# Genesys Cloud
# Unified Communications & Collaboration

Solution Overview

# Streamlined communication is **essential** to your business.

Omnichannel extends beyond the contact center — your employees demand it, too. Access all the communication and collaboration channels you want from a single application, on any device.
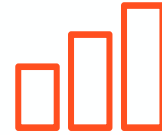
# Frustrated with incomplete solutions, many companies cobble together their own.

Messy integrations and too many vendors make for **less efficient** employees and **costly, time-intensive** maintenance and upgrades.

Physical hardware is cumbersome and outdated. Old communications systems **don't scale** and require **hefty up-front investment**.

Your business is growing, and today's needs may not be the same as next year's needs. Your **vendors innovate at different paces**— or not at all.

# You need a cloud solution that combines CX management with business communications and collaboration.

Replace your legacy PBX with a cloud solution for **speed, scalability, and agility**—across your communications portfolio.

Unify telephony vendors, business users, and contact center users—one bill for **all your cloud communications.**

Integrate with carriers and communications solutions to **keep up with your business's shifting needs.**

# The Genesys Cloud Suite
# of Communications Solutions

# All-In-One

The only unified cloud communications + contact center solution. An integrated layer of UCC is built into every Genesys Cloud contact center license.
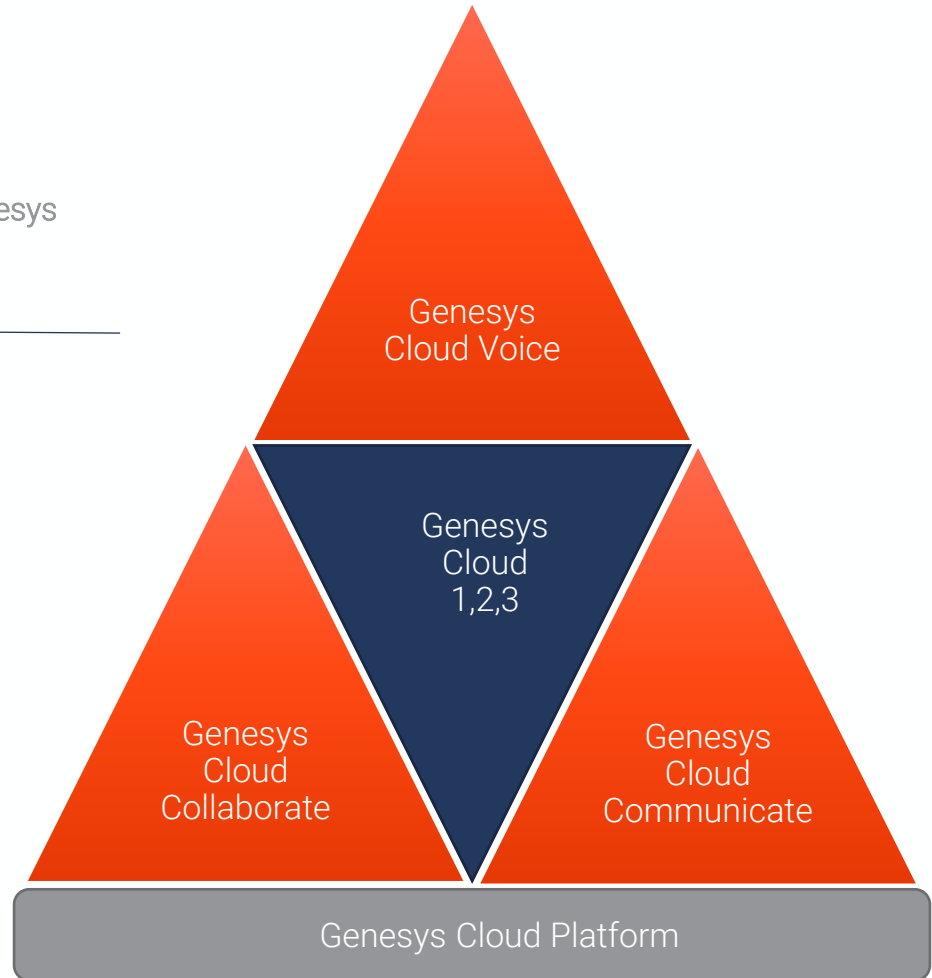
## Lower cost of ownership
Reduced up-front cost; low-to-no maintenance

