

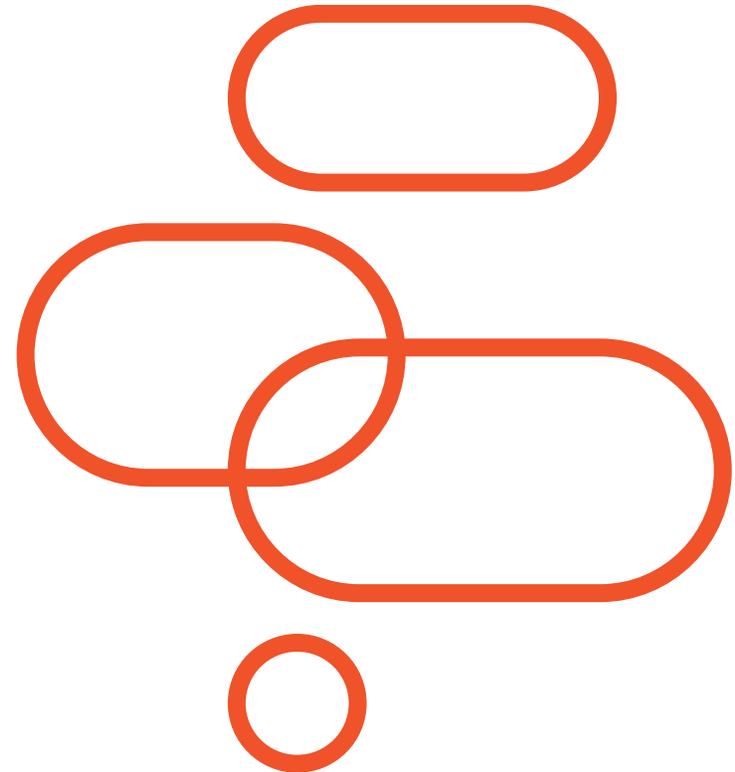
Genesys PureConnect Cloud platform

Zero compromise



Table of contents

Introduction.....	3
Why PureConnect Cloud.....	4
All-in-one.....	4
Isolation.....	17
Control.....	22
Solutions.....	27
Contact center.....	29
Business communications.....	32
Telco services.....	36
Customer experience services.....	39
Roadmap.....	41
Trust.....	43
Pricing.....	49
Find out more.....	52



Introduction



Get to the cloud with less worry and fewer surprises

You're an IT pro moving your contact center to the cloud. Smart move. Cloud capabilities help you to consolidate aging, legacy infrastructure (and suppliers) so you can better respond to the needs of customers and the business.

But the contact center is different than other applications. It's highly visible and mission-critical. While you know it's the right thing to do, moving to the cloud leaves you feeling uneasy. You may worry about putting the business at risk—systems going down, adding security and compliance risk, and losing control over a strategic part of the business. You pride yourself on progress and protecting the business.

You shouldn't have to compromise anything when moving to the cloud, and with the Genesys® PureConnect™ Cloud platform you don't have to.

Use this interactive and all-inclusive resource to learn about the PureConnect Cloud solution and how it simplifies and advances contact center technology while keeping your business safe.

Transform with an all-in-one solution

Put the power and ease of all in one to work for you and your customers. Advance your omnichannel engagement and business communications with PureConnect Cloud.

Don't compromise functionality or ease of use

You've spent a lot of time and money getting your contact center fully functional. It's required the purchase—and integration—of multi-point solutions. And there's still so much more to do. Here's your chance to transform your customer experience.

The cloud is exciting. It gives you quick access to new functionality that meets the exact needs of your business.

The problem is that most cloud contact center platforms are limited in terms of native capabilities. Some providers make you give up functionality; others make you build everything yourself. And other providers piece together different platforms to deliver more functionality—only to make things more complicated.

Stop wondering if you really have to give up functionality and ease of use.



Get broad and deep capabilities

With PureConnect Cloud, you don't have to compromise. You get the broadest and deepest set of omnichannel and business communications solutions—built from the start to work together on a single platform.

And you don't need to use all applications at once. Add new capabilities and channels when it makes sense with a simple license. You won't have to deploy and integrate new third-party applications either. With a PureConnect Cloud solution, you'll meet a wide range of needs quickly and easily.

- Omnichannel routing
- Self-service
- Outbound
- Workforce engagement management (WEM)
- Real-time speech analytics
- Real-time monitoring
- Reporting and analytics
- CRM and UC integrations

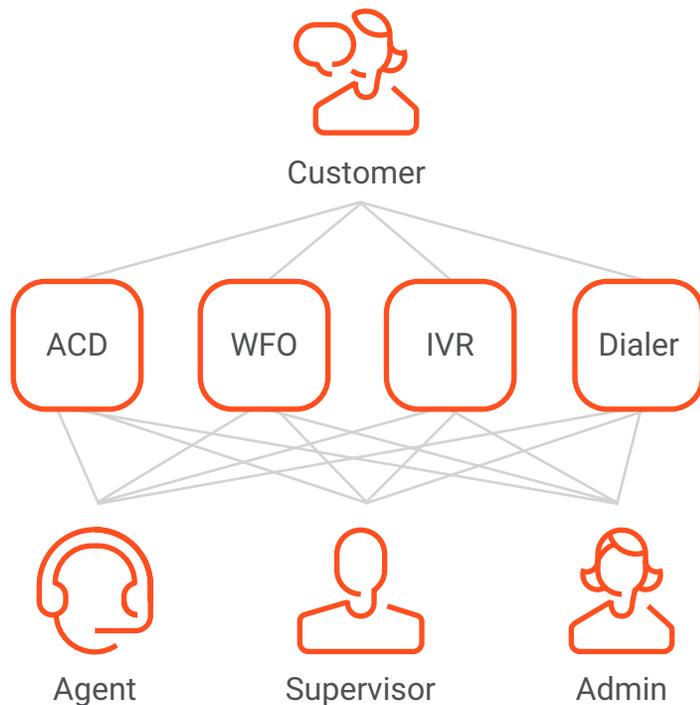


Simplify with an all-in-one platform

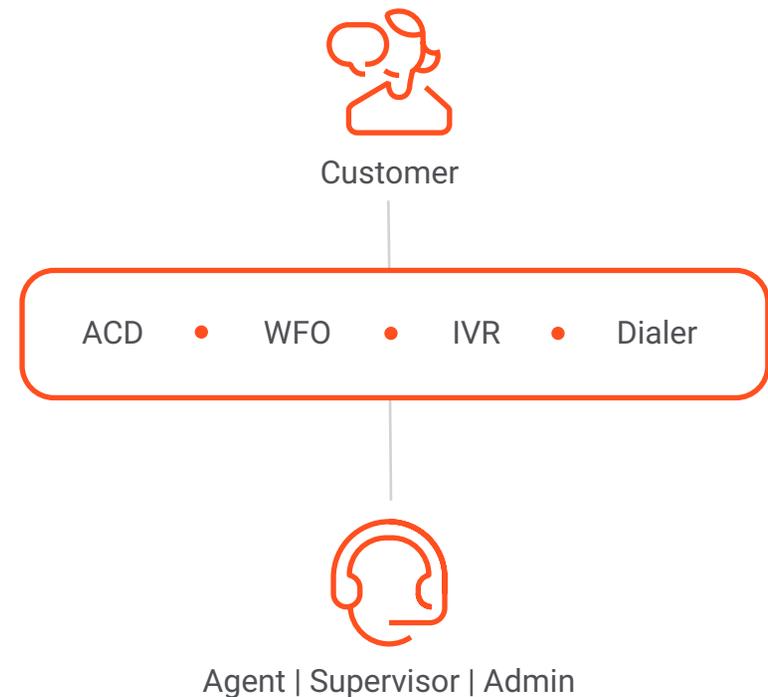
All in one isn't a new idea. Many cloud service providers claim they have it. However, there's a major difference between a single vendor offering all the services you need—call that an “all-in-one cloud vendor”—and getting those services on a single, all-in-one platform.

The truth is, most cloud vendors have multiple loosely integrated products assembled through acquisitions or partnerships. This creates added complexity, unnecessary delays, IT strain, additional costs and a poor user experience.

Instead, PureConnect Cloud offers a simple, elegant all-in-one architecture that lets you accelerate deployment times, reduce complexity, simplify administration, improve efficiency and reduce total cost of ownership.



