

Genesys Cloud competitive advantages

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Genesys Cloud is a unified, all-in-one customer engagement and employee collaboration solution that's intuitive, easy to use, and deploys rapidly. Designed to help your business deliver a consistent, seamless, and personalised next-generation customer experience, it's the innovation engine for the Genesys Customer Experience Platform portfolio. It simplified operations so you can connect with customers, manage relationships, and see trends using one simple platform. Our award-winning software puts valuable, real-time information into the hands of agents and employees.

See how you can gain a competitive edge with the competitive advantages of Genesys Cloud.

One: Distributed Microservices Architecture

Many older cloud applications are monolithic. Even though they can serve multiple tenants, they're built as a large set of highly interdependent components. A failure in one component can have devastating effects on another, resulting in service outages for many—or even all—tenants. Deploying these applications in older datacenters with limited hardware often exacerbates this problem.

The Genesys Cloud platform takes a radically different approach. Instead of using tightly coupled components, Genesys Cloud divides its functionality up into hundreds of microservices. Each microservice application is stateless and load balanced independently. Furthermore, Genesys Cloud is built on top of Amazon Web Services (AWS) public cloud and deployed in multiple regions around the globe.

This approach has the following benefits:

- A failure in one microservice does not affect another. For example, one microservice might handle voicemail retrieval while another provides outbound faxing, while another routes incoming customer calls. A problem in the voicemail retrieval microservice cannot affect other microservices, which greatly limits the scope of potential problems.
- Each microservice can scale up to meet current loads independently. When one tenant needs to suddenly send a million faxes, the associated microservice will scale up to meet the demand without affecting other functionality or other tenants.
- The constraints of the equipment in a proprietary datacenter do not limit Genesys Cloud. Just as Netflix can release a new TV show without worrying about how many viewers will log in at any time, Genesys Cloud microservices taps into the essentially limitless capacity and scalability of AWS.
- Genesys Cloud can handle organisations of any size. It doesn't matter whether your organisation has 10 users or 100,000; the microservices architecture enables Genesys Cloud to efficiently handle them. It also allows you to expand your use of Genesys Cloud, as needed, without effort.
- Genesys Cloud offers unparalleled reliability and disaster recovery. The entire Genesys Cloud platform is deployed in multiple AWS regions, each of which consists of multiple independent Amazon datacenters. This type of distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery.
- Genesys Cloud can update on a continuous basis - fixing bugs almost instantly and adding new features fast. The independence of microservices enables Genesys to administer bug fixes without worrying about those fixes disrupting another service. Additionally, Genesys can create microservices for new functionality, such as web co-browsing, without impacting other services. These updates can occur without taking down the entire platform—and even while millions of customers are actively using Genesys Cloud services.

The Genesys Cloud platform microservices architecture, combined with HTML 5.0 web interfaces, and native mobile apps, give your organisation the simplicity of a zero footprint desktop with no desktop software to be installed. You can even equip your entire contact center with Chromebooks and headsets, if you want. It doesn't get much simpler than that.

Two: Remote Availability and Uptime

All the cloud reliability in the world doesn't mean anything if your internet connection is down. Genesys Cloud overcomes this with the Edge—a simple cloud-managed appliance that sits on your network to provide basic PBX, IVR, ACD, call recording, and other functionality even if your internet connection goes out. It also allows voice traffic to stay on your network (no voice over the internet), increasing security, and providing pristine call quality. You can have as many Edge appliances as you need at a given site, and handle multiple sites located around the globe.

You can use this as a deployment option, as needed. If you prefer, everything, including the telephonenumber lines, can be maintained in the cloud. Our two Genesys Cloud deployment options—local telephony / local Edge appliances or completely cloud-based—are also available on a site-by-site basis. For example, you can use your own telco circuits and local Edge appliances at your headquarters and run completely in the cloud at branch offices.

Three: Secure Integration

One of the drawbacks of many cloud services is how little they integrate with the rest of an IT infrastructure. Many require users to maintain separate passwords and to log in multiple times. Other cloud services don't synchronise with internal systems, such as Active Directory and Exchange, which means that you have to separately create, delete, and administer accounts as employees come and go. And frequently, integration with CRMs such as Salesforce and Zendesk requires expensive customisation and becomes a maintenance headache as you struggle to keep up with new versions of these products.

