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Genesys Reference
Architecture Blueprints

Benefits
- Ensures optimal integration of all capabilities and channels to maximize ROI
- Accelerates deployment to realize benefits more quickly
- Reduces project risk by leveraging a proven architecture validated by Genesys engineering
- Reduces cost by addressing sizing, deployment, and on-going operational needs

Customers use a wide variety of channels to connect with your business for sales and support. To address their needs, you've deployed contact center solutions to bridge the gap between your customers, employees, and back-office systems. Contact center solutions have evolved to become customer experience platforms, reflecting the vast number of channels, intelligence, and analytics that they offer to orchestrate optimal service experiences.

Deploying your customer experience platform correctly is critical to maximize your return on investment and the benefits it delivers for your customers, employees, and operational staff. The Genesys Customer Experience Platform has been deployed globally in organizations large and small to meet the needs of businesses just like yours, enabling us to establish best practices and package this knowledge within architecture blueprints.

Genesys Reference Architecture Blueprints are a framework to help partners and customers deploy a proven architecture to meet common business use cases. They deliver a set of standardized tools and proven design patterns based on analysis of real-world implementations. They are a tool to help to understand and replicate best-practice approaches. These blueprints describe a proven architecture on which standard and custom use cases are layered. Genesys has defined standard use cases that include the business benefits, logic, and analytics to help you quickly see measurable results.

Blueprints detail the Genesys and third-party components in the solution along with deployment guidance for topics including sizing, networking, security, high availability, disaster recovery, and serviceability. Genesys engineers have validated each blueprint to deliver consistent, low-risk deployment with optimized business operations.

Reference Architecture Use Cases

Genesys Reference Architecture Blueprints address the following use cases:

Common Components
- Orchestration— Business rules to control the routing of interactions in the contact center, including real-time visibility into contact center resources and integration into external services for enhanced business routing decisions
- Reporting—Web-based access to real-time and historical reporting across all interactions and channels
- Configuration and Management—Centralized configuration and management of all Genesys applications and resources

SIP Voice Blueprint Use Cases
- Contact Center Services—Routing to agents, agent desktop, supervisor functions, and outbound dialing
- Media Services—Announcements, music on hold, qualification and parking, conferencing, call progress detection, call recording, and voicemail
- Voice Communications—Phone features (make call, transfer, forwarding, caller ID, conferencing), dial plans, voicemail, etc.

Digital Channels Blueprint Use Cases

- Proactive Engagement—Monitor, identify, and proactively engage web visitors in conversations that support business objectives
- Chat—Provide live assistance to customers via chat
- Email, SMS, and Social—Provide text analysis, routing, and distribution of customer service emails, text messages, and social media comments to optimal agents
- Mobile Engagement and Callback—Enable customers to request customer service on their terms from mobile phones or other devices

Interaction Analytics and Recording Blueprint Use Cases

- Interaction Acquisition—Voice, screen, and text recording for compliance and control
- Analytics Processing—Recognition, indexing and categorization of all acquired interactions
- Dashboards and Reporting—Drill-down on categories/KPIs, search/trending/ discovery, quality management, and coaching

Workload Management Blueprint Use Cases

- Capture Tasks—Address a broad range of enterprise work sources such as workflow systems, order management systems, and CRM systems
- Calculate SLAs—Classify tasks and prioritize
- Distribute Tasks—Find the best resource to handle a task whether in the front office, back office, outsourcer, or at a branch
- Reporting and Management—Deliver real-time dashboards and historical reporting on back-office workload

Workforce Management Blueprint Use Cases

- Forecasting—Predict contact center workload and staffing requirements based on historical data or user-defined templates
- Scheduling—Create agent schedules that comply with user-defined business constraints and optimal resource allocation
- Performance Monitoring—Compare the forecast and schedule based on actual contact center needs
- Real-Time Adherence—Compare the current to scheduled agent status
- Agent Self-Service—Distribute schedules, enter preferences, time off, and schedule bidding/trading

Blueprints Include
- Logical architecture
- Deployment view, including virtualization
- Central and multi-site configurations
- Supported call flows and use cases
- Integration, configuration, and sizing guidelines

Genesys Reference Architecture Blueprints
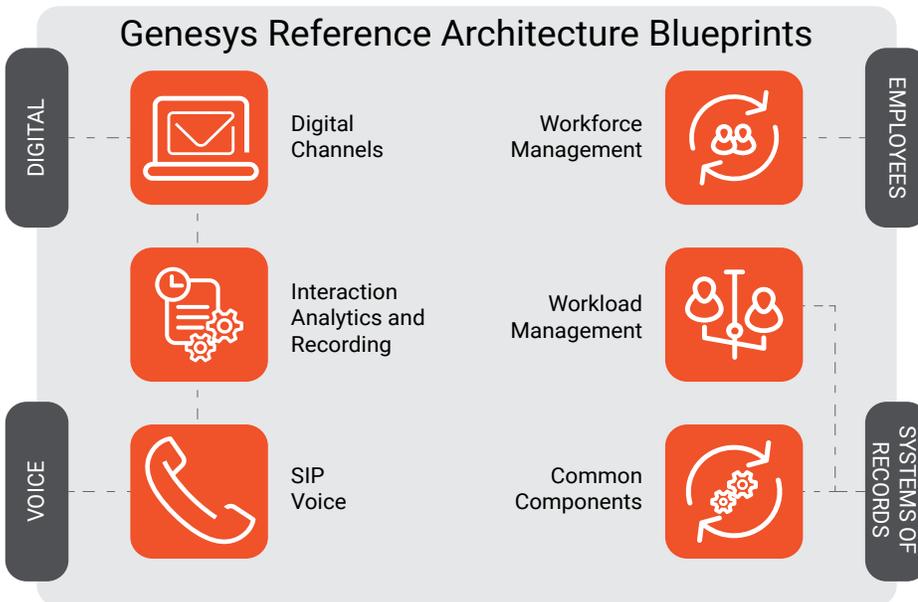
ABOUT GENESYS

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 10,000 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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