VS



Simplify with an all-in-one platform

Here's a summary of the key differences between a typical all-in-one cloud vendor and one with true all-in-one cloud platform.

All-in-one vendor

Multiple applications, interfaces, code bases, updates and support teams



Complex



Delay



Cost

All-in-one platform

One application, interface, code base, update and support team



Simple



Speed



Savings

Enjoy power and ease with a single application server

At the heart of the PureConnect Cloud platform is Interaction Center Server, a suite of tightly integrated customer and business communications software components built on a common framework. The elegant all-in-one nature of Interaction Center Server enables PureConnect Cloud to provide unmatched power and ease.

One interface controls virtually every aspect of the PureConnect Cloud solution. This minimizes the time and effort it takes IT to administer solutions. And given how simple the interface is, you're free to make changes without IT's help.

New functionality is only a license away. Turn on new capabilities like digital channels, workforce optimization and real-time speech analytics without additional installs, integrations or upgrades. It's really simple.

The all-in-one nature of the Interaction Center Server makes PureConnect Cloud easier to deploy, extend and manage than any other enterprise-class cloud platform on the market.



Digital channels



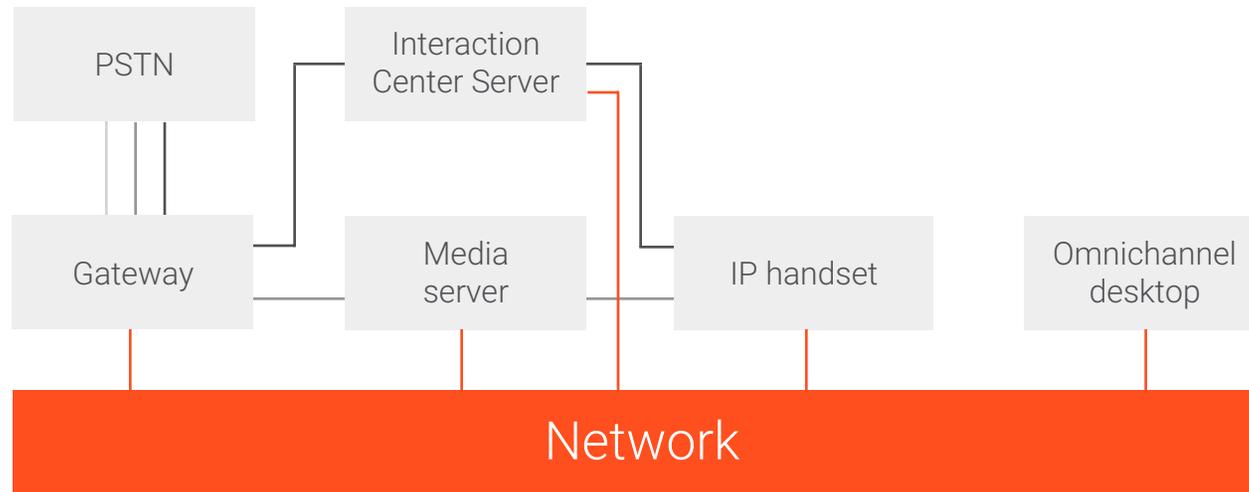
Workforce optimization



Real-time speech analytics



How it works



Here's a quick look at how Interaction Center Server fits into the overall PureConnect Cloud architecture.

Interaction Center Server sits in the Genesys Cloud and connects to your network. Gateway devices connect to the public switched telephone network (PSTN). IP phones are plugged in at your site, giving you basic IP telephony.

Notice that a phone call consists of two streams. The stream shown as a dark gray link controls the call (disconnect, transfer, etc.), and is called the

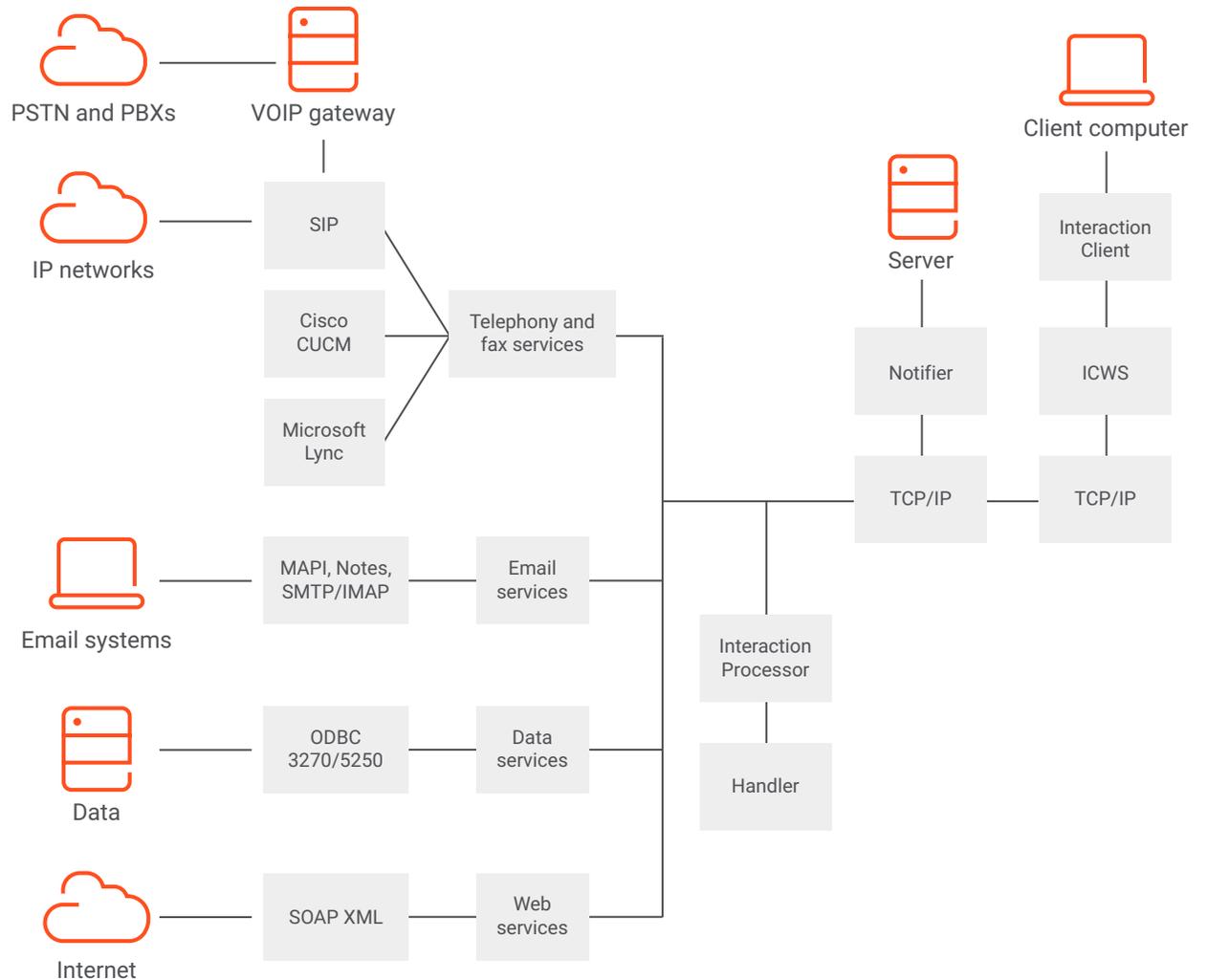
"SIP session." The stream shown as a medium gray line contains the actual audio of the conversation, and is called the "real-time protocol (RTP) stream."

The SIP session always passes through the Interaction Center Server, allowing it to keep track of the state of the call and perform actions, such as transferring a call to another user, conferencing it with another call and orchestrating other voice functions. The RTP stream does not go through the Interaction Center Server. Instead, it passes through a device called a media server.

Single-event processing engine

A single-event processing engine called Notifier sits at the core of the Interaction Center Server. Notifier is a service bus that provides core services to all components. Components don't have to know about each other or where they're located—they only need to know how to talk to Notifier. Notifier also allows components to subscribe to notifications.

Notifier makes PureConnect Cloud an extremely intelligent, scalable and responsive event-driven system. Changes happen nearly instantly and are reflected throughout. This is tremendously important in distributed organizations with hundreds or thousands of users.