Genesys Cloud solves these problems with the Bridge—a software appliance that is installed on your network or in the cloud. First, the Bridge uses certificate exchange and encrypted connections to pair with your organisation. Then it uses pre-built plug-ins for dozens of popular systems and synchronises and integrates with Active Directory, Exchange, SharePoint, Dynamics, Workday, Salesforce, Zendesk, SAP, SQL Server, Oracle, and many applications. This enables you to take advantage of all your critical IT infrastructure to reduce administration, keep employee information up-to-date, and put information about your customers at the fingertips of every employee. To top it all off, Genesys Cloud provides single sign-on (SSO) capabilities so your employees don't have to remember yet another password to log on to multiple applications.

Four: Lightning-Fast Deployment

Genesys has been building market-leading communications and customer engagement solutions for more than 25 years, so we've learned a few things about best practices. And we built those best practices into Genesys Cloud. We believe that customisation is often not needed, so we allow you to choose from skills-based routing, cherry picking, or advanced bullseye routing with just a point and click.

Genesys Cloud includes easy-to-use policy managers for document management, record retention, call handling, and other critical aspects of corporate communications and customer engagement.

Combining easy signup, simple telco connectivity via the Edge, painless IT integration via the Bridge, a zero-client-footprint web interface, and built-in best practices means you can deploy Genesys Cloud in your entire organisation in a matter of hours. This ease of deployment extends to changes in your organisation, whether it's adding a new remote location or integrating a newly acquired company. Genesys Cloud makes it fast and easy. All Genesys Cloud services are available over the internet—no expensive MPLS connections are required.

Five: Simple and Flexible Subscription Terms

Other cloud vendors want to lock you into long-term contracts that are almost impossible to break. They try to slant the entire agreement in their favor and hide behind a complex pricing structure that can force you to a long-term commitment.

Genesys Cloud takes a different approach that reduces the complexity and possible friction of the entire process. Pay us for what you use each month. Use our services for as long as you like. Quit whenever you like. It's that simple. We'll bank on the quality of the application services we provide and bet that you'll be so impressed that we'll remain partners for a long time. With this approach, the risk is on us—not you.

Six: Consumerised Interfaces

Genesys Cloud features attractive, modern web and mobile interfaces that have undergone extensive user experience design. This makes Genesys Cloud as easy for your employees to learn and use as any popular web app. And with zero desktop footprint, employees only need an up-to-date web browser, such as Chrome, Firefox, Safari, IE, and Edge.

Seven: Location Independence

All your employees need to access Genesys Cloud is an internet connection and a web browser. This makes it easy to handle remote employees and work-at-home agents; it doesn't require complex VPNs or expensive MPLS connections. Disaster recovery planning is not an issue. And employees can work from anywhere, so your organisation continues to operate—even in the face of disasters.

Eight: Global Capabilities

The Genesys Cloud architecture enables it to handle organisations with any number of sites around the globe. It's currently deployed in AWS regions in the U.S., Ireland, Australia, and Japan. This geographic distribution allows Genesys Cloud to respect data sovereignty laws and meet the needs of the largest multinational organisations. The Genesys Cloud user interface is currently available in 15 languages and offers built-in speech capabilities. Visit the Genesys Cloud Resource center for a full list, <https://help.mypurecloud.com/articles/purecloud-supported-languages/>. In 2017, enhancements to the Genesys Cloud Voice Media tier will allow Genesys Cloud to offer a global telephony infrastructure built using our multi-tenanted micro services platform. This focus will improve voice quality, deliver automatic updates and instant dial tone to Genesys Cloud customers around the world with an API driven telephony platform.

Nine: Enterprise-Grade Security

One of the big concerns about cloud applications is the possibility of security breaches, and we've gone to extraordinary lengths to make Genesys Cloud secure. We benefit from our use of AWS, which gives us datacenters that are already certified for SSAE-16, PCI, HIPAA, FEDRAMP, SOC, and many other regulations. And we encrypt all the traffic between the cloud and your organisation. But that's just the beginning.

Most other cloud vendors concentrate on keeping intruders out, but have little protection if intruders get in. We encrypt all the traffic inside the cloud as well as all our data at rest. This is what allows us to pass stringent certifications such as HIPAA. We also perform constant automated intrusion detection as well as periodic certification tests using well-known companies such as Trustwave. As noted, you can keep all voice traffic completely encrypted on your own network using our Edge appliance. With Genesys Cloud, your valuable internal and external communications can be as secure as you want and need them to be.

