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

**Cloud Computing**

- 68% Subscription Fee

- Implementation, Customisation & Training

- Ongoing Costs
  - Subscription fee
  - Ongoing burden on IT
  - Maintain/upgrade hardware
  - Maintain/upgrade network
  - Maintain/upgrade security
  - Maintain/upgrade database
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

<table>
<thead>
<tr>
<th>Monolithic Cloud Architecture</th>
<th>True Cloud Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass interlinked software</td>
<td>Independent microservices</td>
</tr>
<tr>
<td>Complex annual upgrades</td>
<td>Continuous innovation</td>
</tr>
<tr>
<td>Multiple points of failure</td>
<td>No single point of failure</td>
</tr>
<tr>
<td>Additional data center capacity</td>
<td>Built to scale automatically</td>
</tr>
</tbody>
</table>
TOP CLOUD INFRASTRUCTURE PROVIDERS

Global Infrastructure

AWS Global Infrastructure

Region & Number of Availability Zones
- US East
  - N. Virginia (6), Ohio (3)
- US West
  - N. California (5), Oregon (3)
- Asia Pacific
  - Mumbai (2), Seoul (2), Singapore (3), Sydney (3), Tokyo (4), Osaka-Local (1)\(^1\)
- Canada
  - Central (2)

New Region (coming soon)
- Bahrain
- Cape Town
- Hong Kong SAR
- Milan
- Stockholm

\(^1\) GovCloud (US)
- US-East (3), US-West (3)
TOP CLOUD INFRASTRUCTURE PROVIDERS

2,707,908
Companies using Cloud Platforms & Services

Cloud Platforms & Services
- Microsoft Azure (27.55%)
- Amazon AWS (24.49%)
- Amazon EC2 (12.24%)
- Rackspace (10.20%)
- Google Compute Engine (7.14%)

https://idatalabs.com/tech/cloud-platforms-services
CLOUD TO CLOUD INTEGRATIONS

Newest technology available & affordable

WebRTC

Dialogflow
For Web

Amazon Alexa

PURE CLOUD
BY GENESYS
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

GENESYS HUB

Authentication
Shield’s you from API changes

SOCIAL MEDIA PROCESSOR
Normalizes data
Deliver messages to Interaction Center

Interaction Center
Manage Configuration
Route to workgroups
Recording, Analytics....
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

1. Monitor
Segment customers and apply real-time journey analytics on your website

2. Analyze
Use AI & machine learning to determine the outcome probability for business goals

3. Engage
Identify when to proactively engage with chat, callback, or content offer at the right time

4. Alert
Notify sales and lead development reps of hot leads or important visitors via Slack or PureCloud

5. Inform
Provide insights about the customer’s journey to the sales rep or agent’s omnichannel desktop

6. Learn
Automatically adjust and improve the models over time
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

Customer is responsible for their security settings

Genesys is responsible for security in the cloud

AWS is responsible for security of the cloud

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


- SSAE 16 SOC 2 Type II
- HIPAA
- PCI DSS 3.2 Level 1 Service Provider
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.
PureCloud Status Page

Welcome to Genesys's home for real-time and historical data on PureCloud system performance.

- [http://status.mypurecloud.com/](http://status.mypurecloud.com/)

### PureCloud Platform Availability*

<table>
<thead>
<tr>
<th></th>
<th>Americas</th>
<th>Australia</th>
<th>Japan</th>
<th>EMEA</th>
<th>Germany</th>
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</tbody>
</table>

* 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/](https://developer.mypurecloud.com/)
PURECLOUD APPFOUNDRY – 63 PURELY NEW EXTENSIONS BY SEPTEMBER 2018
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/](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/](https://community.mypurecloud.com/s/)
> 600% GROWTH Q1 2017/ Q1 2018
PURECLOUD – FASTEST GROWING CX PLATFORM

EMEA PureCloud in Numbers

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Last Month</th>
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</thead>
<tbody>
<tr>
<td>Active Customers</td>
<td>279</td>
<td>262</td>
</tr>
<tr>
<td>Active Users</td>
<td>5.7k</td>
<td>5.7k</td>
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<tr>
<td>Conversations / week</td>
<td>1.4M</td>
<td>1.5M</td>
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</table>

12 month availability EMEA cluster

- Last reduced availability: August 2017 99.98%
- Last recorded incident in EMEA: March 1, 2018

Top 5 EMEA daily Users

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

https://status.mypurecloud.com
PURECLOUD WINS, TESTIMONY OF TRUST EARNED ACROSS INDUSTRIES
NEW GENERATION CX IN A CLOUD
THANK YOU

marcin.grygielski@genesys.com
+48.664.635.765