Class Topics

Genesys Solutions: the big picture

Framework 8 architecture

Genesys Administrator as the centralized administrator and provisioning tool

Composer, the new integrated development tool

Q&A
Genesys Solutions: the big picture

Lesson 1
the new conversation

remember me
and personalize my experience

connect me
across channels

help me
with empowered employees
Conversations take place over multiple touch points.

- Social Media
- Web
- Back Office
- Contact Center
- Mobile apps
5 Building Blocks for a Simple, Fast and Great Customer Experience

INSIGHTS

CHANNELS

CONVERSATION

PEOPLE

PLATFORM
Genesys CIM Platform

Interactions
- Voice
- E-mail
- SMS
- Web Communications
- Fax/ Documents
- Work Item

Genesys Customer Interaction Management Platform

Information
- Reporting and Analytics
- Enterprise Database

Formal
- Outsourced
- Home

Call Center Agents
- Functional Experts
- Automated Service
- Expert
- Branch Office
- Mobile Employee
- Automated Services
- Proactive Notification
Genesys Solutions Map – Business Processes Domain

**CHANNELS**
- Inbound Voice
- Outbound Voice
- Proactive Notification
- eServices
- Social Engagement
- Mobile

**CONVERSATION**
- Conversation Manager
- Rules
- Knowledge
- Context

**PEOPLE**
- Genesys WFM
- Training Manager
- Skills Assessor
- Genesys WFO
- UC Connect
- iWD

**PLATFORM**
- Genesys Hosted Provider Edition
- Interaction Workspace
- Genesys Voice Portal
- Composer
- Genesys CIM
- Universal SDK’s
- Administrator
- Genesys SIP Server
- Gplus Adapters

**INSIGHTS**
- Advisors
- Interactive Insights
- Info Mart

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CIM Platform ROI

Quantifiable savings
• Return based on screen pop time savings and reduction of mis-routed calls
• Reduction in mis-routed calls can save 60-seconds per call
• Routing, per customer reports, produces quick paybacks

Qualitative savings
• Never repeating information makes customers happier
• Never asking customers to repeat data makes agents happier
• IVR-path via attached date streamlines service delivery
• Data-complete call transfers eliminate repeating information
The Genesys CIM Platform

Genesys Customer Interaction Management (CIM) is an open, standards-based, and infrastructure agnostic platform to simplify and orchestrate enterprise-wide customer service operations.
<table>
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<th>Routing Services</th>
<th>Reporting Services</th>
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<td>CC Pulse+</td>
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<tr>
<td>Supervisor Desktop</td>
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The Genesys CIM Platform
Genesys is integrated from the ground up

Customer Interaction Management (CIM) Platform

1. Handles centralized administration and configuration
   - Central control for all Genesys applications and config
   - Makes updates and changes much easier to control
   - Provides basic operational reporting

2. Interaction Management – including Attached Data
   - All interactions are handled by a single service
   - All associated data (Genesys and 3rd party applications) are handled here and made available to other applications via Attached Data
Genesys is integrated from the ground up

Customer Interaction Management (CIM) Platform

3. Universal Routing Server URS
   - Single router for all interactions
   - Based on data, business rules and cost of interaction
   - Time- > agent- > customer- > business value-routing

4. SIP Server (sold separately from CIM Platform)
   - TDM, SIP/PBX hybrid, softswitch and no switch
   - Most cost effective method of bringing in external resources – branch offices, remote sites, home workers
   - Open architecture
Genesys is integrated from the ground up

**Customer Interaction Management (CIM) Platform**

5. Various versions but *same* product
   - Single/multi site, single/multi tenant, hosted, premise, IPT/SIP & TDM
   - High availability
Framework 8 architecture

Lesson 2
Genesys Framework – Architecture

Management Layer
- Solution control
- Alarm processing
- Troubleshooting
- Fault management

Services Layer
- Database connectivity
- Status and statistics

Media Layer
- External interfaces
- “Call Object”
- Attached data distribution

User Interaction Layer
- Replaces other GUIs
- Deployment of Installation Packages
- Role-based access control

Configuration Layer
- Configuration
- Data integrity control
- Access control
- Runtime notifications

User Interaction Layer
Genesys Framework – Architecture

- Management Layer
  - Server
  - Manager
  - DB Server
  - DB

- Services Layer

- Media Layer

- Configuration Layer
  - Config DB
  - Config Server
  - Config DB Server

- User Interaction Layer
Genesys Framework – Architecture

User Interaction Layer
- Web browser
- Genesys Administrator

Configuration Layer
- Config DB
- Config DB Server
- Config Manager
- Config Server

Management Layer

Services Layer
Genesys Framework – Architecture

- **Configuration Layer**
  - Config DB
  - Config DB Server
  - Config Server

- **User Interaction Layer**
  - Web browser
  - Genesys Administrator
  - Genesys Framework

- **Management Layer**
  - Message Server
  - Solution Control Server
  - Solution Control Interface
  - LCA

- **Media Layer**
  - Solution Control Interface
  - Interface External DB Server

- **Services Layer**
  - Genesys Administrator
  - Message Server
Genesys Framework – Architecture
Genesys Framework – Architecture

- **Management Layer**
  - Message Server
  - LCA

- **Log DB Layer**
  - Log DB
  - Log DB Server

- **Solution Control Interface**
  - Solution Control Server
  - Config Server

- **User Interaction Layer**
  - Web browser
  - Genesys Administrator

- **Configuration Layer**
  - Config DB
  - Config DB Server

- **Media Layer**
  - T-Server/SIP Server
  - PBX/Gateway
  - Stat Server
  - DB Server

