



inoria
a **calltower** company

GENESYS Cloud CX™

Understanding the Unified Communications Options

Internal & Partner only

To improve customer experience, organizations must eliminate communications barriers, freeing them to leverage expertise across the enterprise to expedite resolution of customer inquiries—not just the contact center. IT leaders tasked with integrating Unified Communications (UC) and contact center solutions have two choices; a single platform with both UC and contact center capabilities or a tightly integrated "best-of-breed" solution from different vendors.

Fortunately, Genesys Cloud CX™ has native and integrated UC offerings. Use this overview guide to help you position the right solution for your prospect.

Genesys Cloud CX

Genesys Cloud CX is a suite of modern cloud contact center (CCaaS) and unified communications services (UCaaS). Built atop Amazon Web Service (AWS), the Genesys Cloud CX all-in-one platform uses a distributed cloud environment that provides secure access to organizations around the world.

Genesys Cloud CX includes a robust set of natively built business communications and employee collaboration features. In addition, Genesys Cloud CX offers pre-built integrations with leading UCaaS solutions available through the Genesys AppFoundry™ marketplace.



Genesys Cloud CX Native UCaaS + CCaaS

Genesys Cloud Collaborate

Collaborate* is a set of capabilities for sharing information with individuals and groups in your organization.

Chat with individuals or groups, share files, and monitor public group discussions. Turn a regular chat into a video chat, create chatrooms, and share your screen with others. Store and share files in the Documents repository. Download applications for desktops, mobile devices, and more.

Genesys Cloud Communicate

Communicate includes all the features of Collaborate, such as chat, video chat, a company directory, and document sharing and layers on telephony features making it a unified communications solution. Also included is the Architect application for configuring autoattendant functionality.

Genesys Cloud Contact Center

Contact Center includes the telephony and collaboration foundation of Genesys Cloud Communicate and layers on a suite of contact center and workforce engagement capabilities based on user tier.

*Genesys Cloud Collaborate is not a sellable user type. Genesys Cloud Communicate and Genesys Cloud Contact Center 1, 2, or 3 include Collaborate

Native UCaaS Customer Benefits

- ✓ Improve first call resolution by connecting agents with subject matter experts (SMEs) across the organization.
- ✓ Avoid the time and expense incurred with deploying two platforms. All-in-one offers rapid deployment and lower costs.
- ✓ One platform simplifies administration and makes it easier to enforce security and compliance policies.
- ✓ Common user interface for UC and contact center users streamlines training and provides a better user experience.
- ✓ Work from anywhere with cloud-based web desktop, WebRTC softphone and mobile apps.
- ✓ Gain more insight into your business with holistic reporting and analytics across contact center and business users.
- ✓ Flexible telco options to fit your needs, Bring Your Own Carrier (BYOC) and Genesys Cloud Voice (GCV).
- ✓ Single tech stack and vendor relationship improves operational efficiency. One contract, one invoice, one support team.
- ✓ All the UC capabilities you need without feature bloat.
- ✓ Genesys AppFoundry marketplace solutions make it easy to integrate with other business apps.

Target Customer for Genesys Cloud CX Native UCaaS

- The majority of users are in the contact center with a smaller percentage of business users. Note, we do not sell Genesys Cloud CX Communicate only deals.
- Desires a single platform for contact center and business users. Contact center functionality is driving the opportunity. Customer is willing to sacrifice some UC features to realize the operational savings of all-in-one while gaining market leading contact center capabilities.
- Already has video conference solution (e.g., Zoom). Use case for Genesys Cloud CX UC is primarily voice and chat.
- Internal communications have shifted from traditional PBX voice calls to chat and video collaboration.
- Users are primarily workstation-based. These users access full suite of UC capabilities available on web/desktop clients and either a softphone or physical IP phone. When on-the-go, Collaborate and Communicate mobile apps are available for essential UC features like presence, directory lookup, chat, calls, voicemail and fax.



Tips from the Field

Understand if UC or contact center is driving the decision. While not an absolute, a large number of UC users can indicate a need for advanced UC functionality and may not be a good fit for Genesys Cloud Communicate.

Communicate has many capabilities however, there may be unstated expectations as to the breadth & depth of standard capabilities and these may be gaps which are not discovered until further down the deployment. It is important that we have **alignment from the on-set regarding the importance of CX and all-in-one** so that the customer is ok if such limitations surface.

Customers may have different expectations around local availability for UC than with contact center. UC users can be spread across many locations whereas contact centers tends to be more consolidated. **Ensure you are aware of this expectation as it pertains to telco availability, localization, as well as data sovereignty and privacy.** For instance, GCV is available in 18 countries verses some of our UCaaS partners who offer voice services in 50+.

