

TIME  
FOR  
CHANGE





## GENESYS STRATEGY 2018

# CLOUD FIRST!



# GENESYS STRATEGY 2018

## On-Premises

9%

Software Licenses

Customisation & Implementation

Hardware

IT Personnel

Maintenance

Training

### Ongoing Costs

- Apply Fixes, Patches, Upgrade
- Downtime
- Performance tuning
- Rewrite customizations
- Rewrite integrations
- Upgrade dependent applications
- Ongoing burden on IT
- Maintain/upgrade hardware
- Maintain/upgrade network
- Maintain/upgrade security
- Maintain/upgrade database

## Cloud Computing

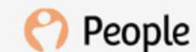
68%

Subscription Fee

Implementation, Customisation & Training

### Ongoing Costs

- Subscription fee



# GENESYS STRATEGY 2018

**CLOUD – is cheaper**

**CLOUD – already is or shortly become more  
feature rich**

**CLOUD – more stable and secure**

**CLOUD – easier to develop/ integrate to**

**CLOUD – much easier to support**

**CLOUD – light years faster to market**

**And many more!!!**

# LEADER IN A CLOUD

Figure 1. Magic Quadrant for Contact Center as a Service, North America



Source: Gartner (October 2017)

# TOP CLOUD INFRASTRUCTURE PROVIDERS



# NOT EVERY CLOUD IS EQUAL

## Monolithic Cloud Architecture

Mass interlinked software



Complex annual upgrades



Multiple points of failure



Additional data center capacity



## True Cloud Architecture

Independent microservices

Continuous innovation

No single point of failure

Built to scale automatically

# TOP CLOUD INFRASTRUCTURE PROVIDERS

Global Infrastructure



AWS Global Infrastructure



Region & Number of Availability Zones

<b>US East</b> N. Virginia (6), Ohio (3)	<b>China</b> Beijing (2), Ningxia (3)
<b>US West</b> N. California (3), Oregon (3)	<b>Europe</b> Frankfurt (3), Ireland (3), London (3), Paris (3)
<b>Asia Pacific</b> Mumbai (2), Seoul (2), Singapore (3), Sydney (3), Tokyo (4), Osaka-Local (1) <sup>1</sup>	<b>South America</b> São Paulo (3)
<b>Canada</b> Central (2)	<b>GovCloud (US)</b> US-East (3), US-West (3)