## Simplified application management
One vendor, one bill; all users on one platform

## Agile cloud solution
Quick to deploy; easy to scale; new features fast

Genesys Cloud Voice

Genesys Cloud 1,2,3

Genesys Cloud Collaborate

Genesys Cloud Communicate

Genesys Cloud Platform

# Collaboration

**Genesys Cloud Collaborate**
Our native real-time collaboration tools include 1:1 video, screen sharing, dynamic and persistent chat channels, mobile app for chat, rich employee profiles and document management.
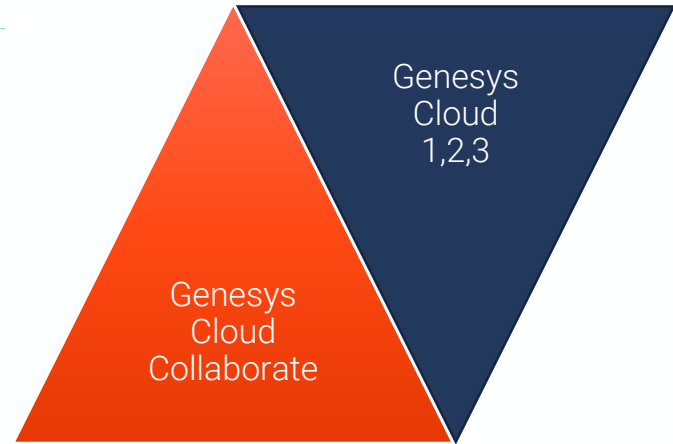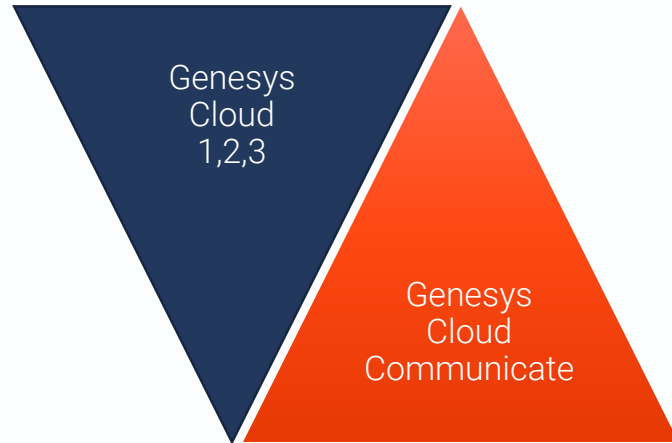
OR

**Microsoft Teams and 8x8**
Get deep integration with status, presence and chat collaboration tools.

**Zoom Meetings**
Create Zoom meetings within Collaborate video and chat features.

COMING SOON

Genesys
Cloud
1,2,3

Genesys
Cloud
Collaborate

# Business Communications
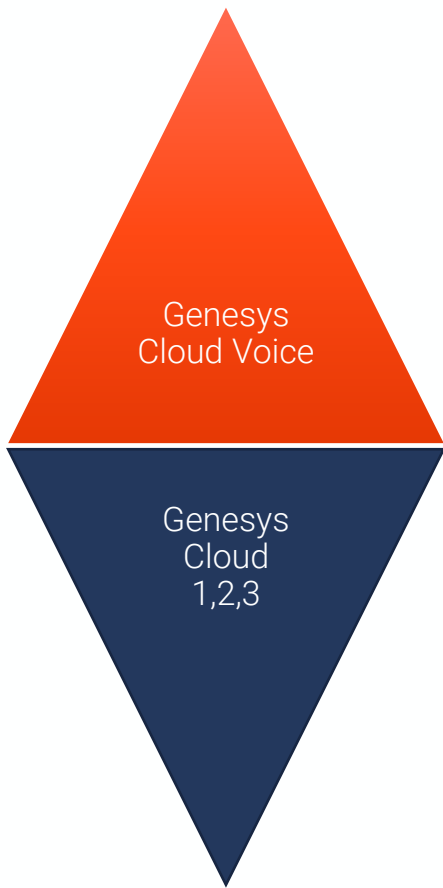
## Genesys Cloud Communicate
Our native business phone system provides telephony services, softphone, mobile app for calling, auto-attendant, and video conferencing in one user interface.

OR

## Strategic Partnerships
Use a third-party PBX such as MS Teams, Zoom Phone or 8x8.

# Voice Telephony Service

## Genesys Cloud Voice

Our Internet-based telephony service. Add phone numbers or bring your own numbers. Currently available in US, Canada and . 15+ countries throughout Europe. Genesys Cloud Voice is expanding to Latin America in 2021.

OR

## Bring Your Own Carrier

Keep an existing contract in place or leverage a strategic carrier relationship. Enable a global office without expensive international dialing rates. 100% cloud or on-premises options.



