

Leading CX transformation company leveraging Apcela Arcus Connect Platform to connect customers globally

About Cyara: Cyara is the leading provider of an AI-based customer experience (CX) transformation platform that helps enterprises deliver flawless customer interactions across various communication channels, including voice, video, digital, and chatbots.

The Cyara platform supports the entire CX software development lifecycle, from design to functional and regression testing, load testing, and production monitoring. This automation-driven approach helps organizations eliminate time-consuming and error-prone manual testing of contact centers and unified communications platforms, enabling them to improve customer journeys through continuous innovation while reducing costs and minimizing risks.

Cyara serves a wide range of industries including top technology firms, Forbes 500 US companies, and leading insurance providers. Their mission is to improve customer experience on a global scale, and they have a strong track record with a 96% customer retention rate and high Net Promoter Score.

Customer Challenge/Requirement:

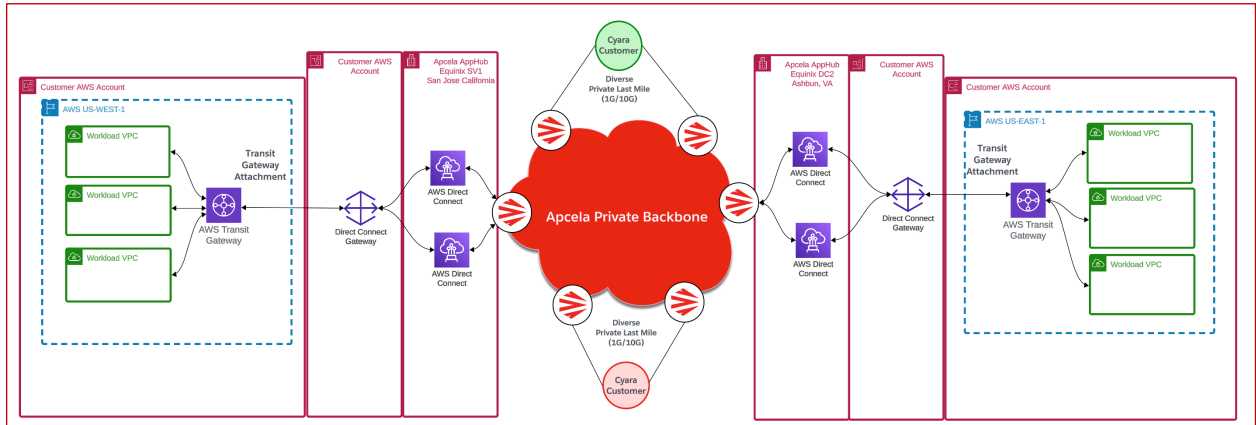
In 2019, Cyara sought to modernize its communication infrastructure by replacing expensive and complex Primary Rate Interface (PRI) lines with more flexible, internet-based SIP trunking technology. The quest resulted in a more agile and efficient communications network for Cyara customer experience (CX) platform, deployed in a hybrid configuration across on-premises data centers and multiple AWS cloud regions.

Apcela Solution:

Apcela collaborated with Cyara to build this global connectivity platform which played a key role in Cyara's communication transformation. The Apcela platform included:

1. **A Global Network:** Apcela's AppHUBs (PoPs) connected Cyara and its customers to a global, low-latency network.
2. **Performance and Availability optimization:** The proximity of Apcela AppHUBs to the Cyara and their customer data centers and to the AWS cloud regions became the foundation of optimized diverse connectivity, backed by robust uptime SLAs.
3. **Cloud Integration:** Dual AWS DirectConnect setups at the Apcela AppHUBs enhanced cloud service reliability, offering end to end optimized, high availability solution.

The diagram below depicts the high-level design of the solution.



Key benefits and outcomes for Cyara and their customers.

- Improved performance and reliability of voice and data services
- Reduced costs by optimizing network infrastructure
- Increased scalability to support Cyara’s growing global customer base
- Simplified management of the communication infrastructure

As result of this new connectivity platform (C3 – Cyara Cloud Connect) and built-in partnership with Apcela, Cyara has been able to successfully migrate multiple enterprise customers from legacy PSTN/PRI to IP-based connectivity and achieve significant cost savings for the business. This also allowed them to extend those savings to Cyara enterprise customers. The global availability of Apcela PoPs (AppHubs) and their relationship with 100+ last mile carriers have made it possible for Apcela to onboard a new Cyara customer in a relatively short timeframe.

About Apcela:

Recognized by ISG and Gartner, Apcela is a leading innovator in software-defined, cloud-optimized network services. Founded in 2005, the company designs and manages high-performance networks for digitally transforming enterprises by maintaining a Global Network Infrastructure comprising of:

- A network of over 80 AppHUBs distributed across markets worldwide
- A high-performance, low-latency global backbone spanning 120+ markets
- Direct connections to major cloud providers like Amazon, Microsoft SAP, and Salesforce
- Multicloud transit hubs for seamless integration of data centers, offices, and cloud platforms