Ten: Flexible Communications Options

Think of Genesys Cloud as having three layers. At the base is a foundation of modern enterprise collaboration capabilities—a rich organisational directory, chat rooms, instant messaging, video conferencing, and full mobile device support. Next is a layer of classic enterprise communications with full IP PBX, voicemail, conferencing, and fax capabilities. The final layer is the best set of customer engagement functionalities on the market.

With Genesys Cloud, you can use all three layers or only the ones you want. For example, you can use the customer engagement capabilities of Genesys Cloud in conjunction with your existing enterprise collaboration tools, such as Microsoft Lync, Skype for Business, etc., as well as with your current IP PBX, including Cisco Call Manager, Avaya PBX, Microsoft Lync, etc. Another option is to use Genesys Cloud for the entire solution—from enterprise collaboration to corporate communications to customer engagement.

Eleven: Optional Telco Voice Services

Genesys Cloud is one of the few cloud communications services that gives you the option to manage your own telco relationship with local trunks coming into your locations—or you can let us handle the telco work. Genesys Cloud Voice is a set of advanced telco services that provide toll-free numbers, DID numbers, inbound and outbound circuits, and other telecommunications services that can be provisioned from our website. And Genesys Cloud Voice has connections to multiple carriers, so it easily routes around failures. This means you're not completely reliant on a single carrier. Our voice services are offered at competitive rates and are included in a single bill with your application services.

Twelve: Complete Omnichannel Routing

Allowing customers to initiate interactions by phone, email, and web chat is now table stakes for any customer engagement product. Genesys Cloud provides that capability with almost no effort on your part. You can easily open all channels of communication and then queue and route them according to language, required skills, etc. Supervisors can monitor all types of interactions in real time and record them for quality or analyse them using your preferred business intelligence tool.

Using the document management capabilities built into Genesys Cloud, you can create libraries of responses that are generated automatically based on word-spotting or other semantic analysis. Agents can easily access these response libraries and include vetted information in their responses to customers—whether the interaction occurred via phone, email, or web chat. Soon Genesys Cloud capabilities will go beyond traditional channels to include social media (Twitter, Facebook, etc.) and various other messaging apps like SMS, WhatsApp, WeChat, etc. Genesys Cloud multimodal capabilities include seamless channel switching from webchat to video chat.

Thirteen: Advanced Multimodal Interactions

Communications channels are growing at a dizzying pace, and that's creating more demanding customers. It's no longer sufficient to allow your customers to choose one of several interaction channels. Increasingly, they want to use multiple channels at the same time. We call these "multimodal interactions" because they might involve a phone call, a web chat, and a co-browsing session on your website simultaneously.

For example, a customer calls into your toll-free number with a question about ordering something from your website. The agent they speak with might then give them a code to enter on the website that launches a co-browsing session during which the customer and agent see the same thing and take turns driving. Such a co-browsing session also might be launched from an initial web chat.

Genesys Cloud has these capabilities and more, including customer and agent video. With Genesys Cloud you can keep up with rapidly changing customer expectations, using all these modern technologies to create extremely personal and engaging interaction opportunities.

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In a world where customer service expectations are changing at lightning speed, Genesys Cloud gives us a serious competitive advantage.”

– Quicken Inc.

For example, Genesys Cloud has developed virtual reality proof of concept capabilities that allow customers and agents to jointly walk through virtual spaces, such as homes, apartments, cruise liners, department stores, etc. Every aspect of these new multimodal interactions that are developed can be supervised, tracked, recorded, and analysed as if they were single-mode interactions.

Fourteen: Outbound Interactions

Genesys Cloud doesn't solely handle inbound calls and omnichannel interactions. It also has powerful outbound capabilities, including preview dialing, progressive dialing, and predictive dialing. Web-based campaign management makes it easy to upload contact lists and use them in a way that adheres to all applicable regulations.

Genesys Cloud includes support for Do Not Call (DNC) lists and callbacks. Sophisticated call-progress detection provides the industry's most accurate answering machine and live speaker detection, with patented “fingerprint” technology that uses a database of thousands of tones and messages from telephone systems around the globe. In addition, Genesys Cloud enables agentless dialing campaigns for emergency notifications, right party contacts, and other applications.