**Genesys Cloud Voice**

**Genesys Cloud 1,2,3**

**Twilio Elastic SIP Trunking**
Sign up today and receive a promo code for your first $50 on Twilio!

**Vonage SIP Trunking**
Global reach with local numbers, fast deployments, exceptional voice quality, p...

**Voxbone Global SIP**
Extending your Genesys Cloud's Global Communications Reach

**Bandwidth BYOC for Genesys**
Power Your Genesys Cloud Suite with Bandwidth's Enterprise-Grade SIP

# Reap the benefits of a single omnichannel cloud solution for all your business communications.

Integrated voice & digital

Flexible integrations

Reduced Costs

Anytime, anywhere access

Limitless scalability

Enterprise security

Continuous improvements

Unsurpassed transparency

Increased productivity

Fast deployment

# Thank you

APPENDIX SLIDES

# Genesys Cloud Collaborate

Unite your workforce

Global offices, distributed teams, remote workers.

Genesys Cloud collaboration tools let you make the most of every conversation.

Chat and favorite on the fly. Chat is persistent and searchable, so you never lose track of a conversation.

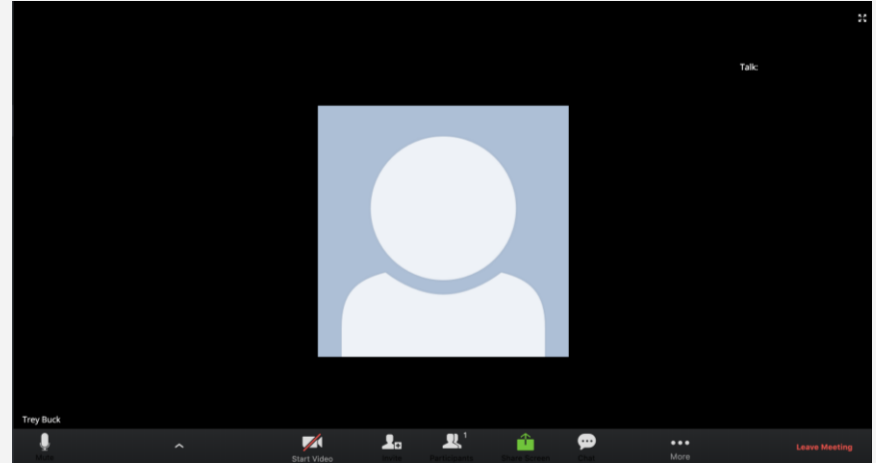Video conference with individuals or teams and screen share to show off your work.
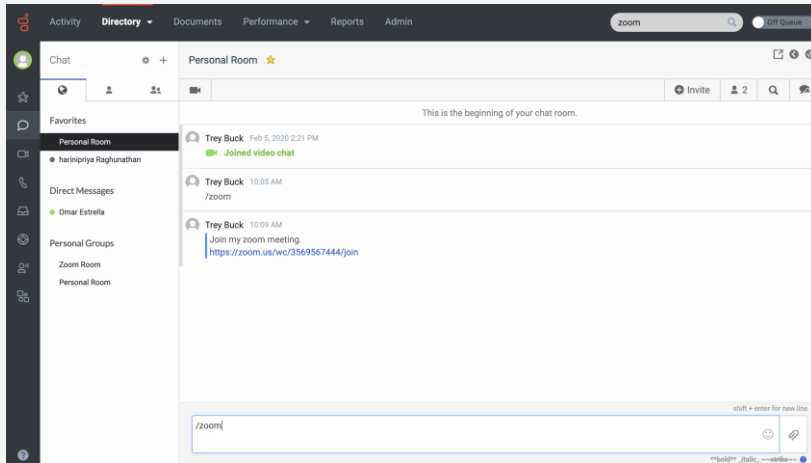
Store files in a built-in document management system.

# Genesys Cloud and Zoom Meetings

Best-in-class Contact Center and Collaboration.  Combined.

Use Zoom's industry-leading video collaboration tools directly within Genesys Cloud for business users

# Genesys Cloud Communicate

Traditional telephony + collaboration

The PBX features you're used to on top of all your team collaboration tools.