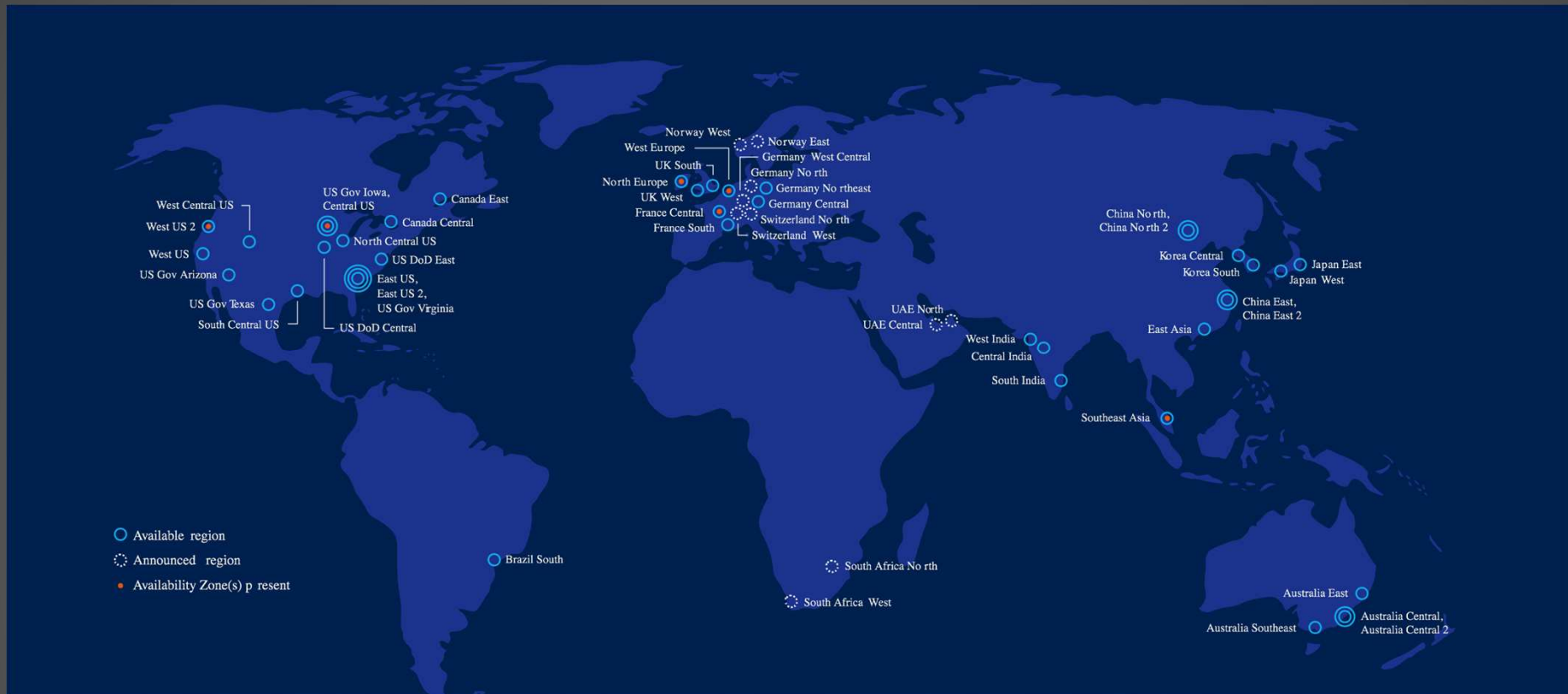


New Region (coming soon)

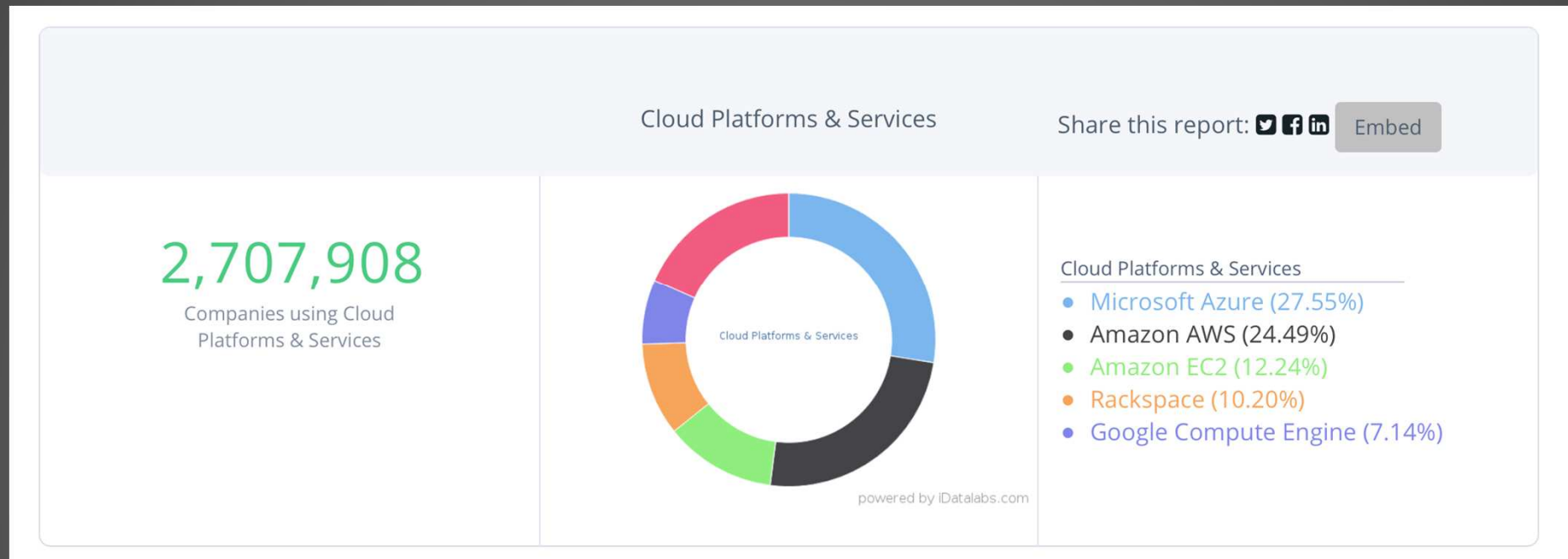
Bahrain  
Cape Town  
Hong Kong SAR  
Milan  
Stockholm