Single-event processing engine

As illustrated, the PureConnect platform consists of dozens of highly functional services that cover everything from IP telephony to data access and process automation. Put it all together and it's a powerful cloud platform that scales and evolves with ease. Some of the most important services include:



Telephony services

A complete SIP stack allows the platform to function as a standalone IP PBX. It also integrates with Cisco and Microsoft unified communications products, if desired.



Data services

Access to a wide variety of data sources, including popular databases, CRM applications and other enterprise systems (new and old).



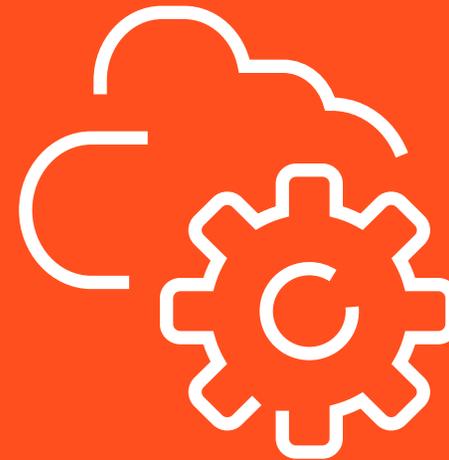
Email services

Seamlessly integrated with major email platforms. Voicemail messages and faxes appear in end-user mailboxes, providing unified messaging functionality.



Web services

Built-in support for text, chat and web collaboration, as well as lower-level interfaces to web services.



Put it all together and
it's a powerful cloud
platform that scales and
evolves with ease.

Get high-performance media server appliances



The PureConnect Cloud platform uses a specialized Media Server appliance to increase performance, reliability and scalability.

The Media Server performs all audio processing and various operations, such as playing prompts, recording calls, playing music on hold, enabling conferencing, and performing call analysis and real-time speech analytics, among others.

By having the Media Server take care of audio processing, PureConnect Cloud can deploy a pure application server for you (Interaction Center Server). This eliminates the need for third-party voice board hardware. The Media Server processes audio functions at high capacity and superior durability, increasing the reliability and scalability of the PureConnect Cloud solution.

Media servers can be in the Genesys cloud or placed onsite at your facility. This gives you the flexibility to meet varying business needs and allows users to work anywhere—home, central contact center, remote office or an international location.

Use a single omnichannel interface

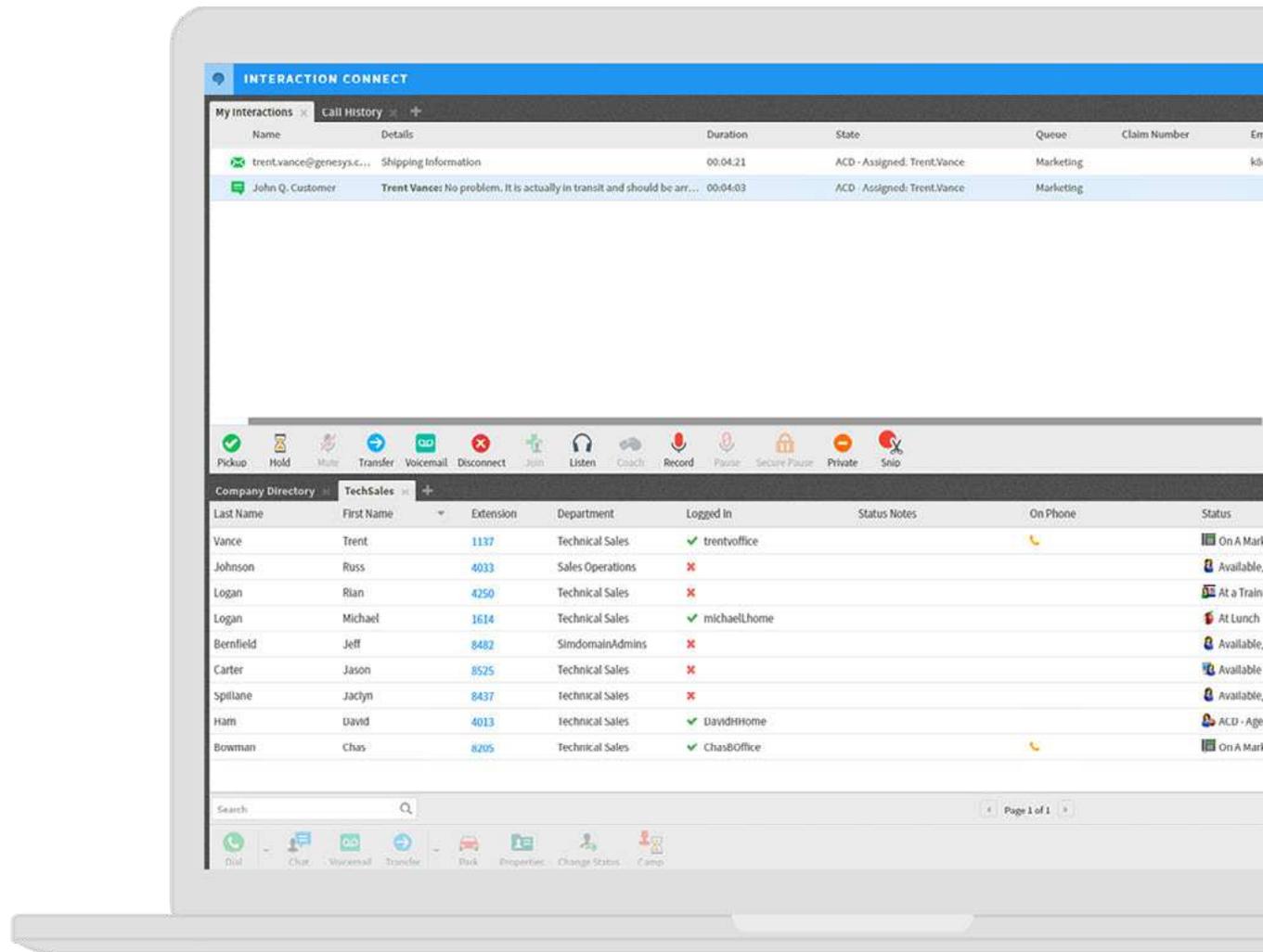
Your users have a single interface to do their jobs across all channels and in a way that is specific to their role: agent, supervisor, manager or administrator.

Agent interface

Agents have one place to go to do all their work. They service customers using the PureConnect Cloud omnichannel interface, Interaction Connect.

Interaction Connect is simple and ready to use for a number of omnichannel communications tasks, allowing you to:

- View incoming interactions
- Perform operations while interacting (e.g., transfer, conference, record)
- Manage presence
- Participate in queues and business processes
- Access company and group directories
- Make outbound calls and other important functions
- View individual quality scorecards and access associated recordings for phone calls, chats and emails



Use a single omnichannel interface



Supervisor interface

Interaction Supervisor allows your supervisors to keep track of what's going on in the contact center across all channels of communication. It displays real-time information and users can set alerts, such as calls longer than a certain duration or average hold time greater than a given value. They can also determine how they want to be notified when thresholds are exceeded. This means that supervisors can easily monitor and manage agents, interactions, queues and processes—while at their desk or on the go.

