



Intelligent Automation in the Cloud: How Milestone Technologies and IPsoft Partnered to Move Amelia to AWS

“The level of Milestone’s commitment in the partnership and expertise with Amelia in combination with AWS products is world-class and has allowed IPsoft to expand into new use cases and markets”

Joshua Redner
Vice President of Sales, Conversational AI & Automation
IPsoft

In their respective journeys, Milestone Technologies and IPsoft shared a common vision to change the world through intelligent automation. The partnership started in 2017, but the first breakthrough happened when Milestone’s IT Managed Services and IPsoft’s Intelligent Automation Amelia met in a remarkable success story of timely synergies. With a Global presence and over 21 years of Managed Services expertise, Milestone Technologies became a natural choice for IPsoft who sought to make deeper inroads into Amelia-driven automation offerings outside of their typical financial sector markets.

In parallel with IPsoft’s partner evaluation process, Milestone was conducting in-depth reviews of their Customer needs and Addressable Market for fueling growth over the next several years. As a result, the Milestone executive team made a decision to lead their customers through a paradigm shift in their back-office business processes through intelligent automation in the implementation of autonomies and cognitive technologies. Their goals were to successfully implement labor shifts, reduce costs and human errors and improve the quality and predictability of their customer’s processes. Milestone’s analysis helped lead to a deep and multi-faceted business and technology partnership with IPsoft. In addition, to better meet the demand profile of their customers, Milestone decided to design a shared services model on Amazon Web Services ([AWS](#)) Cloud for IPsoft’s flagship Amelia Conversational Virtual Agent (CVA). This approach offered IPsoft a significant opportunity to expand the Addressable Market for Amelia.

Milestone's Cloud Provider of choice is Amazon Web Services (AWS). As an AWS Partner, Milestone provided IPsoft with the added technical expertise needed to deploy Amelia Services integrated with some key AWS technologies such as [Amazon Alexa](#). Milestone recognized the need for highly scalable voice solutions in their shared services model and became the first IPsoft partner to successfully implement an Amelia voice gateway for Amazon Alexa.

In addition, Milestone's expertise in deploying solutions on AWS VPCs, provided IPsoft with the ability to create a one-click deployment model for Amelia. With the help of Milestone, this deployment process was tested and certified by IPsoft on AWS Cloud. This installation process is now available to all other IPsoft customers who have their CVA platform on the AWS cloud.

IPsoft is actively engaged with Milestone in a number of additional initiatives in 2020. A key project is a Digital Sales Assistant for the Global Sales team, as well as enhancing the customer experience for the broader customer's community by replacing the Contact Us forms on the AWS website. These solutions will expand the use of key AWS services and integrate into tools such as AWS Trusted Advisor to provide NLP and voice-driven recommendations for AWS customers during their project implementations.