

# Infrastructure vs. Insight

Why AWS Customers Choose AutoInsights Over Contact Lens



AWS Contact Lens is a powerful developer toolset, but transforming raw data into business value requires months of development. **AutoInsights** is a turnkey, FTR-approved platform built on AWS that delivers results in days, not months.

## Head-to-Head Comparison

Capability	RingCentral ECX	CXEX AutoInsights
Positioning	Developer toolset for building analytics	Out-of-the-box platform with minimal setup
Summarization	None out-of-the-box	GenAI-based contextual summaries
Sentiment	Basic polarity & agent/customer separation	Contextual: tone shifts, root cause, and resolution
Quality Assurance	Custom implementation & additional cost	Prebuilt modules (CX, Business, & Compliance QA)
Integration	Requires Lambda, DynamoDB, & Kinesis build	Pre-integrated, API-ready, & hosted on AWS

## Why Choose AutoInsights?

### ✓ Faster Time-to-Value

Deploy within days. Avoid months of development on Contact Lens and complex Lambda pipelines.

### ✓ 29+ Prebuilt "Listeners"

Access a library of use cases including specialized models for Compliance, CX, and Sales Effectiveness.

### ✓ Predictable Pricing

Flat-rate access and usage-based pricing, unlike open-ended AWS development cost models.

### ✓ Data Science Friendly

Expose outputs directly to client dashboards or internal models via API-ready structures.

## Conclusion

While AWS Contact Lens provides the foundation, **AutoInsights** provides the full stack. It turns call recordings into business outcomes with an FTR-approved, ISO 27001-supported architecture that leverages native AWS services like S3, QuickSight, and Cognito.