Manager interface

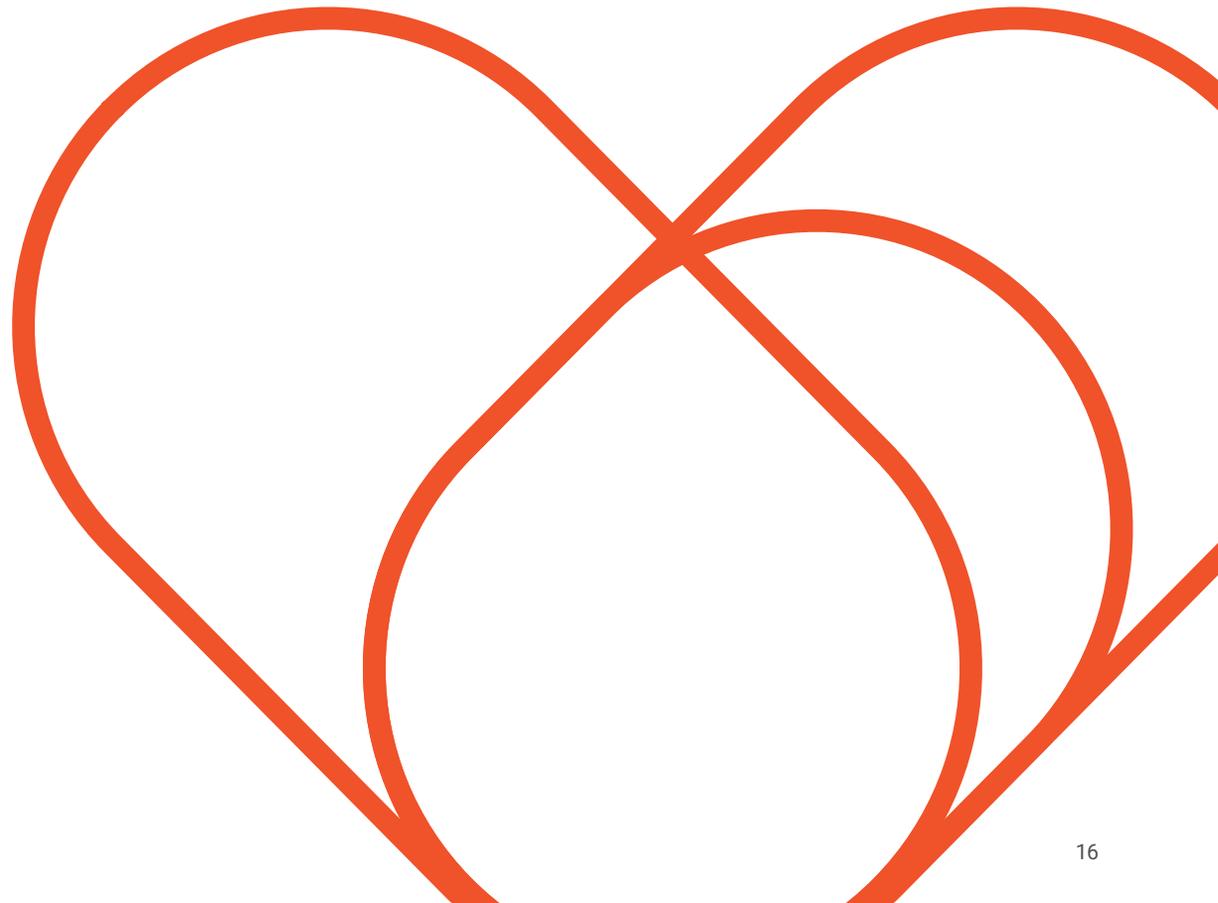
Using IC Business Manager, your contact center managers have a comprehensive view of PureConnect Cloud solutions to better manage day-to-day operations. Managers can navigate seamlessly between supervisor, recording, quality management, workforce management, customer feedback, process automation and other solution elements. Decision makers monitor and manage their collective environment to quickly respond to the needs of all managers and the business.

Administrator interface

Get work done quickly and easily with the tightly integrated suite of software objects that comprise the PureConnect Cloud solution. Administration is handled from a single, intuitive interface called Interaction Administrator. Administrators quickly and easily create queues, add new users, turn on security settings, configure remote locations and media servers, and manage call recordings—whatever you need.

Transform with an all-in-one solution

Use the power and ease of an all-in-one architecture to make customer experience your competitive advantage.



Stay isolated from others

Keep your business running separate from other companies. Maximize security and minimize risk.



You don't have to compromise security



You've warmed up to the idea of moving to the cloud. In fact, the thought of relying on an experienced cloud contact center provider to help manage security is comforting given all the extra eyes on you lately.

The problem is that you've seen too many companies in the news for compromising customer data in the cloud. If you make the wrong call with your contact center—the lifeblood and front door of your business—it could cost you and the company everything.

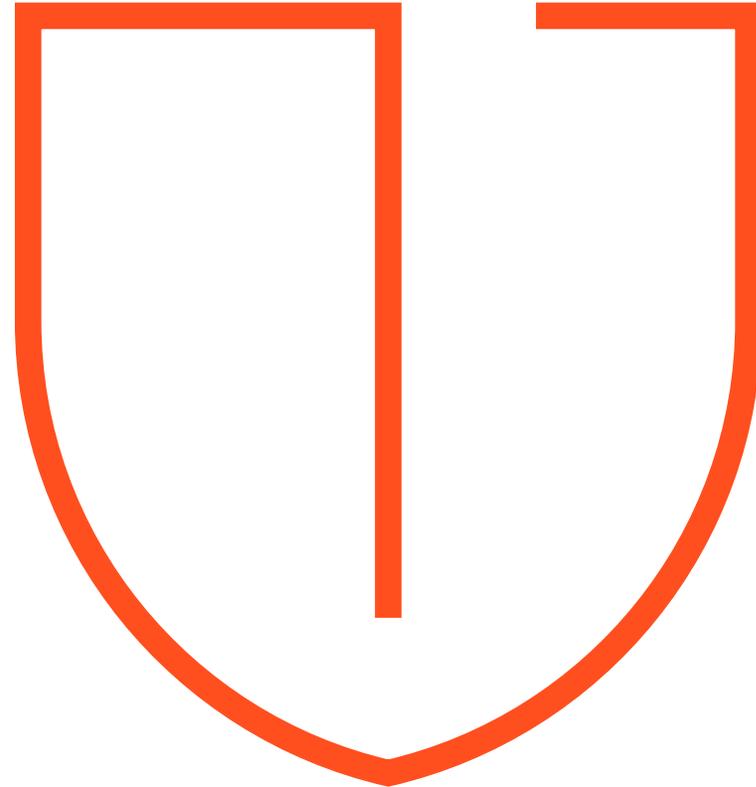
The truth is: You don't have to assume additional risks in the cloud.

Get your own application instance

The PureConnect Cloud platform gives you a safe way to the cloud with a separate application instance. Some call this single-tenant, or multi-instance, when shared infrastructure and virtualization are in play. Whatever you call it, our approach means that PureConnect Cloud offers the highest level of isolation in the cloud today—anywhere.

Running a separate instance of the application, rather than sharing services and data stores with other companies, is a more isolated and secure approach. There is less chance the cloud provider, another company or a malicious attack will affect the performance and reliability of a single subscriber.

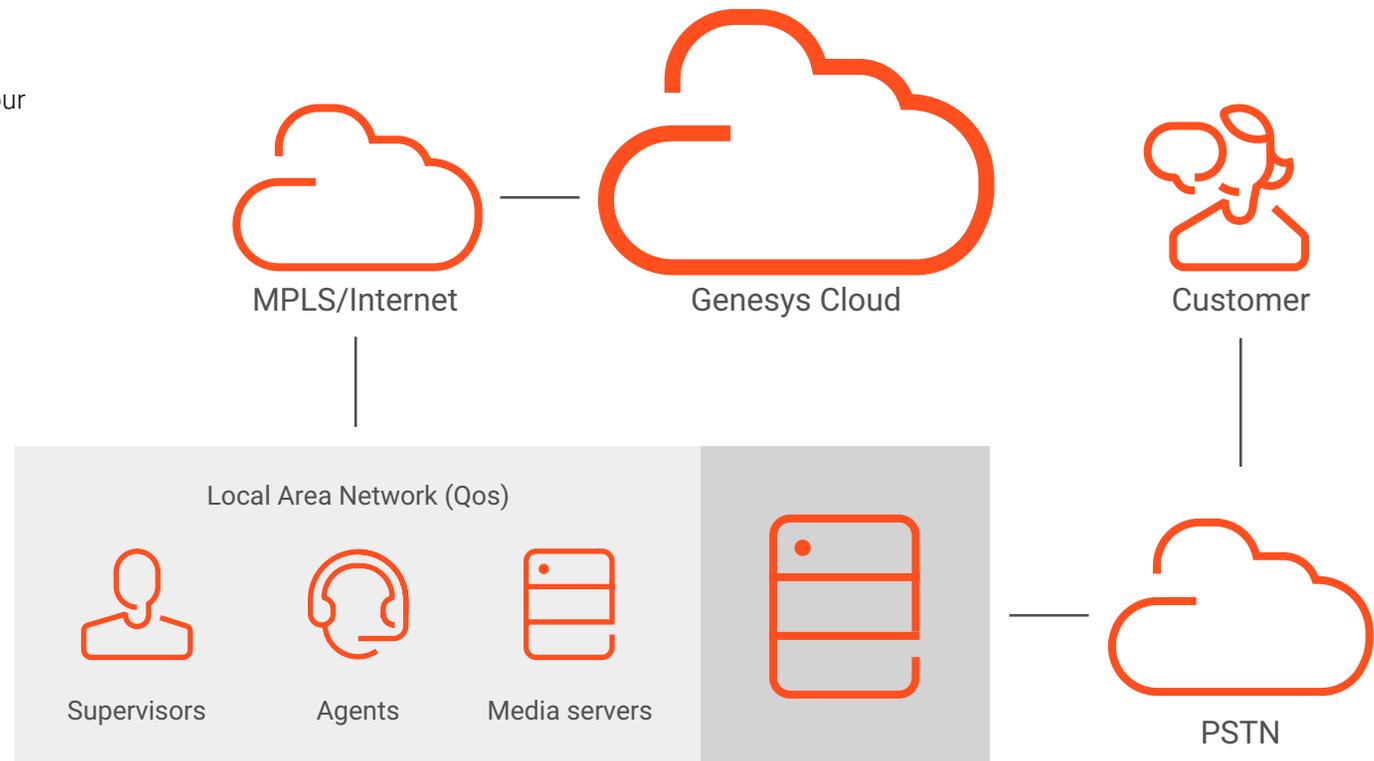
You also have the option of complete isolation from other companies with a dedicated private cloud deployment. This means compute, network and firewall resources are 100% dedicated. The result is a fully isolated single tenant node customized to meet your specific needs. This approach is ideal for environments that require the physical isolation of applications and data to meet stringent security and compliance requirements.