Pre-Built UCaaS Integrations



Microsoft Teams

Get simplified, integrated communications and easier collaboration between the Genesys Cloud CX and [Microsoft Teams](#). Contact center agents can use the integrated directory, search and presence features to find the Microsoft Teams subject matter expert and collaborate in real time.



8x8 Work

Combine [8x8 Work](#)'s enterprise voice, video meetings and team chat capabilities with the composable Genesys Cloud CX platform, to drive employee communication and collaboration needs across voice and digital channels for the entire enterprise.



Zoom Phone

Make it easy for Genesys Cloud CX users to connect directly with [Zoom Phone](#) users. With the unified directory, search, presence and click-to-call, agents can collaborate with colleagues across the organization to solve problems faster.



Zoom Meetings

Experience easier collaboration between your contact center agents and experts across your company. Agents can launch a [Zoom Meeting](#) directly within the Genesys Cloud CX solution.

Target Customer for Third-Party UCaaS Integration

- Desires “best of breed” for UCaaS and CCaaS
- Already a customer of one of our UCaaS partners and needs an integrated contact center solution
- Coming from a traditional PBX with many phone features with a desire to keep these features
- Requires receptionist/operator console
- Requires many standalone phones in retail locations, warehouses, kiosks, breakrooms, etc.
- Requires traditional conference bridge capabilities
- Requires external video participants
- Requires “scheduled”, “join” audio or video conference
- Video conference support for greater than 12 participants
- Requires virtual backgrounds
- Requires deep integration with workforce productivity suites such as Office365

Exploratory Questions to Ask



Is your current UC solution a legacy PBX or a cloud UCaaS provider? Is it integrated with your contact center system?



Is your organization using multiple collaboration tools/vendors (meeting, video, chat)?



What business problems is your company trying to solve with UCaaS and contact center integration?



Are you currently a customer of one of our UCaaS partners (Microsoft, Zoom, 8x8)?



How many UC users do you have? How many contact center? Where are these users located?



Are your UC users typically working at a computer/workstation most days?



What are the mobile needs of your UCaaS users?



What are your standalone phone needs? (e.g., breakrooms, warehouses, elevators, kiosks, retail locations, etc.)



Do you have a telco provider in these locations (BYOC) or will Genesys provide PSTN service? If prospect is looking to use Genesys Cloud Voice (GCV), what countries will they need service in?

Quick Reference

	Native UCaaS	Partner UCaaS
Centralized all-in-one platform for CCaaS and UCaaS	✓	
UCaaS essentials	✓	
UCaaS "best of breed"		✓
Traditional PBX/phone features (shared lines, call park, paging, etc.)		✓
Large number of standalone phones (physical stores, warehouses, kiosks, manufacturing floors, field technicians, breakrooms, etc.)		✓
Advanced video and conferencing (scheduling/join w/PIN, external video participants, large scale, virtual backgrounds, etc.)		✓
A unified directory, presence, and seamless collaboration		✓
Global communication solutions	✓	✓
Virtual and mobile workforce innovations	✓	✓
Marketplace solutions for easy integration with other applications	✓	✓

Resources

UCaaS Partners

Microsoft

Sales Contacts:

- Trina Horner, Global Alliances Sales Director
- Taylor Wilkerson, Manager, Solution Consulting

Product:

Jason Wolfgang, Product Manager

Resources:

- [Genie – UC Hub](#)
- [Microsoft web page](#)
- [About MS Teams integration](#)
- [Appfoundry Microsoft Teams](#)

8x8

Sales Contacts:

- Alex Lewis, Strategic Alliances Director
- James Hvezda, Strategic Alliances Director
- Taylor Wilkerson, Manager, Solution Consulting

Product:

Jason Wolfgang

Resources:

- [Genie – UC Hub](#)
- [Appfoundry 8x8](#)

Zoom

Sales Contacts:

- Alex Lewis, Strategic Alliances Director
- Taylor Wilkerson, Manager, Solution Consulting
- Mathew Danish, Senior Solution Consultant

Product:

Jason Wolfgang

Resources:

- [Genie – UC Hub](#)
- [Zoom web page](#)
- [About Zoom Meetings integration](#)
- [About Zoom Phone integration](#)
- [Appfoundry Zoom Phone](#)

Genesys Cloud CX UCaaS

Product:

Trey Buck, Product Manager

Resources:

- [Genesys Cloud CX Unified Communications & Collaboration Solution Overview](#)
- [Genesys Cloud CX Communicate Features](#)
- [Genesys Cloud CX Business Users](#)