# TOP CLOUD INFRASTRUCTURE PROVIDERS



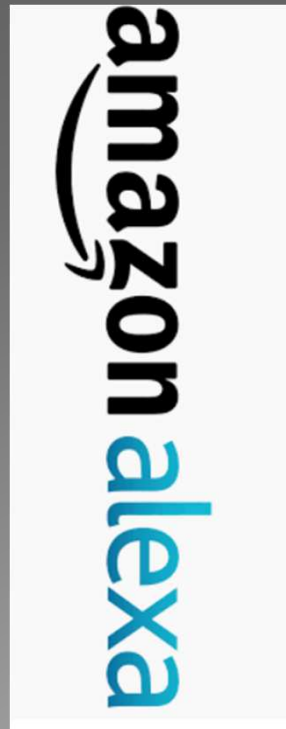
# TOP CLOUD INFRASTRUCTURE PROVIDERS



<https://idatalabs.com/tech/cloud-platforms-services>

# CLOUD TO CLOUD INTEGRATIONS

Newest technology available & affordable



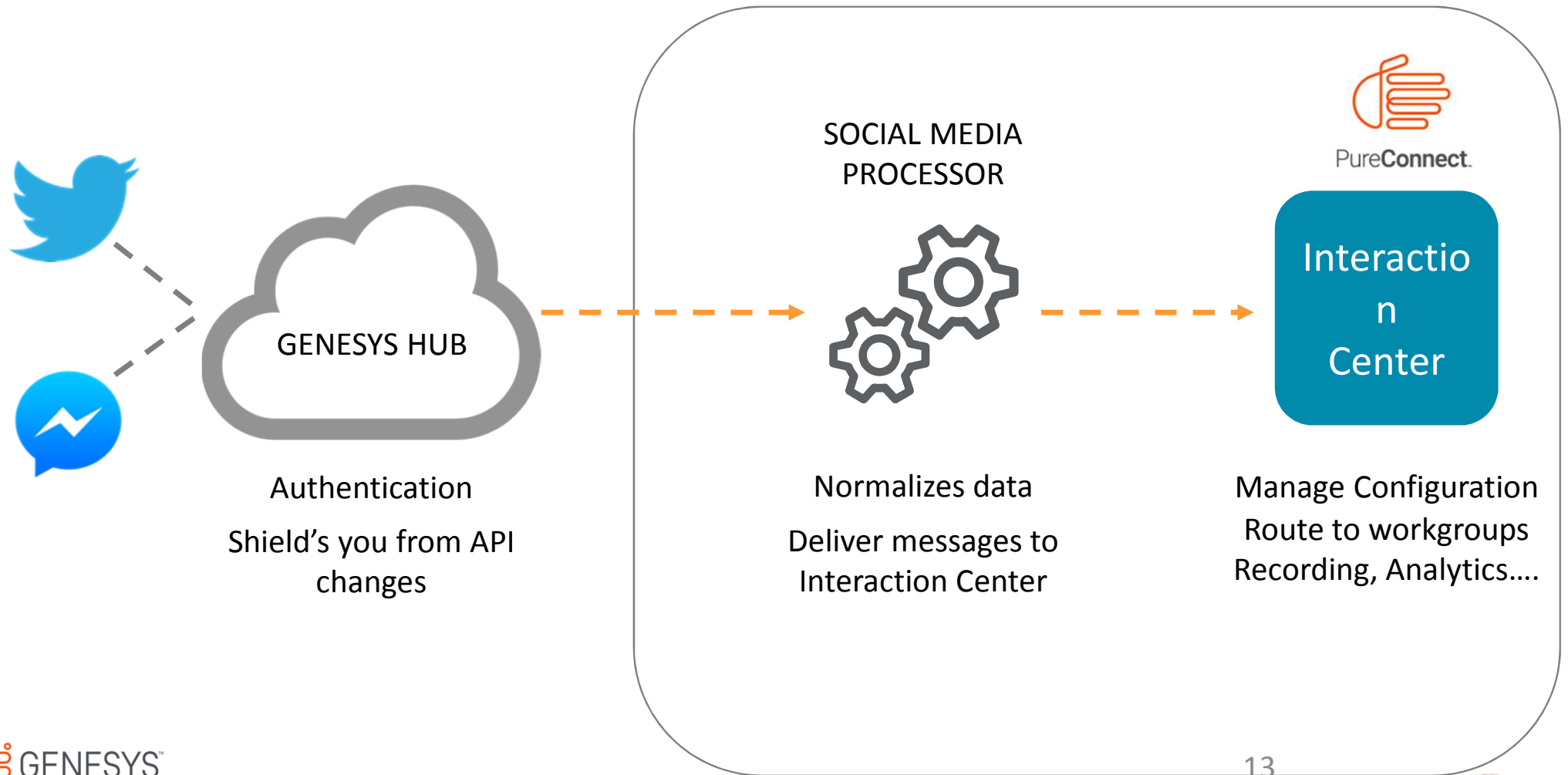
# CLOUD TO CLOUD INTEGRATIONS

- One authorization method
- Standardized social queues
- Configure authentication once at setup
- Platforms want to push messages but your IT team doesn't want to open firewall ports