Keep voice local

Add yet another level of isolation by keeping voice traffic and recordings behind your firewall. In this case, gateways and media servers are placed at your site and communicate with the application server in the Genesys Cloud.

Keep conversations within the walls of your buildings for greater privacy and security.



Get the trust you need



The most critical component of a successful relationship with a cloud service provider is trust. Security and reliability are paramount. The high level of isolation available with the PureConnect Cloud solution provides an added level of assurance for making your move to the cloud. Check out the Trust section of this document for more details.

Put it all together and you get maximum security and isolation in the cloud.

Maximum flexibility and control

Enjoy the same freedoms
in the cloud you've grown
accustomed to with
on-premises systems.



Maximum flexibility and control

You don't have to compromise control

You want the cloud to take pressure off IT and get more strategic.

However, given the sophisticated and mission-critical nature of your business, you must be able to do certain things in the cloud, such as:

- Tailor solutions to meet unique, changing business needs
- Prevent changes during the busy season—there's too much at stake
- Keep sensitive data safe

You'd also like to maintain strategic carrier relationships and move to the cloud at a pace that's right for you.

The problem is that most cloud solutions don't allow this level of flexibility and control because applications are shared with other customers.

But you don't really have to give up that much control.

Customize solutions as much as you want

The PureConnect Cloud solution gives you maximum flexibility and control, including the ability to tailor solutions to meet your specific needs.

Turnkey solutions with easy-to-configure contact center services are a great foundation. But PureConnect Cloud also allows for extensive customization, if needed. This is largely done through system configuration rather than expensive, time-consuming programming. However, it's also possible to customize how the Interaction Center Server processes interactions and to create end-user applications that make use of many other PureConnect Cloud capabilities. Here are the tools that enable this added level of control.



Customize solutions as much as you want



Interaction Attendant

Interaction Attendant makes it easy for supervisors, managers and administrators to design, configure, tailor and change customized interaction flows at will. It's so easy, that the business can make changes on their own, without involving IT.



Interaction Designer

Interaction Designer is a powerful visual programming environment that lets you easily create sophisticated server applications without writing code. The PureConnect Cloud default event-processing behaviors were created using Interaction Designer.



Client-side APIs

Extend the functionality of client applications, ranging from simple screen pops to complex APIs that developers use to create desktop applications. This includes a RESTful API for web, mobile and desktop client applications.

Customize solutions as much as you want



Get tailored services

If you want services tailored to your needs, our experts will help define your objectives and choose a success offer that's best for you. You'll get exactly what you need to get the most out of your cloud investment.



Determine the timing of updates

Take control of updates. With the PureConnect Cloud platform, you control when to apply updates and add new functionality. This is especially important for mission-critical centers during the busy season.



Store sensitive data where you want

Control where you put sensitive data. Keep your voice path and customer data, including recordings, behind your firewall or within our data centers.



Drive carrier relationships

Maintain control over how you manage carrier relationships. Keep them as-is by having calls continue to terminate at your facility, or we can take care of all that for you.

Get to the cloud your way

With a PureConnect Cloud solution, you control how to migrate to the cloud based on what's right for your business at any given time. PureConnect Cloud gives you the maximum level of security and control.

Have it all with an all-in-one contact center

Get everything you need to run a sophisticated contact center without the hassle. You'll have immediate access to the broadest set of omnichannel solutions built from the start to work together on a single platform. Just add agents.

Here are some of the capabilities offered natively on the PureConnect Cloud all-in-one platform.

Have it all with an all-in-one contact center

Omnichannel routing

Customer interactions of all kinds are delivered at the right time, in the right order, to the most appropriate agent using skills-based routing. This includes voice calls and voicemails, web chats, emails, faxes, texts and social media.

Self-service

Callers perform a variety of self-service functions using either touchtones or spoken phrases. And speech recognition is built-in.

Outbound

Outbound campaigns for telemarketing and collections make use of powerful predictive algorithms to move quickly through lists and keep agents busy. Outbound phone calls and email are supported; SMS is coming next.

Workforce engagement management (WEM)

A wide variety of WEM capabilities are built-in, including workforce management (WFM), multichannel recording, quality management, customer feedback and speech analytics, along with real-time dashboards and historical reporting.

Real-time speech analytics

Voice interactions are recorded and analyzed in real time. Keywords are identified, spotted and scored. And then scores are aggregated and displayed. Keywords are bookmarked in recordings to help with evaluations. Powerful analytics and data visualizations are also available, including pre-built dashboards, for faster access to valuable insights

Real-time monitoring

Supervisors can listen to an agent's call, "whisper" in their ear for coaching, take over the call, initiate a recording and so on—whether the agent is local or located thousands of miles away. There's even an iPad app to enable mobility. Configurable thresholds alert supervisors when action is needed.

Reporting and analytics

Every event associated with a processed interaction is logged for a complete view of what happened—beginning to end. A graphical report viewer lets managers easily create ad-hoc reports across every aspect of the operation—contact center, enterprise, branch office and at home.

CRM and UC integrations

The value of the PureConnect Cloud platform is easily extended through pre-built integrations with Salesforce, Oracle and other popular CRM solutions.

Enjoy built-in business communications or integrate with Microsoft and Cisco unified communications products, if that's your corporate standard. Given the open architecture, you can integrate PureConnect Cloud with any application or system you have in place.

Consider shopping for other pre-packed integrations and complementary applications in the Genesys AppFoundry, a virtual marketplace.

Add complementary Genesys solutions

The new, common technology framework being applied to all Genesys platforms adds value to PureConnect Cloud.

Here are just some of the Genesys common services (solutions) available to enhance your PureConnect Cloud installation.

Add complementary Genesys solutions

Co-browse

With the consent of the website visitor, an agent can take full or limited control of your customer's screen and interact directly with the webpage to assist with form completion.

Comprehensive Interaction Analytics

Genesys Interaction Analytics combines rich speech and text analytics across all channels. Conversations are categorized by topic and emerging trends. Unexpected events are discovered and users can search for words or phrases within interactions.

Intelligent (self-service) automation

With Genesys Intelligent Automation, you can build personalized omnichannel self-service applications, intelligent assistants and more. It provides more than 80 pre-built microapps for rapid deployment across channels. And it leverages native and third-party Natural Language Processing (NLP) with robust speech recognition via Nuance. The PureConnect Cloud platform supports voice applications, visual IVR and chatbots with Genesys Intelligent Automation today; full omnichannel self service is coming next.

Social media connectors

Connect even more moments using Genesys Hub to link up to Facebook and Twitter and monitor social conversations. Route social interactions that need attention to agents so they can join the conversation.

Sophisticated workforce management

Genesys Workforce Management is a comprehensive WFM application that accurately forecasts, schedules and tracks the performance of multi-skilled employees in single and multi-site environments. It's the only integrated workforce management system to offer automatic updates of historical data and employee skill information in real time across all interaction channels. This ensures the most accurate planning possible.

