

# Technology Article

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## Unlock the Full Potential of an **On-Premise** IVR

In the rapidly evolving digital landscape, businesses face the constant challenge of updating or replacing their technology to stay competitive. When it comes to Interactive Voice Response (IVR) systems, the decision to remain on-premises or migrate to a cloud-based solution is crucial. Here's why maintaining your on-premises, grammar-based IVR with ASR and TTS capabilities can be the right choice for your business:

### More Customization and Control:

- ✓ **Tailored Solutions:** On-premises IVR solutions offer flexible customization options, allowing businesses to design and modify systems to meet specific requirements without the limitations of cloud offerings.
- ✓ **Complete Control:** Having your own infrastructure means you have full control over your data, system settings, and software updates, enabling rapid responses to market changes or business needs without relying on a cloud provider.

### Enhanced Security and Compliance:

- ✓ **Data Sovereignty:** With an on-premises solution, your data is stored within your own infrastructure, ensuring compliance with stringent data security and privacy regulations.
- ✓ **Reduced Risk:** Control over your network security measures reduces vulnerability to cyber threats associated with cloud environments.

### Enhanced Security and Compliance:

- ✓ **Avoid Recurring Costs:** Save on the ongoing subscription fees associated with cloud-based solutions and only invest upfront on your infrastructure.
- ✓ **Cost-Predictability:** Avoid the unpredictable costs that can arise with cloud services due to modifications, additional usage, or scaling services.

### Minimal Disruption:

- ✓ Seamless Integration: Avoid the complex and time-consuming task of re-writing and migrating your IVR applications and back-end integrations to the cloud, which can interrupt business operations and introduce other unwanted service disruptions.
- ✓ Proven Stability: Enjoy the reliability and consistency of an established platform that has been specifically designed and optimized around your business needs.

### Predicable Performance:

- ✓ Low Latency: Locally hosted ASR and TTS ensures quick response times without the delays associated with network transmission to and from the cloud.
- ✓ Better event logging and tracing: With on-premises infrastructure you can packet capture the entire session for easier trouble shoot and tracing.
- ✓ High-Quality ASR: With grammar-based recognition, you can improve the accuracy of automatic speech recognition, thereby providing a better user experience with faster and more accurate voice interactions.

### Long-Term Strategic Flexibility:

- ✓ Scalable Infrastructure: An on-premises infrastructure can be scaled according to your requirements without dependency on the cloud provider's capabilities or rate plans.
- ✓ Innovative while not being pushed to the cloud: Continue leveraging the benefits of your existing investment while remaining free to explore and integrate new technologies as they become available.

Opting for an on-premises IVR solution means investing in a system that offers control, security, and flexibility while ensuring continuous and efficient customer experience operations. Not all self-service use cases require more advanced capabilities that the cloud providers are marketing as must have technology. Staying on premises is sometimes more economically beneficial, more secure and less complex.



### About Diagenix Corporation

Diagenix offers leading-edge Conversational AI, speech and security technologies from major corporations such as, Microsoft, Nuance, Google, Kore.ai, Amazon, Cerence and others with over 25 years of experience in delivering tailored IVR Applications, general speech solutions, voice bio-metric solutions, integration software, digital chatbots, telephony platforms and Packaged Applications. These solutions empower businesses of all sizes to provide 24/7 access to information across various communication channels.

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