- Social Hub allows queueing messages without firewall port changes





# CLOUD TO CLOUD INTEGRATIONS

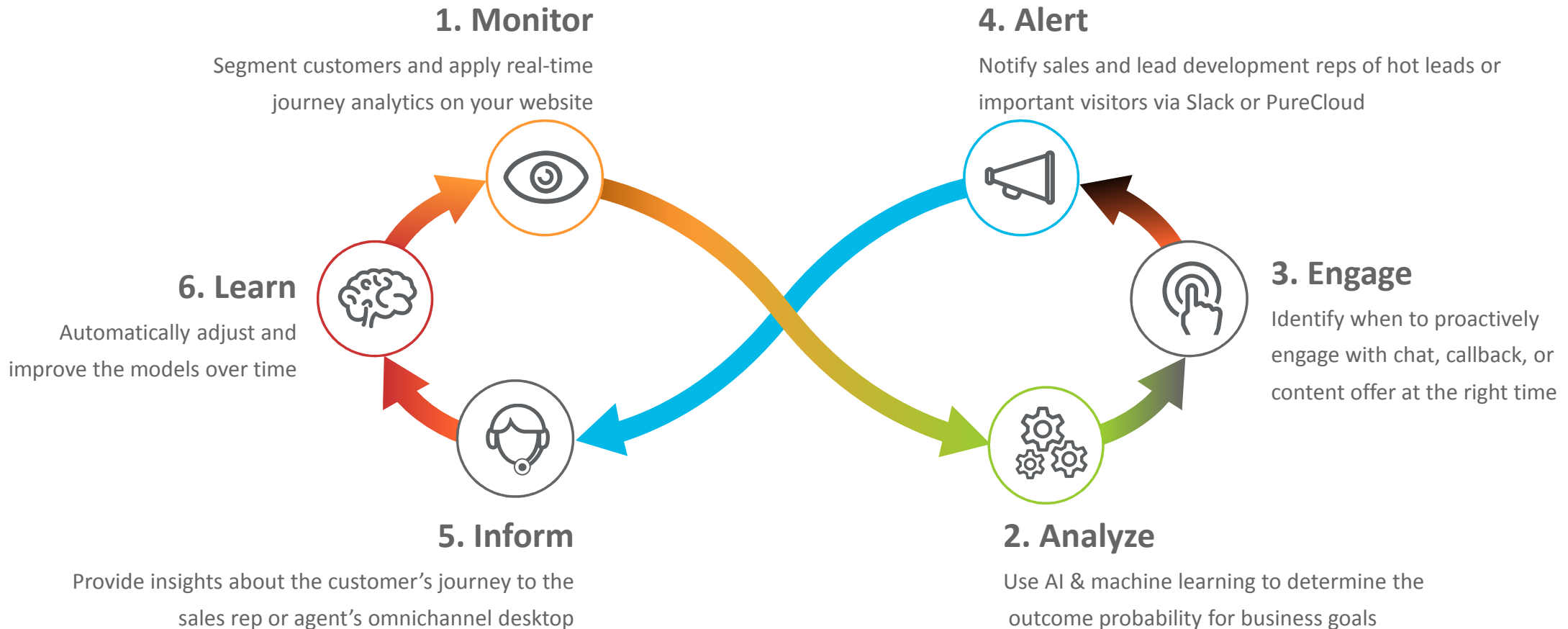


# CLOUD TO CLOUD INTEGRATIONS

- **Public and private** social messaging
- Interactions **routed** to best agent resource
- Customer **social context** + customer history
- Agents provide a consistent CX across sites
- Increase revenue, reduce customer churn
- Improve resolution of business outcomes



