The ability to transfer common tasks from IT to the service provider is a proven benefit of migrating applications to the cloud. The cloud partner manages efforts that previously consumed more than half of your IT team's time and labor, such as building physical infrastructure, updating software, performing upgrades and integrations, testing, and carrying out daily operations. This enables the business to focus on customer-facing applications and innovation. Moving from legacy, or best-of-breed, siloed applications to a best-of-suite approach further improves simplicity and efficiency.

However, since the inception of cloud, businesses have had an appropriate level of uncertainty about moving applications off premise. IT professionals who have built their reputations on availability and certainty worry that they will lose control of systems or the ability to fully monitor them. Cloud providers claim high levels of availability, but often do not provide enough transparency and certainty to eliminate these fears. Asking the right questions and reviewing the operating architecture of a cloud provider enables businesses to properly review the proven benefits of cloud offerings and investigate the claims and practices of their provider.

PureCloud by Genesys is a cloud platform focused on customer experience. The platform is a totally new model—built from the ground up using a cloud architecture. This purposeful design creates extreme focus on application functionality and platform design. It also enables monitoring and automation for consistency and availability. And the PureCloud dashboard offers real-time status, giving customers an unparalleled level of public transparency and communication.

A strong foundation

Microservices
PureCloud was built on microservices—decoupled, scalable, independent services that work together to form a larger and more stable platform. Because microservices are stateless, PureCloud can scale up or down, as needed, to ensure a consistent quality of service. This enables the system to quickly adapt to changing traffic patterns and datacenter availability. Automating synthetic monitoring and prebuilt conditional service logic means that the service can match the environment to specific workloads on-demand.

Multiple availability zones
PureCloud uses multiple availability zones, which are physically isolated datacenters, in each region. This Active-Active architecture means that resources run in multiple datacenters to increase availability. Distributing the load across multiple datacenters prevents a single point of failure. If there's an outage in one datacenter, the other datacenters automatically handle the displaced traffic without interrupting service. This automated failover was proven this year when one availability zone experienced a disruption, but no PureCloud clients were affected.

Public-facing status page
We believe that our customers should know what we know. That's why PureCloud released a public-facing status page in 2015 to provide platform-level, real-time indicators on the current operational state. The indicators are broken out by license type and region, and accompanied with real-time proactive notifications about incidents, diagnosis and time to resolution. This page gives customers details about operational availability, system availability and incident information across all platforms. Since its launch, the PureCloud status page has exposed every incident and maintains a historic record of those incidents for public reference.
A clear path forward

**Improved status page**
We've made recent investments that provide you with further transparency. New updates to the public-facing status page add an improved view of application layer availability details, enabling you to see more information than ever before. These updates shift the focus from the platform to the business, letting you delve into specific functional areas within your system.

The status page lets your contact center operational team know real-time performance of the infrastructure and applications in use—further helping them do their jobs. Additionally, the enhancements appeal to your classic IT team, as they provide visibility into what's going on—and where—so they can better diagnose impact. Your contact center, and your customers, depend on cloud reliability as the front door to your business. A transparent view into your system, combined with continuous deployment of updates, gives you the best tools to ensure a positive customer experience.

**A look ahead**
As part of our ongoing efforts to provide the best opportunities for customer success, we plan to further improve the status page and provide additional client tools for introspection and operations management. Leveraging an application suite of diagnostics and testing lets contact centers monitor their systems for errors or potential threats. We are not only investing in customer experience features, but also industry-leading openness, communications and transparency.

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**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.