Fifteen: Quality Monitoring

Genesys Cloud makes it easy to monitor the quality of the service that your organisation provides. It starts with stereo call recording, meaning that agent and customer audio are maintained in separate channels. Genesys Cloud also records email messages,, web chats, and other types of interactions, so you always have a complete picture of what occurred during an interaction. The policy manager within Genesys Cloud enables you to determine how long to keep recordings, which can be several years if that's what you need. A built-in evaluation workflow enables you to create customised evaluation forms that supervisors use to grade performance for feedback to agents.

Genesys Cloud with your IT infrastructure, such as building new plugins for the Genesys Cloud Bridge to synchronise data between Genesys Cloud and various proprietary systems you use. And finally, a growing number of technology partners offer services that extend Genesys Cloud in meaningful ways. For example, Lesson.ly provides e-learning capabilities that are tightly integrated with Genesys Cloud to enable supervisors to create training modules that are pushed out to contact center agents.

Sixteen: Graphical Scripting

An intuitive script builder lets you create graphical scripts that are automatically presented to agents for outbound or inbound interactions. Scripts can also be personalised about the current customer or incorporate information from databases. And you can use information collected during interactions to update the underlying call lists and databases. The same graphical scripting interface is used to build evaluations for quality monitoring.

Seventeen: Real-Time Supervision

Genesys Cloud allows supervisors to view the current state of operations at a glance and receive automated alerts on unusual conditions. Supervisors can use a simple browser-based interface or a specialised iPad app that enables them to walk around the contact center floor and see what's going on. They can also monitor every customer and agent interaction—whether it's a phone call, email, web chat, or another interaction—or watch queue statistics in real time to verify adherence to SLAs and set alerts. Agents can use built-in collaboration capabilities of Genesys Cloud to ask questions and share their desktops with supervisors for additional help.

Eighteen: Powerful Workforce Optimisation

With Genesys Cloud, there's no need to purchase an expensive third-party workforce optimisation suite. Agents can see their schedules within the main browser interface, while supervisors view the same information for all agents in their charge and make changes with simple drag-and-drop operations. Short-term forecasting and the automatic schedule generation for omnichannel routing enable your contact centers to run in the most efficient way possible.

Nineteen: Unrivaled Data Analytics

Genesys Cloud uses the essentially unlimited storage of AWS to store almost everything that happens. Genesys Cloud not only logs every customer-related event, such as incoming/outgoing interaction, hold, transfer, conference and queue action, it also maintains an audit trail of every configuration change made and who made it. Genesys Cloud includes an array of interactive, graphical visualisations that enable you to monitor your entire operation in real time. Using Pentaho for data integration, Genesys Cloud gives you endless business intelligence analysis and direct data access for use with your BI tools.

Twenty: Open REST-Based API

Genesys Cloud is built on top of an extensive web API that creates easy access to all data and functionality within your applications. Using this API, you can incorporate Genesys Cloud functionality for collaboration, communications, and customer engagement in any web and mobile application. This API also enables you to collect and analyse data using your preferred tools.

Twenty One: Cost-Effective Technology

Instead of licensing expensive technology from third parties, we built our own. This started years ago when we decided to build native speech technology. Now, Genesys Cloud includes multi-lingual speech recognition and text-to-speech for free. We also built our own technologies for voice recording, screen recording, workforce management, speech analytics, co-browsing, document management, and graphical scripting, among others. This means that we don't have to pay licensing fees to third parties for these technologies and our application services are more integrated, easier to administer, and easier to use. With Genesys Cloud, you have a wide array of functionality at a very reasonable price.

Twenty Two: Extensive Pipeline of New Capabilities

Genesys has been among the leading innovators in communications technology for over 20 years. We invest heavily in research and development, and we're not about to stop. Look for many new capabilities in 2017. As with all Genesys Cloud features, these capabilities will be available without customers having to upgrade, migrate, or take any other action.

Twenty Three: Worldwide Ecosystem of Partners

Genesys has built a network of hundreds of global partners that can help you get the most out of your Genesys Cloud subscription. Some of these partners can provide local service—experienced resources who work shoulder-to-shoulder with your employees to deploy, configure, administer, and maintain Genesys Cloud. Many offer “white glove” support services that take the effort out of running your business on top of Genesys Cloud. Other partners specialise in integrating.