Strategic planning

Make smarter plans and budgets with Genesys Decisions. This strategic planning tool was designed specifically for contact centers. It enables accurate prediction of long-term operational performance by taking into account the true impact of contact volumes, attrition, service levels and other key factors. You can develop effective and efficient staffing and service plans. The ability to continuously track variance from those plans means you can respond faster to change, and ultimately deliver a better customer experience.

Widgets

Genesys Widgets are streamlined, lightweight, extensible, and mobile-optimized widgets that you can embed on your website. Initially, the PureConnect Cloud platform includes the Genesys Chat Widget. It gives you best-in-class chat capabilities within a user interface that is optimized for both desktop and mobile browsers.

Look forward to shared microservices

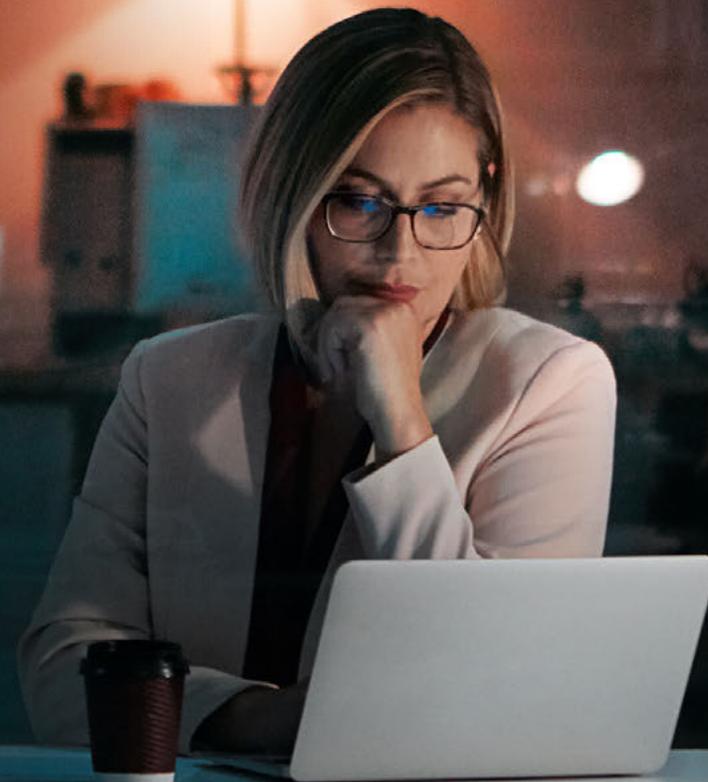


The Genesys PureConnect, PureCloud and PureEngage research and development teams are coming together to deliver new, innovative microservices for use by all platforms. This is more great news for PureConnect Cloud customers as you benefit from new innovations in artificial intelligence (AI), machine learning, journey analytics, workforce optimization and more. PureConnect Cloud continues to be a customer engagement platform for the future; one of the key reasons businesses choose to partner with Genesys.

All-in-one should include business communications

Turn on business communications and you'll have a single platform for both contact center and business communications. Further simplify your IT environment and make your CFO proud.

Here are some of the capabilities offered natively on the PureConnect Cloud all-in-one platform.



All-in-one should include business communications

IP PBX

A complete SIP-based IP PBX with all the call processing and business communications functionality you need, and then some, is finally here.

Desk phones

Connect industry analog, IP or managed IP desk phones to your IP PBX. Choose managed IP phones and significantly reduce the time associated with initial configuration and ongoing maintenance.

Softphone

With our softphone, you'll have an on-screen dial pad for placing and controlling calls from your computer.

Client

Our web-based client gives you a single interface for call, chat and status management. It includes directories with contact and status information. The client runs from a browser, so there's no need to install anything on the desktop.

Auto-attendant

Configure auto-attendant to automatically answer calls, prompt callers to make menu choices and route calls more efficiently. Once callers select an option, the auto-attendant can play pre-recorded prompts, offer a submenu, search an employee directory, transfer calls, send or receive a fax, provide access to voicemail, and more.

Presence management

Set your status to show current availability. Default statuses include:

- ACD - Agent Not Answering
- At a Training Session
- At Lunch, Available
- Available Follow-Me
- Available Forward
- Available No ACD
- Away from Desk
- Do Not Disturb
- Follow-up
- Gone Home
- In a Meeting
- On Vacation
- Out of Office
- Out of Town
- Working at Home

You can see how long you've been in your current status and enter status notes if you want to provide additional information to co-workers.

Directories

Use directories to get contact information such as names, telephone numbers, extensions and email addresses. Directories also show you status information. Views are configurable and include company and other general directories that can be public or private. From a directory, you can search for a contact, view their information and status, double-click a name to call, click a phone number hyperlink, transfer a call, camp on someone, and more.

All-in-one should include business communications

Instant messaging

Message other employees through an intercom chat with two or more participants. Simply select the person you want to message in the directory and click the chat button.

Voicemail

Open voicemail messages as attachments in emails or listen to them from an optional voicemail view in the client. You can listen to and manage messages using your telephone too. You also can listen to someone leaving you a message, pick up a call when someone leaves you a message, transfer calls to voicemail and see how many unheard messages you have via the message waiting indicator.

Faxing

Receive, view and send faxes from the client and have faxes sent to you as email attachments. And you can use a special fax utility to view, edit, print, compose and send faxes, too. Otherwise, you can receive faxes as TIF, PNG or PDF files and use default applications to view and print them.

Unified messaging

Use a single web-based interface to get all types of messages—voicemail, chat, email and fax—in one place.

Conferencing

Create a conference call by making or receiving several individual calls, then dragging and dropping each to connect participants. Any user in the conference session can add or delete other conference call participants with the client interface.

On-demand recording

Record a call on-demand using the record button and have those recordings sent to you as .WAV files attached to email messages.

Reporting

Get standard reports to meet most of your needs, or create custom reports if you need additional information. You can also schedule reports to be run and automatically delivered on a daily, weekly or monthly basis.

Multilingual

Choose from more than 20 supported languages to meet your customers' needs no matter where you are in the world.

Integrate with other popular UC platforms

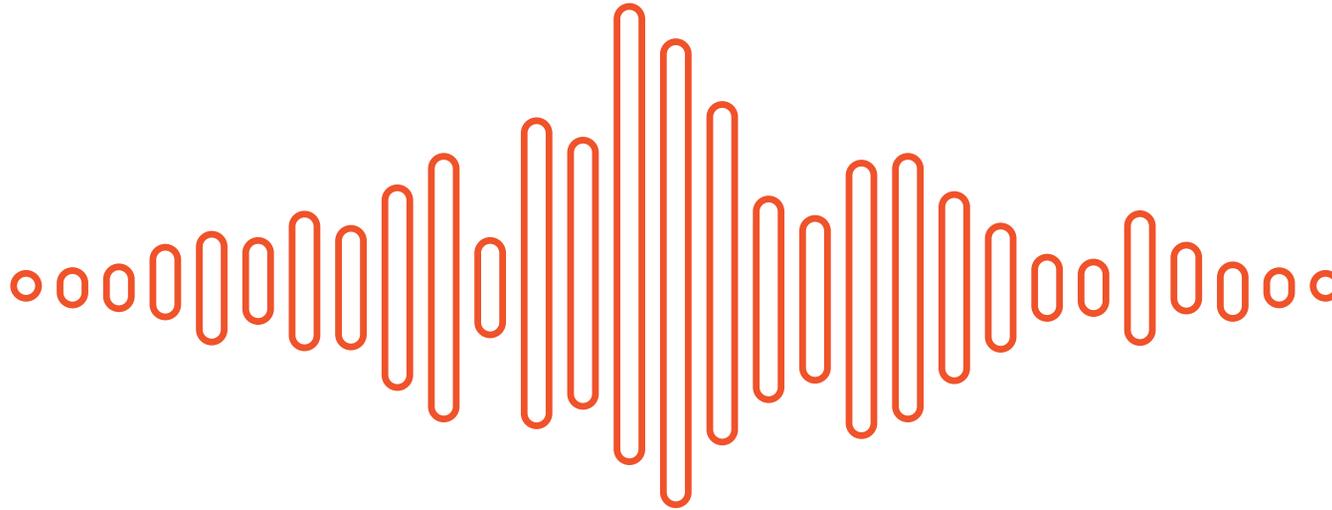


Have the option to integrate the PureConnect Cloud platform with Microsoft and Cisco IP PBX and UC systems if that's what makes the most sense for your business. The important thing is that you have choice in how you bring together contact center and business communications on behalf of your customers and employees.