# NEW GENERATION OF CX SERVICES



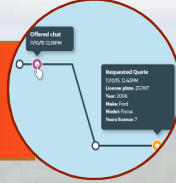
# NEW GENERATION OF CX SERVICES

Predictive Analytics



Proactive Real-Time Engagement

Customer Journey Shaping



Marketing Automation Integration

Outcome Targeting and Profiling



CRM Integration

Persona Targeting

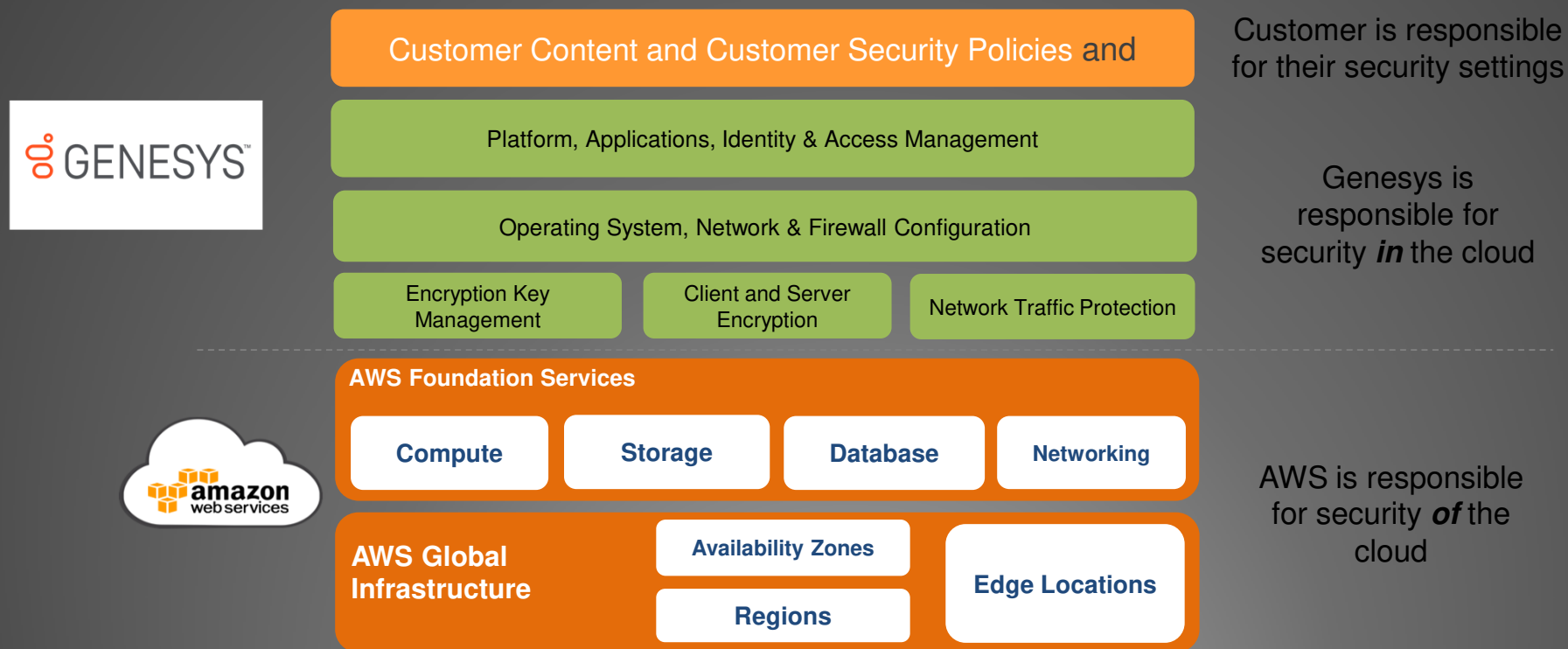


Desktop Integration



# PURECLOUD – SECURITY

## SHARED BETWEEN AWS, PURECLOUD, AND YES OUR CUSTOMERS



Our customers are responsible for account management within their PureCloud Org, and set password complexity parameters.