Direct inbound and outbound dialing

Extensions

Transfers

Voicemail

Call Recording

Call Forwarding

Group Ring

Hunt Groups

Faxes

External contacts

Embedded WebRTC softphone

Speech-enabled IVR

Group video conferencing
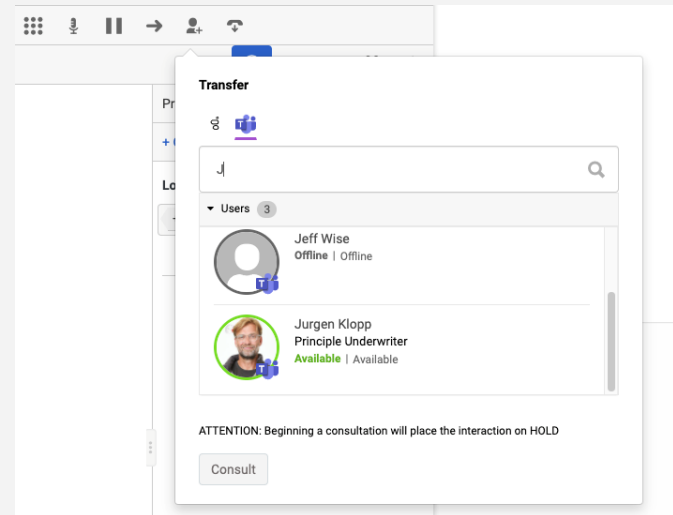
Mobility

# Genesys Cloud and Microsoft Teams

Use your preferred cloud PBX with Genesys Cloud

Optional PBX-based integration with Microsoft Teams allows Genesys Cloud users to search, see presence, and transfer calls to Teams users on-net
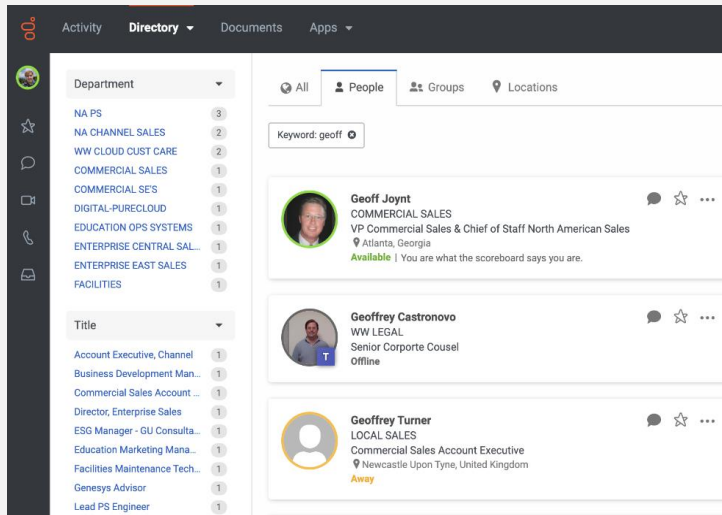
# Genesys Cloud and Zoom Phone

Use your preferred cloud PBX with Genesys Cloud

Optional PBX-based integration with Zoom Phone allows Genesys Cloud users to search, see presence, and transfer calls to Zoom users on-net
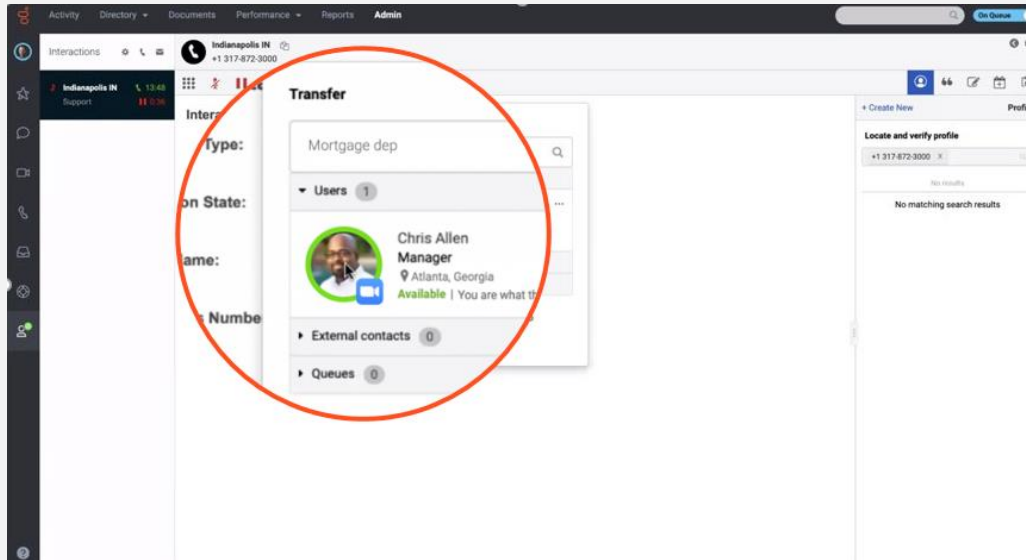
# Genesys Cloud Voice

One vendor.  One bill.  All your cloud communications.

