Genesys SIP – Transforming Customer Service

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Genesys SIP as Single Platform

- **Virtualize Operation**
  - Multi-site, Remote/Home Agent, Cloud
- **Simplify Infrastructure**
  - Software only, ACD replacement, PBX-less CC
- **Innovate Services**
  - Skype SIP trunk to contact center
  - Active Recording Connector
  - Video contact center

**Operation Flexibility**

**Cost Saving**

**Competitive Differentiation**
Genesys SIP Advantage

- SIP To Genesys Tlib call data mapping
- SIP Network Call Queuing and Routing
- Network Attended Transfer/Conference
- Support for IP Multimedia Subsystem (IMS)
- Nailed Up Connection
- Pro-active monitoring of the IP network with SIP Options

Take advantage of the most advanced SIP protocol stack for the contact center
Genesys SIP Advantage - SIP Network Routing

SIP Server Network Capabilities

- **Network Routing** – across entire agent population!
- Network-based Call Qualification (Basic IVR) & Parking
- Network-based Advanced IVR (GVP)
- Advanced Inter-site Calling Features
  - Network Pullback
  - Network Reroute
  - Network Attended Transfer
- **On the Roadmap:** Network Conference
- **On the Roadmap:** Network 1-step Transfer
Genesys SIP Select - Reference Architecture

PSTN

AudioCodes Mediant 1000/2000

Genesys Quality Management Call Recording

Genesys SIP Server

SIP Soft Phones

CounterPath Bria

Genesys Interaction Workspace with SIP Endpoint

Genesys SIP Endpoint SDK

SIP Hard Phones

Alcatel-Lucent IP Touch 4008/4018

Polycom SoundPoint IP 335

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Genesys SIP Reliability

- 2005 - Genesys SIP Server 7.0.2 - Genesys introduces the first SIP based contact center
- 2008 – Genesys achieves CMMI Level 3 certification
- 2011 – SIP Server achieves “five 9’s” level of availability
  - 99.999% up time
  - Unplanned downtime of 5.26 minutes per year
- 2011 - SIP Bus Continuity introduced with SIP Server 8.1
  - Active – Active sites with automated near real time failover for data center failure
  - Supports graceful migration to single site during maintenance
- 2013 – SIP Cluster
SIP Business Continuity

2 Active Sites

Local HA at each Site

Automatic Client Switchover in minutes

Graceful Shutdown for Data Center Maintenance

Sellable Item:
Genesys SIP Business Continuity
Genesys SIP Voicemail v8.1

For SIP Server “standalone”

8.1.1 Feature Set
Agent Voicemail
Group Voicemail
Web Portals, Greetings,
11 Language options, HA
Linux or Windows, 15k mailboxes

Roadmap for 2012
Opt-out, retention policies, Multisite

Roadmap for 2013+
Email Integration, Routing of Voicemails
Reporting, Supervision, Multisite & more
Call Recording with Genesys SIP

**Active Recording**
Genesys Quality Management or 3rd Party Integration (with Active Recording Connector)

**Passive Recording**
3rd Party Integration (with Recording Connector)

**File Based**
Using Stream Manager or Media Server
Active Call Recording

Media Stream Replication
No SPAN Port!!!

Record Encrypted Sessions
SRTP & TLS

Agent Control & Status
Start, Stop, Pause, Resume

Screen Scrapes
GQM Only
SIP Server 8.1 Performance & Capacity

20 cps – 150 cps
For a Single Instance
Depends on Call Flow & Multithread Config
Validated on Windows & Red Hat Linux

15,000 Calls
Windows 64-bit & Red Hat 64-Bit

4,500 Calls
Other Platforms

4,000 – 15,000 Agents
Logged into a Single Instance
Depends on OS & Agent Connection Model
Interaction Workspace 8.1.2 Highlights

Agent Supervision
- SIP Voice and Web Chat monitor, coach, and barge-in

SIP Endpoint Enhancements
- Configurable agent state at login if headset is not plugged in
- Configurable agent state if USB headset disconnection is detected
- Retain volume setting between sessions

Genesys Quality Management (GQM) Active Voice Recording
- Display and control of recording status
- Start, pause, resume, and stop controls
Genesys Contact Center for Microsoft Lync

Genesys SIP

Microsoft Lync

SIP-based Integration
Available Q2/2012
Voice Routing
Interaction Workspace

Planned in 2013
Video & IM Routing
First Party Call Control

Agents

Note: dates are tentative
### Looking Forward with Genesys SIP

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The Business Problem
UC Connect: Engage Knowledge Workers in Customer Service

Leverage Unified Communications to deliver superior and cost effective customer service

Customer gets to the best possible resource within or beyond the contact center

Currently support Microsoft Lync, OCS, and IBM Sametime
Aspect hardware supporting 7 contact center sites. 40 million calls/year

Moving 4,373 existing agents to Genesys SIP standalone

Aspects are nearing EOL. Wanted a platform that would support multi-media, blended agents, skills based routing

Project plan calls for a smooth migration off of Aspect, enabling routing and reporting on Aspect via T-server integration, then cutting over to SIP

Centrally deployed SIP Server infrastructure in 2 Data Centers. 99.999% reliable architecture


- **Advantages:**
  - **Phased Migration**
    - Don’t rip and replace entire infrastructure just to get started
    - Move agents off of legacy PBX as resources allow and/or business needs dictate

  - **Unified Routing:**
    - Improve customer service capabilities immediately
    - Get a caller to the best, most available agent, at any site—across both Genesys SIP and legacy PBX agents

  - **Unified Reporting:**
    - In addition to creating one agent pool across both infrastructures, all agents and interactions will be reported on in the same manner throughout the migration
    - Provide common detailed reports from day 1

  - **Unified Desktop:**
    - Leverage existing desktop integration for screen-pop, call control, and integration into external systems
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Customer feedback surveys will be sent to you online later...