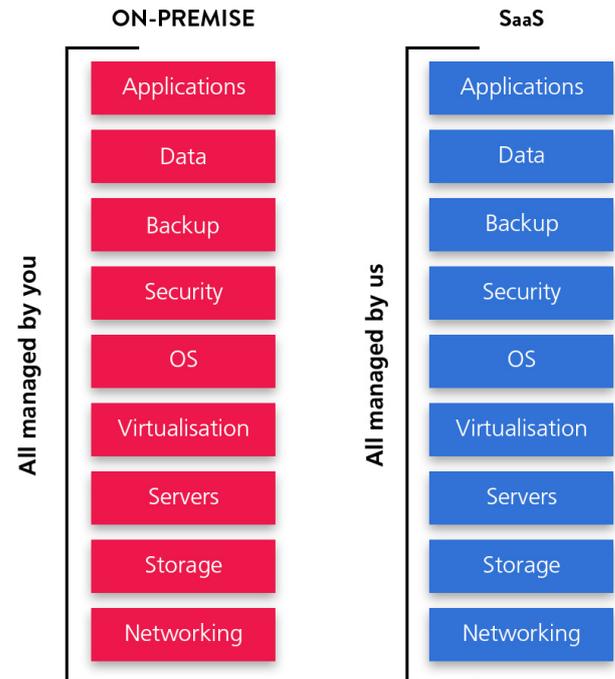
### DEPLOYMENT FLEXIBILITY

Aptean offers the advantage of choice, giving you the flexibility to opt for your preferred deployment method and payment schedule. Choose whatever works best for your business:

- On-premise
- Software as a Service (SaaS)

For SaaS (Software as a Service) in particular, Aptean offers a unique multi-residency approach. This leverages the scale of cloud infrastructure and support capabilities, all while keeping customer data securely separated from other customers. Multi-residency gives you and your customers an added level of security over other competitive SaaS offerings.

Respond provides role-based access that gives users the features they need at the lowest possible price. Only pay for what you need and tailor the roles to your organisation’s demands. Then, simply add them with the click of a button.



### SPEED

The Respond solution is used by blue-chip companies and household brands to meet demand as and when it appears. Speed and scale means efficiency and faster time to customer satisfaction, which in turn means a positive effect on your bottom line.

The cloud enables rapid computing power and storage expansion as you need it. Powered by Amazon Web Services (AWS), Aptean enables you to leverage the world’s leading cloud computing platform, providing you the scale needed to grow well into the future.

## COST EFFECTIVENESS

A prime advantage of cloud is cost effectiveness and low total cost of ownership. Leveraging cloud infrastructure allows you to quickly scale without the corresponding fully-burdened internal IT costs.

SaaS, in particular, offers more unique cost advantages. Lower start-up costs, a pay-as-you-go subscription model, and lower capital investment make Respond SaaS an appealing option for many customers.

## SECURITY

Respond in the cloud offers world-class security and recovery through AWS. Redundancy enables full data center failure recovery, and guaranteed performance is assured via service level agreements. AWS monitoring also ensures that you have the ability to audit or report on the status of your cloud at any time.

## TRY IT FOR YOURSELF

Customers can take advantage of Respond's Rapid Adopter Program (RAPR). The programme delivers fast benefits with an out-of-the-box solution or via try-and-buy options tailored to your specific needs. Contact your Apteian Account Manager or [respond@apteian.com](mailto:respond@apteian.com) to determine which programme is right for you.

## CONCLUSION

Apteian's Respond solution enables you to maximise customer loyalty and effectively differentiate your business. Respond in the cloud leverages industry-leading capabilities to increase flexibility and lower costs.

Contact Apteian to find out how Respond can help your business.



Apteian is a leading global provider of mission critical enterprise software solutions. We build, acquire, and integrate industry-focused solutions to support the evolving operational needs of our customers, enabling them to increase operational efficiencies and improve customer satisfaction and loyalty. To learn how Apteian can help your organization stay at the forefront of your industry, visit [www.apteian.com](http://www.apteian.com).