A unified solution that brings Voice over IP to the Genesys Cloud Platform. Simplified telephony management.

Internet based telephony service

Voice Point-of-Presence (PoP) reliable and secure

Pricing based per minute

Flexible payment

Available now

# Genesys BYOC (Bring Your Own Carrier)

Go completely cloud with your own carrier. All cloud, no hardware.

Genesys Cloud BYOC adds a new voice delivery option for customer flexibility to leverage a 100% cloud solution with a preferred local carrier..

Create and maintain carrier relationships

Control your own voice cost

Efficient and cost-effective telephony plan for your business

Connect your global office, expand your global presence

Secure and compliant

Highly available, unlimited scale, reliable

Premises options available

APPENDIX

SALES SLIDES

INTERNAL ONLY

# What is it?

**What It Is**

IP PBX with easy to administer **Speech-enabled IVR**

**Flexible telephony infrastructure** that allows companies to choose the solution that works best for them (TSI, CGT, BYOC)

Use the **internal omnichannel** communication channel of your choice: Use existing hardware, break free with softphone, and collaborate with video and screen share

Robust directory, user status, & custom status messages makes it easy to **target the right people at the right time**

A solution that is **easy to deploy** and **use**

**A tool to drive productivity** with access anywhere to phone, persistent group chat, video conferencing, screen share, and content management

A fully mobile solution with **Native iOS and Android apps**

Maintain your **corporate contact list**

Leverage **out-of-the box integrations** for webchat and PBX, or allow for more customization with **open APIs**

**What It Is Not**

**Legacy PBX system:** We do not intend to support legacy PBX features like Intercom, Call Park, Call Queues, etc. that are driven by physical phones or functionality that can be found in Genesys Cloud 1, 2, or 3.

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# Genesys Cloud Communicate: Ideal Customer Characteristics Across Segments

What makes Genesys Cloud Communicate an attractive add-on
to Genesys Cloud 1, 2, or 3 customers?

| | |
|---|---|
| **Migrate** — Driven by a desire to move to the cloud | **Simplify** — Ease of use |
| **Advance** — Value a cloud 2.0 microservice architecture | **Save** — Ability to lower total cost of ownership |
| **Streamline** — All users on the same platform | **Accelerate** — Quick deployment |
| **Solve** — Customer looking for a solution with UCC and CC components | **Enhance** — Enhanced Mobility |

SMB        Commercial (400-1000)        Enterprise

Genesys Cloud Communicate: Fit for Purpose
# All-In-One VS Flexible Platform

## Sell All-In-One Strongly

Wants tightly coupled omnichannel communications for customers and employees (Voice, Video, Screen Share, Chat, Documents)

Desires all users on one platform

Simplified administration and low-to-no maintenance

Has primary offices in US, Canada and UK, additional countries coming soon

## Interchangeable Configuration

**Do you rely on physical phones, operator consoles?**

Genesys Cloud can be used in conjunction with a third-party PDX

**Do your employees rely on Microsoft Teams or Zoom?**

Genesys Cloud Collaborate can be replaced by Microsoft Teams or Zoom, and still allow for cross-collaboration with agents

**Do you have offices in multiple geographic regions?**

Third-party carriers can be used alone to build your global virtual office

**Do you want to leverage existing carrier relationships?**

Keep your existing carrier contract and extend to our cloud-based media tier, no need to port your numbers.

**SMB**          **Commercial (400-1000)**          **Enterprise**

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# All-in-One v. Interchangeable Configuration     By Market Segment

| SMB | Commercial | Enterprise |
|---|---|---|
| ✳ Most favor All-in-One | ✳ Split down the middle between options | |
| ✳ Ready for modern PBX approach that reduces hardware footprint | ✳ Some use cases continue to require a more traditional PBX approach with a goal to transition to our modern communications approach over time | |
| ✳ Simplified Administration | ✳ Sync across multiple systems with future consolidation plans | |

Don't just respond to feature sets –
– establish if Genesys Cloud
Communicate is a good fit.

**1** Introduce Communicate as a tool to help sell Genesys Cloud 1, 2, 3

**can you upsell or add on to services?**

**2** Investigate your prospect's PBX

**what is the current state of the organizations current phone system?  Legacy PBX or future-forward?**

**3** Determine what Genesys Cloud UCC approach is the best for the prospect.

**all-in-one solution or flexible interchangeable infrastructure?**

**For more information, contact:**



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