Get voice services your way

Consume telco the way you want — bring your own carrier (BYOC) or use our voice services.

Get voice services your way



Subscribe to PureConnect Cloud voice services

If you choose our telco services, your voice infrastructure, or a portion of it, will move to the cloud. You can purchase new phone numbers, such as 800 numbers or DIDs, or port existing ones. They can be assigned to users, IVR systems, managed phones or campaigns. And our straightforward pricing offers a per-port and per-minute model.

PureConnect voice services are available in the United States and these European countries: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

Bring your own carrier (BYOC)

You can also choose to terminate your own telecom carrier circuits in our data centers. While you can use T1, E1 or SIP trunks from the public switched telephone network (PSTN) most customers choose SIP trunking because of cost and flexibility. Circuits must be fully redundant to ensure failover between primary and secondary data centers.

Voice traffic (SIP and RTP) originates in our data centers and traverses a Multiprotocol Label Switching (MPLS) or high-speed internet connection to your network.

Choose the best option for you

The following chart provides a simple comparison of the benefits associated with each option. See which one works best for you.

PureConnect voice services

Genesys cloud
telephony service



Key benefits

- Get started quickly
- Choose new numbers
- Port existing numbers
- Eliminate on-premises voice infrastructure
- Protect from disruption
- Manage one vendor, one bill

BYOC on-premises

Choose your own telephony
service terminated at
customer facility



Key benefits

- Retain existing carrier
- Get service where PureConnect voice is not available
- Local survivability
- Keep all call traffic, recordings, and sensitive customer data on customer network
- Comply with local regional telephony regulations

BYOC cloud

Choose your own telephony
service terminated in
Genesys cloud



Key benefits

- Retain existing carrier
- Get service where PureConnect voice is not available
- Simplify telephony infrastructure

Get streamlined and tailored customer experience services

Rely on experts who can help you accelerate a customer experience transformation and facilitate your ongoing success.

With a framework of customer experience services, you have a simple path that enables quick, reliable deployment and guides you through every step of your journey. It's as easy as Define, Choose and Subscribe.

Three simple steps to success

Step 1 – Define your objectives

Work with our experts to develop a vision and strategy, and apply a time-tested methodology that makes it easy to get started and identify future areas of innovation.

Step 2 – Choose your success offer

Get the right help at the right time by choosing an offer from our Genesys PureSuccess service framework to best fit the type of relationship you want to have. We can drive, serve as a guide or equip you to do things yourself.

The services you select will be tailored to achieve your business outcomes at every step of the journey. Whether you're establishing your vision and building a roadmap, preparing your organization to adopt new technology, or using operational data to optimize your experience, you get help from Day 1.

Step 3 – Subscribe to our service

Get straightforward, transparent subscription pricing that makes it easy to get started. Package software and services together to make it even simpler.

Have an advisor as your guide too

You'll work with an advisor whose job is to bring your needs, business objectives and criteria for success to the forefront of every conversation. An advisor is your single point of contact for everything throughout your journey; your advisor is an advocate for your customer experience vision, knows your business and provides prescriptive recommendations.

Drive

Dedicated experts bring hands-on Assistance

"I want Genesys at my side the whole way."

Guide

Instructor-led training and live consultations

"I want Genesys to teach me how to do this."

Equip

World-class tools, knowledge and materials

"I want Genesys to give me the tools to do this myself."

The road ahead for PureConnect Cloud

You get a platform for the future with the PureConnect Cloud solution. Benefit from continuous innovation, whether through the core platform, cloud acceleration or our new common architecture.

Note: Information in this section is based on current plans, which may change as they develop. Be sure to sign up for a roadmap webinar for the latest, most current details.

The road ahead for PureConnect Cloud

Core platform plans and enhancements

Look for more progress in key areas such as webification, analytics, digital and omnichannel.

Webification

Equip your agents with a modern web-based experience that's even more powerful than today, with additional functionality for Interaction Connect. More administrative and supervisory features are coming, to improve the experience for everyone.

Analytics

Analytics is another key focus area, especially web-based analytics and interactive visualizations that provides you with clear, robust and easy-to-access insights. This includes configurable displays and dashboards, IVR reporting visualization, and extensible reporting and analytics.

Digital

Move to first-class treatment of non-voice channels. You'll see new channels and improvements to existing non-voice channels including text messaging (SMS), social and other messaging apps—for better user experiences.

Omnichannel

Customers typically interact with contact centers through more than one channel. That's why we're building out capabilities around the full customer journey, contextual routing and analytics.

Hear about cloud acceleration plans

Get new product capabilities faster and additional network options to speed deployment. This makes it easier for you to install new capabilities and enhance operations with further automation and resiliency.

Learn about our push to a common architecture

A new common technology framework is being applied to all Genesys platforms. This means that, in addition to dedicated developers for the core platform, the broader Genesys development team is working for you, too. First, certain common services (solutions) are becoming available across platforms. PureConnect Cloud customers get access to technology previously available only on the PureEngage and PureCloud platforms.

Next, PureConnect, PureCloud and PureEngage research and development teams are coming together to deliver new, innovative cloud microservices for use with all platforms.

With the acquisition of Altocloud, PureConnect Cloud customers can expect future capabilities around journey mapping and analytics. We'll also extend more AI technologies to enhance the value of PureConnect Cloud.

A trusted service

Get a proven cloud platform where security and reliability are top priorities.

Get access to an experienced security and compliance team who works on your behalf to protect and preserve the integrity and confidentiality of your data.



Certifications

Have full confidence that you comply with the following important industry certifications.

International Standards Organization (ISO) 27001:2013

Establishes an Information Security Management System (ISMS).

Statement of Standards for Attestation Engagements (SSAE) 18 Service Organization Control (SOC2) Type II

Cloud security, availability, processing integrity, confidentiality and privacy.

Payment Card Industry (PCI) Data Security Standards (DSS) 3.2 (for Data Centers within the United States and Europe)

Encryption, vulnerability management program, strong access control, monitoring and testing networks, and information security policy.

Health Insurance Portability and Accountability Act (HIPAA) Assurance

Comply with standards for safeguarding protected health information (PHI).

EU-US and Swiss-US Privacy Shield Framework

Notice, choice, onward transfer, security, data integrity, access, and enforcement.

GDPR

You also get all the necessary practices and technical requirements to ensure compliance with the European Union's data protection law, General Data Protection Regulation (GDPR).

FedRAMP

We're actively working toward FedRAMP certification, which benefits all customers. We're working with an accredited Third-Party Assessment Organization (3PAO), an independent entity that performs initial and periodic security assessments. In addition, we're working with existing federal government customers to help our teams achieve FedRAMP authorization.

Security measures

Definition, monitoring and management of applicable regulations and standards are facilitated by the following mechanisms. All of these mechanisms are in addition to data center, application, network, and data and storage security that are an inherent part of the service.

Information Security Management System (ISMS)

Our security program defines policies, process, procedures and training.

Access control

Managed access to all system, application and infrastructure components that provide our services defined in our established Roles Based Access Control (RBAC) list.

Data classification

Our service has defined information security-handling guidelines. Generated data is consistently protected throughout its lifecycle according to its specific sensitivity level. Data classification matrices are constructed and reviewed annually by the compliance team.

System hardening

Security scanning was performed on our base OS images and security policies within our environment to ensure that our core systems are appropriately hardened against cyberattacks (virus, trojans, worms, malware, and more).

Incident response and evidence preservation

Process for how the entire organization will respond to a potential security incident. The incident is then communicated, investigated, validated and remediated. This includes any external notifications to customers. In the case of a determined security incident, all system and log evidence are collected and cataloged as required by our security team.

Security



Data center security

Your service is delivered from secure data centers with colocation facilities. Each data center has state-of-the-art physical security made up of 24x7 manned security desks, biometric scanning and/or electronic key-card access controls. Data centers also undergo an annual SSAE 16 Type II review.

Application security

Get a dedicated instance of the application that runs on dedicated application servers (physical or virtual). Learn more about how the PureConnect Cloud platform allows you to stay isolated from other customers.