- **Services Layer**
Genesys Reporting & Analytics Products

**Operational Reporting**

- **Solution Reporting**
  -(Bundled with CIM Platform)
  - CCPulse+
    -(Desktop Real-time and Historical Reporting)
  - Contact Center Analyzer
    -(Historical Reporting)

**Performance Management**

- **Insights**
  - Interactive Insights
  - Genesys Infomart

- **Advisors**
Real Time Operation Reporting: CC Pulse+

- Contact Center Statistics and Business Statistics
- Consistent for All Media
- Inbound & Outbound
- Trigger alarms and alerts
- Easy creation of templates and customized statistics
- View on Historical Statistics
Historical Operation Reporting: CC Analyzer

- Report on Contact Center Statistics and Business Statistics
- for All Consistent Media
- Inbound & Outbound
- Canned Reports provided per Solution
- Permits creation of Customized Reports
- Flexible Distribution of Reports (print, web, e-mail)
- Open Statistics Datamart
Genesys Routing Across the Enterprise

Interactions and Tasks
- Voice
- Video
- E-mail
- Chat/IM
- SMS
- Web
- Documents
- Work Item

Universal Routing (URS)

Resources
- Contact Centre
- Outsourced
- Home
- Agents
- Back Office
- Branch Office
- Expert
- Mobile
- Self Service
- Proactive Notification

Automated Services

Genesys Routing unifies enterprise-wide customer service
Universal Routing Capabilities

**Data Driven Routing**
- Interactions are routed on database information such as customer name or account level

**Skills Based Routing**
- Routing based off customer needs and what agent skill set will best suit handling that customer interaction

**Service Level Routing**
- Routing of interactions based on a specified service level for different service types or customer segments

**Last Agent/Relationship Based Routing**
- Customers routed to specific agent such as last agent who helped or personal agent for high value customers
Multi site Routing
- Interactions routed according to business criteria/best available, regardless of location

Business Priority Routing
- A set of capabilities to achieve the best service level by prioritizing and selecting the interaction with the greatest risk to the service objective set for a particular customer segment

Cost Based Routing
- Interactions routed according to costs of infrastructure and resources

Share Agents Routing
- Share cross trained agents across business lines when service levels allow
The Next Level: Genesys Orchestration Server

T-Server
SIP Server
IXN Server

T-Server
SIP Server
IXN Server

T-Server
SIP Server
IXN Server

SCXML Engine

URS 8.0

Orchestration Server 8.0

Orchestration Platform

Composer

SCXML output

Application Server
Conversation Manager Use Case

Orchestration Platform with Session Management
Genesys Administrator as the centralized administrator and provisioning tool

Lesson 3
What is Administrator? (1)

Administrator is Genesys’ consolidated solution management and provisioning tool

- Based on thin client web platform
  - Web based application that can be accessed through a standard web browser
  - Provides a single unified GUI with a tabbed UI for provisioning, deploying, monitoring and managing of all solutions, applications and resources within the Genesys 8 platform

- Role based with focus on the user experience
  - Only applicable options available based upon login
  - Use of task-based approach to provide user with shortcuts and wizards for frequently-performed operations

- Authentication flexibility
  - Internal, RADIUS, LDAP, etc.
What is Administrator? (2)

It is used for the provisioning and management of

- Solutions and all applications and settings within them
- User accounts, skills, roles and permissions
- Environmental information such as switch configuration, user logins, queues etc.
- Genesys Voice Platform configuration and operation
- Outbound Contact configuration and operation
- Monitor solution state and alarms across the entire environment
Administrator addresses several key customer pain points

• Operational complexity & difficulty in managing the Genesys suite using several different user interfaces
  • All management operations are now consolidated under a single user interface with contextual task wizards and short cuts for common activities

• Lack of a consistent user interface across various management user interfaces

• Complex navigation and search for common configuration and management items
  • Administrator simplifies finding the location of configuration information and provides search and navigation short cuts across the configuration environments.
Administrator Architecture

- Supervisor / System Administrator
- Genesys Administrator

- WEB Server IIS
  - OrchestrationServer
  - Policy Server
  - Configuration Server
    - Configuration DB Server
  - Solution Control Server
  - GVP Reporting Server
    - GVP Reporting DB
  - Outbound Contact Server
    - Outbound DB Server
  - Log DB Server
    - Log DB
  - LCA
    - Configuration DB
  - Outbound DB
Demo
Composer, the new integrated development tool

Lesson 4
What is Composer?

- Composer is Genesys’ consolidated application development tool
  - Based on the industry standard Eclipse platform
  - Provides graphical design capabilities as well as direct source code editing

- It is used to develop
  - VXML applications that run on Genesys Voice Platform
  - SCXML applications that run on Genesys Orchestration Server

- Composer can also be thought of in terms of the Genesys solutions it supports
  - intelligent Customer Front Door (iCFD)
  - Inbound Voice (aka call routing)
  - Genesys Rules System (Conversation Manager)
What is Composer?

- **Composer addresses several key customer pain points**
  - Cost of having multiple development tools to build and manage Genesys customer service applications
  - Difficulty of supporting collaboration among developers
  - Challenge of adequately testing and debugging applications before putting them into production

- **Composer is included with both:**
  - Genesys Voice Platform
  - Genesys Customer Interaction Management (CIM) Platform
Composer and Inbound Voice
How it works

- Composer is used to develop voice routing applications
  - Developer drags-and-drops blocks from ‘workflow’ palette
  - Composer generates SCXML document and server-side code necessary to communicate with any enterprise data sources

- SCXML application and related files are deployed to application server
  - Use Genesys Administrator to provision SCXML application URL on a DN

- GRE template application and related files are deployed to application server
  - Use Genesys Rules Authoring tool to provision GRE application
Composer Demo