# PURECLOUD – SECURITY AWS COMPLIANCE



- AWS maintains a formal control environment
  - SOC 1 Type II
  - SOC 2 Type II
  - ISO 27001 Certification
  - ISO 9001 Certification
  - Certified PCI DSS 3.2 Level 1 Service Provider
  - FedRAMP Certification
  - HIPAA
  - DoD CSM Levels 1-2, 3-5

+ Many more

# PURECLOUD – SECURITY GENESYS COMPLIANCE

<https://www.genesys.com/purecloud/technology/security-and-compliance>

- SSAE 16 SOC 2 Type II
- HIPAA
- PCI DSS 3.2 Level 1 Service Provider

# GDPR/RODO

## PureCloud and GDPR compliance

---

Read this article to learn how PureCloud addresses the GDPR and what your organization needs to know about PureCloud's GDPR implementation. For a general overview of the GDPR, see [GDPR compliance](#).

### GDPR education

The [General Data Protection Regulation \(GDPR\)](#) is an important change in data privacy regulation. Genesys PureCloud invested a significant amount of time in GDPR training for the Security and Compliance team. Training and certification from The *International Association of Privacy Professionals (IAPP)* began in early 2017. For more information about the GDPR, see [GDPR compliance](#).

### GDPR project

PureCloud commissioned a GDPR project to:

- Complete an updated data inventory and determine every location in which PureCloud stores/processes/transmits PII
- Design and implement a GDPR API for our customers to implement their customers' requests to exercise their [fundamental data subject rights](#)
- Complete a Data Protection Impact Assessment

PureCloud expects to deliver the functionality for GDPR requirements by May 25, 2018.



# SLA

- PureCloud Status Page
- Welcome to Genesys's home for real-time and historical data on PureCloud system performance.
  - <http://status.mypurecloud.com/>

PureCloud Platform Availability\*

	Americas	Australia	Japan	EMEA	Germany
July	100%	100%	100%	100%	100%
June	99.77%	100%	100%	99.93%	100%
May	100%	100%	100%	100%	100%
April	99.98%	100%	99.57%	100%	-
March	99.81%	100%	100%	100%	-
February	99.90%	100%	100%	100%	-
January	100%	100%	100%	100%	-
December	100%	100%	100%	100%	-
November	99.97%	100%	100%	100%	-
October	99.88%	100%	100%	100%	-
September	99.91%	100%	100%	100%	-
August	100%	100%	100%	99.98%	-
July	100%	100%	100%	100%	-
June	100%	100%	99.90%	100%	-
May	100%	100%	99.51%	100%	-
April	100%	100%	100%	100%	-
March	100%	100%	100%	100%	-
February	99.32%	99.37%	99.37%	99.37%	-
January	100%	100%	100%	100%	-

\* Platform availability may not reflect customer availability.

# PUBLIC API

- **PureCloud Developer Center**

- Home for PureCloud developer resources including tutorials, SDKs, videos, tools and forum.