Network security

Connectivity, via a WAN connection, to our data centers is secured by a dedicated firewall context and dedicated VLAN within our core infrastructure.

Data and storage security

We store your application data (call history, quality management data, and so on) in an individual database instance in our shared infrastructure. Logical separation is used to isolate your recordings (call and screen) from other customers within our high availability storage servers. By default, these recordings are secured using 256-bit AES encryption with individual private keys. You also have the option to store recordings locally on your own network.

Get maximum uptime

In addition to comprehensive security and compliance, you get guaranteed service levels with maximum application uptime. Your contact center runs on a mature platform proven by thousands of global customer deployments. Here are a few specifics to give you a feel for how we provide you with high resiliency and application availability. Other customers using the service won't impact application uptime because you run your contact center on your own application instance.

Hardened Tier 3 data centers

Your service is delivered from hardened data centers with colocation facilities. Centers are designed to withstand sustained wind gusts of up to F3 on the Fujita Scale and have redundant UPS, generator service and environmental cooling units.

Geographic redundancy

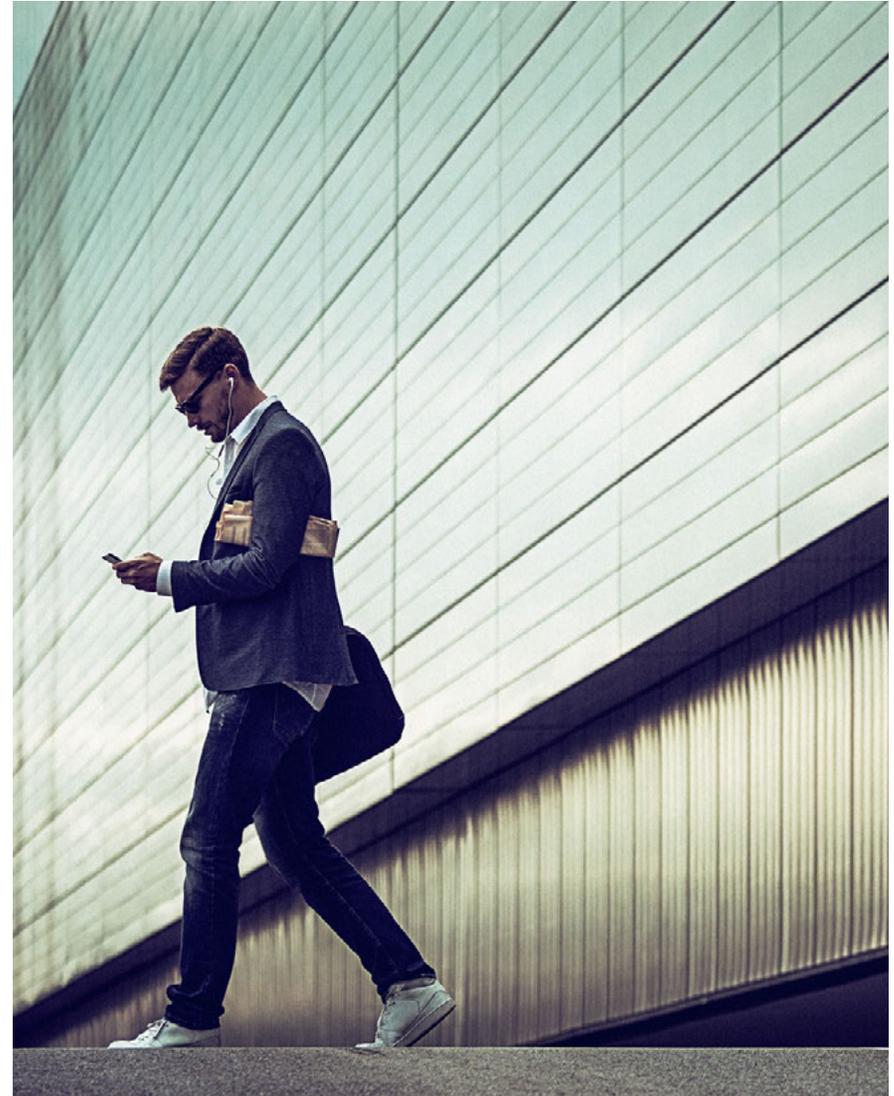
Geographically redundant servers provide business continuity and disaster recovery.

Network Operations Center (NOC) monitoring

All service infrastructure (servers and networking devices) are monitored 24/7/365 by our NOC.

Backups

Your application servers, stored recordings and historical data are backed up on a regular basis.



Partner with an experienced provider

The trust you have in a provider goes beyond security, compliance and reliability. You also want to know they have a high level of industry experience and expertise.

Get simple cloud pricing tailored to your needs

A straightforward pricing model gives you the confidence that business value exceeds investment.

Your base package will include both software and success services. Just add what you need from there.

Get simple cloud pricing tailored to your needs



Start with a base package

Gain access to ACD, IVR and business communications with your base package. Named and concurrent pricing is available. You'll have a minimum monthly commitment; dealing with overages is simple and hassle-free.



Select additional functionality

Choose which add-on solutions you need: additional channels, outbound, recording and quality management, workforce management, strategic planning, real-time speech analytics, intelligent (self-service) automation, and more. See the contact center solutions page for a representative list of solutions to choose from.



Choose a success package

Select services based on the kind of relationship you want with us. Core services come with the base package, and you can add other services to further tailor your experience. We'll help you understand your options, so you choose the right services based on your objectives.



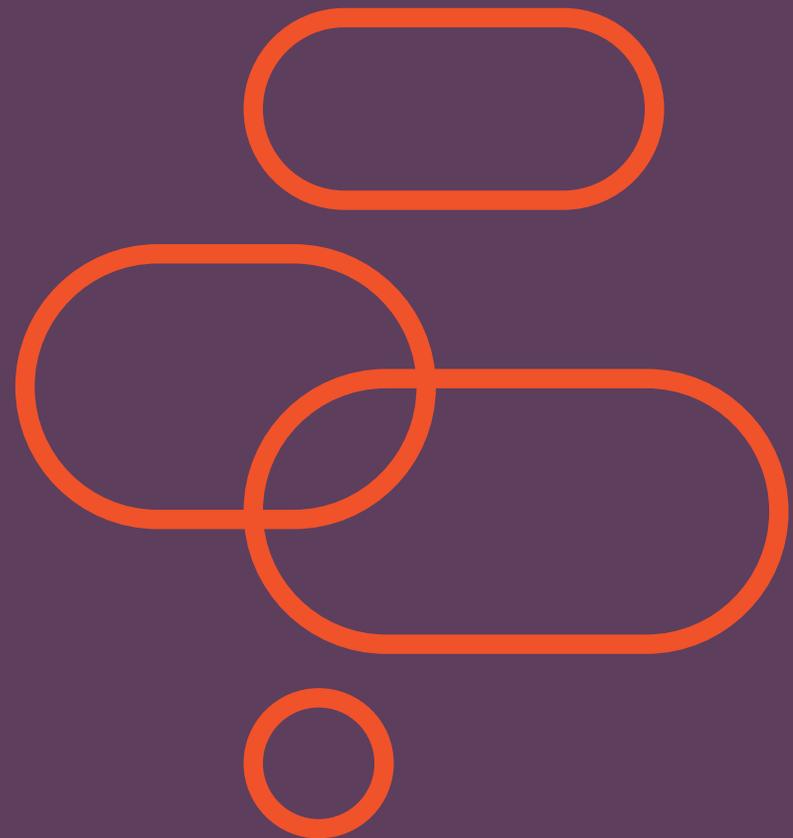
Activate your subscription

It's time to activate your service and begin the process of transforming the customer experience in a powerful, simple and economical way.

Thank you

Thank you for reading this paper. We hope it gives you the tools you need to evaluate the PureConnect Cloud platform before seeing it in action and speaking to our team.

After reading this paper, you might still have a few questions. And we want to make the paper better. So, please tell us what else you'd like to read about to evaluate PureConnect Cloud. We'll get you the information and add it in the next revision.



Continue the conversation

You have many options and we would love to continue the conversation in the way you choose.

- Have us contact you.
- Arrange for a demo.
- Schedule a customer experience workshop.

We look forward to collaborating with you and being a part of your success story.

[Learn more](#)

[Request a demo](#)

[Contact us](#)



Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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