



AMAZON CONNECT

G-Cloud 15 – Pricing Document

Version 1.0

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Executive Summary

AWS and SVL are two world-leading organisations in customer service, we truly believe that we are in a unique place to support the development of the next generation Customer Engagement Platform aimed at delivering the highest levels of customer experience while continuing to support and enable your business growth.

The Amazon mission is to be Earth's most customer centric company and to continually raise the bar of customer experience. SVL mirror this aspiration and set out in their service offerings to provide the best-in-class technology to meet your short-term tactical requirements, but also to become a long-term strategic partner for your organisation in the customer experience space. Not only will we put forward our best-in-class technology solutions, but we will also strive to bring all of Amazon and SVL's lessons learnt and expertise in customer service throughout this journey, as well as connect your organisation with other customers who have been successful in their implementations.

SVL has almost 60 years of experience working with organisations of every size to provide world leading Contact Centre and Customer Service solutions. Our expert team of qualified practitioners work with global leading vendors to provide exceptional customer advice and service, whilst installing and maintaining tailored software solutions.

SVL Practice Areas

- Contact Centre as a Service (CCaaS)
- Workforce Optimisation
- Unified Communications as a Service (UCAAS)
- Legacy Data
- Strategic Consultancy

What Makes SVL Different

- Not just a software-seller. Over 90% of our clients have full maintenance contracts, ensuring we continually nurture the progress and personally handle any problems.
- A pedigree of client success, with a range of customers who have loyally stayed with SVL for over 20 years.
- SVL have a full presales, sales, service and project team accredited in AWS services, we have 40 staff in various locations throughout the UK
- Expertise in the full lifecycle of solutions delivery: from conception through design, implementation and operation. Solutions Architects in place to ensure smooth integration with existing systems.
- A full suite of UCaaS, CCaaS and WFO products supported. Few suppliers have our breadth of experience.
- Flexible, technology agnostic approach to designing solutions that best meet client needs.
- In-house Consultancy Service which can undertake both needs and training analysis as well as creating roadmaps for change.

Amazon Connect Cloud Omnichannel Customer Engagement Solution

Amazon Connect will enable your organisation to respond in an agile way to current and upcoming industry trends. The solution will provide a foundation that addresses the current drivers for change whilst also enabling continued exploration of new and exciting ways to

serve the rapidly changing demands of your customers and reap the rewards from the pace of innovation that is a hallmark of any AWS service.

All SVL solutions are built within your own AWS instance that we can instigate if you are new to the world of AWS, or add services to your existing portfolio. SVL focus upon the following as part of our partnership with you and your organisation:

1. **Quality:** Immediately address call quality issues and enhance customer experience when calling contact centres.
2. **Simplification:** Amazon Connect platform will be your central platform for omnichannel communications, including voice, SMS, email, and chat - removing operational silos, complexity and risk.
3. **Agility:** The inherent design of Amazon Connect empowers staff to make operational changes in near real-time, rendering lengthy lead times associated with legacy solutions a feature of the past. Implement a new welcome message in minutes to present important topical information to your customers.
4. **Flexibility:** A true cloud platform which delivers the benefits of the cloud: no-upfront costs, pay-as-you-use, and ability to scale up and down delivering significant savings. Scale your solution up and down on demand. As we continue to scale our business, we achieve cost efficiencies which we take to our customers in the form of [continual cost reductions](#).
5. **Customer Experience:** A cloud native platform which allows you to leverage the full breadth of our over 200 AWS services, such as the Contact Lens AI-powered for call analytics, call recording, Amazon Lex, the proven NLU engine behind Alexa, and Amazon Polly, the text-to-speech engine powering the voice of Alexa.
6. **Pace of Innovation:** Customers benefit from the pace of innovation at AWS, 90% of our roadmap is based on customer feedback. It is our objective to continue to innovate to help customers transform and reduce overall TCO while reducing operational complexity.

Pricing

SVL deploy all services within your own AWS environment, which makes information governance straightforward with the customer owning their own data with our support to ensure your services are well architected. Equally important is the direct billing relationship with AWS meaning you are paying the supplier direct for the core services and therefore you get the best possible price for the services deployed and used.

AWS costs will be billed directly to you monthly based on the actual consumption of the services you make use of. SVL will provide an overview of the AWS Management Console along with its reporting capabilities as part of the comprehensive support package we provide.

Where you opt for a managed service we will regularly review these costs with you and make recommendations on ways to enhance services and potentially lower direct AWS costs.

Managed service and support packages are based upon size and complexity, typically starting from £4.20 Per Agent Per Month for standard support and £12.60 per month for a managed service.

Core AWS Implementation Services

SVL is able to provide a varied number of services and all work can be bespoke and therefore the below prices listed are examples of the type of work we undertake, set out as ranges to assist with budgetary pricing. All work will be fully scoped and documented ahead of any orders being placed.

Description	Cost Range
Basic Amazon Connect Design and Implementation	Starting at £8.5k (Based on up to 5 numbers and basic IVR)
CRM Integration	£11k-£15.5k – based on complexity and standard integration vs bespoke
PCI Compliant Payment Solution	£7.5k-£10k
Consultancy for Existing Installations	£5.5k-£10k – Depending on complexity, integrations and scale. Report with recommendations and quick fixes included

Professional Services

Professional services can be provided at £1400 - £1,750 per day.

This includes Implementation, Project Management, Consultancy, Training and Go Live Support

All customers are assigned an SVL Account Manager who will be the first point of contact prior to order and on an ongoing basis for commercial and general account discussions. Details of all services to be delivered will be agreed and documented in a Statement of Work which must be signed off by both parties prior to order.

A purchase order must be provided before service commences.

- In general, for cloud services we offer the option of paying quarterly or annually in advance
- For consumption-based services, monthly payments may vary based on usage (subject to prior agreed limits)
- Payment terms for invoices are 30 days
- All prices quoted are subject to VAT at the prevailing rate



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