- <https://developer.mypurecloud.com/>



APIs



Tutorials

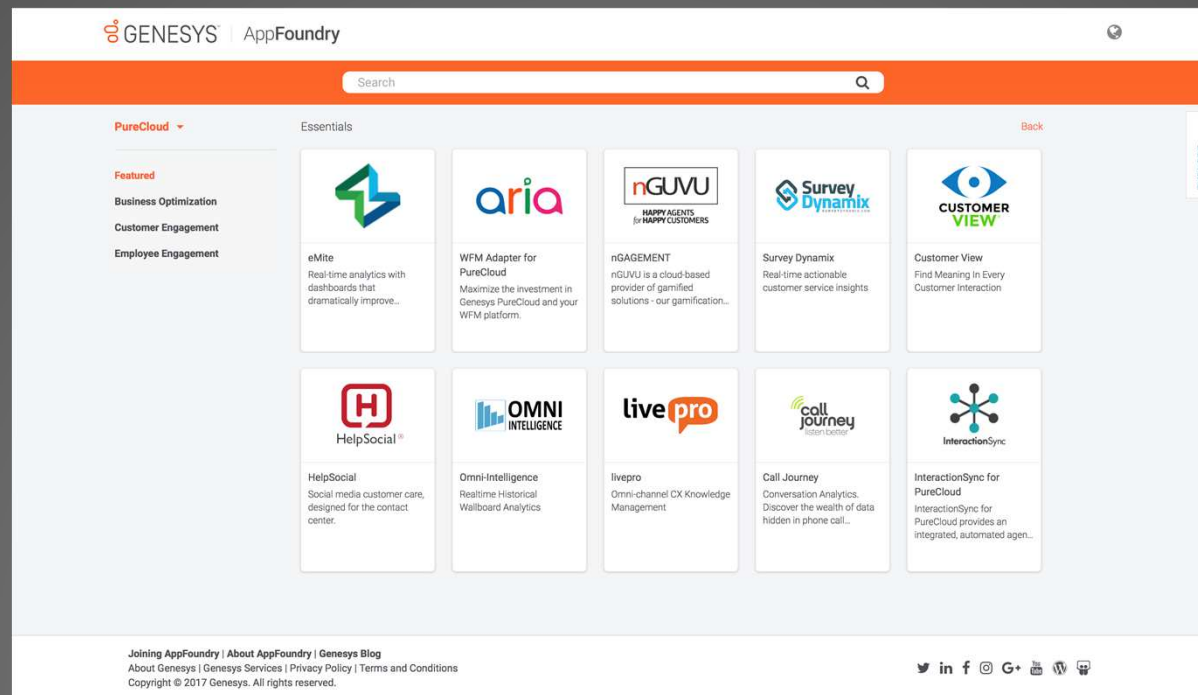


Open Source



Forum

# PURECLOUD APPFOUNDRY – 63 PURELY NEW EXTENSIONS BY SEPTEMBER 2018

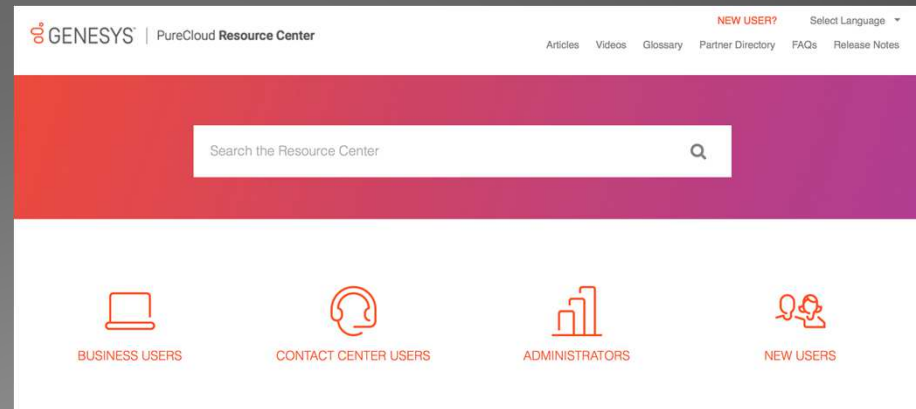


# RESOURCE CENTER/ PUBLIC KNOWLEDGE BASE

- **PureCloud Resource Center**

- Discover what PureCloud is all about, explore our education courses and webinars, visit our new users home, and learn about features, support, apps, and billing information.

- <https://help.mypurecloud.com/>



- **PureCloud Community**

- A place to ask questions, connect with others, and stay in the know on all things PureCloud.

- <https://community.mypurecloud.com/s/>



> 600% GROWTH Q1 2017/ Q12018



# PURECLOUD – FASTEST GROWING CX PLATFORM

<https://status.mypurecloud.com>

## EMEA PureCloud in Numbers

	Actual	Last Month
Active Customers	279	262
Active Users	5.7k	5.7k
Conversations / week	1.4M	1.5M

12 month availability  
EMEA cluster

99.99%

Last reduced availability

Last recorded incident in EMEA

August 2017 99,98%

March 1, 2018

## Top 5 EMEA daily Users

1.007	Customer 1
410	Customer 2
409	Customer 3
358	Customer 4
239	Customer 5



# PURECLOUD WINS, TESTIMONY OF TRUST EARNED ACROSS INDUSTRIES



# NEW GENERATION CX IN A CLOUD





# THANK YOU



marcin.grygielski@genesys.com

+48.664.635.765



 GENESYS™ | G-Summit

Genesys confidential and  
proprietary information.

Copyright ©2018 Genesys.  
2001 Junipero Serra Blvd., Daly City, CA 94014

All Rights reserved. Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.