



The partnership between Genesys and Microsoft gives joint customers numerous benefits today and rich roadmap for tomorrow

KEY DIFFERENTIATORS

- Genesys integrates natively with Skype for Business at the UCMA level.
- Customers can choose between on-premises, hybrid, or cloud deployment models.
- The integration enables multimodal interactions across the enterprise.
- Customers have an attractive migration path from legacy ACD and PBX solutions.
- Full contact center capabilities are delivered on a robust architecture that scales to tens of thousands of agents.



The Microsoft and Genesys Alliance

Our Strategic Partnership

Genesys, the market leader in omnichannel customer experience and a Microsoft Gold Certified Partner, joins with Microsoft to integrate a best-in-class contact center solution with a best-in-class unified communications solution. A deep partnership at a technology and corporate level between the two companies enables our customers to leverage Genesys omnichannel contact center capabilities while natively powering their communications capabilities through Skype for Business.

This strategic alliance enables ongoing collaboration between Genesys and Microsoft development teams to jointly develop solutions that empower companies to optimize customer experiences, today and into the future.

Our joint vision embraces the market trends of digitalization and cloud, both in customer service and enterprise communications. Genesys brings an omnichannel customer service suite providing customer engagement, employee engagement and business optimization. Skype for Business offers a rich Enterprise Communication suite, providing ubiquitous collaboration, meeting and telephony on any device, to any user inside or outside the enterprise.

Together, the value proposition becomes richer.

- Skype for Business multiplies the value of Genesys by enriching the breadth of digital customer channels and extending the customer service reach throughout the enterprise.
- Genesys multiplies the value of Skype for Business by adding omnichannel customer journey and context, intelligent interaction routing and business analytics.

“In today’s consumer driven digital age, it is more critical than ever for companies to have the right systems in place to improve the customer experience, whether collaborating with experts throughout the enterprise or seamlessly escalating a chat session with an agent to voice or video,” said Zig Serafin, Corporate Vice-President, Skype Business Services at Microsoft. “Our relationship with Genesys gives businesses the ability to provide a truly exceptional customer experience across all engagements for organizations small and large.”

Genesys Multimedia Connector for Skype for Business

The Genesys Multimedia Connector for Skype for Business provides a tight integration between Genesys and Microsoft, giving companies new paths for their customers to connect with them and enabling contact center agents to respond immediately and completely.

Customers will be able to reach your business through Skype, web and mobile —whether voice, IM, or video—and easily transition from one channel to another within the same interaction for optimal omnichannel customer experiences.

Agents can quickly identify and access available experts throughout your business—whether in the contact center, branch offices, mobile workers, or knowledge workers—and collaborate with these experts to address difficult customer inquiries. When needed, agents can establish a three-way collaboration between the customer and expert to drive immediate resolution. An integrated omnichannel desktop means agents can easily engage across all touch points throughout the customer journey.

And your IT team can consolidate infrastructure, retiring legacy PBXs and ACDs to reduce costs and overhead. The native integration between Genesys and Skype for Business enables multimodal interactions on a robust, sustainable architecture. The Genesys and Microsoft unified solution scales from small to large, enabling companies of all sizes to deliver a customer experience their competitors can't match.

Proof Points

CX industry expert Don Van Doren, president of Vanguard Communications, says "Leveraging the core UCMA capabilities of Microsoft Skype for Business, the Genesys solution has the potential to deliver significant value-added collaboration and customer engagement for companies of all sizes... Genesys enables rich customer engagement through interactions that are omnichannel, span the customer journey, and engage experts as needed."

Companies Across the Globe are Finding Value in the Genesys-Microsoft Integration

At Japan Tobacco International (JTI), the world's largest tobacco product manufacturer, the Genesys-Skype for Business integration is used by three global IT helpdesks to support 27,000 employees across the globe. The Genesys-Skype for Business integration enables JTI to create an enterprise-wide virtual contact center, and gives agents an end-to-end view of all interactions.

Luc Greefs, Director of Shared Technology at Cegeka, an information technology company with 3,200 employees, says "Integrating Genesys Business Edition with Microsoft Skype for Business gives us the advantage of a dynamic and flexible communications platform through which we've improved collaboration, while moving to a software-based system to easily assimilate acquired companies' systems."

Availability and Roadmap

To support our customers' journey to the cloud, Genesys and Microsoft offer on premises, hybrid, and cloud deployment options that best fit customers' needs, and continue to expand use cases for each option.

Available today, customers can use the full power of Genesys Contact Center services for voice, IM and video (self and assisted service, inbound and outbound voice, the Workspace desktop, real time reporting and analytics) and provide multimedia helpdesks, kiosks, and more.

Coming soon are branch office and digital use cases. Genesys will manage customer interactions for branch and back office employees. And Genesys will manage web, mobile and Skype originated interactions, fully integrated with the Genesys Digital Engagement Center.

Deployment Options Today

- On-Premises deployment of the Genesys Customer Experience Platform, Genesys Multimedia Connector for Skype for Business, and the Skype for Business Server enables full Skype for Business capabilities such as instant messaging (chat), presence, video, voice, integrated with the full Genesys contact center suite.
- Partner Hosted – an on-premises deployment in a private cloud provided by hosting companies such as AT&T. Capabilities offered natively in an on-premises deployment (referenced above) also work in a hosted environment.
- PSTN-Only Cloud Deployment – the Genesys Customer Experience Platform is deployed in the cloud, along with Microsoft Office 365/Skype for Business Online. Contact center agents and office workers use Office 365.

Roadmap Deployment Options, Available in the Near Future

- Hybrid Deployment: The Genesys Customer Experience Platform, Genesys Multimedia Connector for Skype for Business, and the Skype for Business Server will be deployed on premises. Agents and Information Workers/Office Workers are deployed in Office 365.
- Native Cloud Deployment: Genesys Cloud and Office365/Skype for Business Online: Through native cloud APIs offered through the Skype Developer Platform, customers can expect full Office 365 capabilities and full Genesys contact center capabilities similar to what is offered on-premises.