



Altocloud Announces \$2 Million Funding; Launches First-Ever Predictive Communications Solution to Optimize Online Sales

First SaaS Solution to Use Machine Learning with Intelligently Tailored Sales Communications for Online Customers

Mountain View, Calif. – March 16, 2015 – Now out of stealth mode, software startup [Altocloud](#) today announced \$2 million seed funding and the commercial availability of its predictive communications platform for customer sales and engagement. The first to combine machine learning with real-time communications, this SaaS solution intelligently identifies the optimal online visitors and delivers tailored chat, voice, video and content so customers get the information and help they need at exactly the right moment. The funding, led by Delta Partners, Digicel Group and ACT Venture Capital, brings Altocloud's total funding to \$3 million.

Businesses today spend billions of dollars on customer care, call centers and sales while also investing massive amounts in web, mobile, e-commerce and marketing technologies. Until now, there has been no dynamic connection between marketing data and communications. The Altocloud platform is the first solution to combine machine-learning technology with real-time communications to predict the right time to interact with customers. The software can determine the best answer to real-time decisions such as "will connecting this prospect to this sales representative now help them purchase today, or should we simply make a recommendation?" Since it's cloud based, the Altocloud software requires no extra infrastructure and is also integrated with existing marketing automation and e-commerce platforms.

"There is a better route to digital customer engagement than yesterday's 1-800 numbers, random chat popups and disjointed telephone conversations," noted Altocloud CEO Barry O'Sullivan. "Our platform enhances existing marketing and sales software so that companies doing business online can reach out to prospects at a time when they're most interested, to drive increased sales."

Altocloud beta customers [AppDynamics](#), [ThinkHR](#), [Moxi Works](#) and [Smyths Toys](#) use the platform to increase lead generation and enhance customer engagement. According to Steven Wastie, chief marketing officer at AppDynamics, "We are a digital business driving value through our digital and self-service channels. Altocloud predictive communications allows us to profile and engage prospects where they are – online –

according to their personas and behaviors to improve customer experiences and sales conversion.”

Founded in 2013, Altocloud is led by a seasoned team with experience in some of the world's best-known technology companies. O'Sullivan previously headed Cisco's unified communications, contact center, VoIP and WebEx businesses. Also, participating in this current funding round are Enterprise Ireland and Western Development Commission. Altocloud is exhibiting its software at the Enterprise Connect Conference and Exhibition, Booth 107, March 16-19, 2015 at the Gaylord Palms in Orlando, FL ([link](#)).

About Altocloud

Altocloud delivers smarter interactions with online prospects and customers by using machine learning and predictive analytics to deliver real-time communication such as content, chat, voice and video when it will be most effective. Delivered via an easy-to-deploy SaaS platform, the Altocloud software helps companies reach online prospects at just the right moment to help close sales, drive revenue and streamline customer experiences. The company is based in Silicon Valley. See <http://altocloud.com>.

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