



Overview and Frequently Asked Questions Genesys Acquisition of Interactive Intelligence

On August 31, 2016, Genesys, a market leader in omnichannel customer experience and contact center solutions, announced that it entered into an agreement to acquire Interactive Intelligence, a global leader of cloud and on-premise solutions for customer engagement, communications and collaboration. Today, we are pleased to announce that the acquisition is complete.

The addition of Interactive Intelligence extends Genesys ability to provide the broadest customer experience solutions for global organizations of all sizes that support billions of customer interactions each year across a range of industries.

What is the rationale for this transaction?

Genesys and Interactive Intelligence are highly complementary companies focused on improving the customer experience as leaders serving adjacent market segments with complementary offers. This transaction positions the combined company to deliver more innovative, omnichannel solutions that span the needs of customers of all sizes and every level of sophistication, including complementary Interactive Intelligence portfolio offerings such as unified communications and collaboration tools.

Where do you see the two portfolios complementing one another?

Our primary success has been in related, but adjacent market segments. As one company, with a combined product portfolio, we intend to further drive growth and success. Interactive Intelligence brings a broad product portfolio, including advanced cloud and on-premise solutions, as well as key technical R&D and support talent. It is known for great “out of the box” solutions that offer stability and simplicity for a wide range of customer sizes. Genesys is historically known for high-end solutions catering to the most sophisticated needs of call center customers. We plan to leverage the best of both companies, cross-pollinating technology and go-to-market strengths.

How is this going to benefit large Genesys customers?

As a combined company, our customers gain access to more innovative, omnichannel solutions that meet their needs by size and level of sophistication, including complementary Interactive Intelligence portfolio offerings such as unified communications and collaboration tools. Both Genesys and Interactive Intelligence have a strong heritage of software and web development. This makes it easier to take the best capabilities from the unified product portfolio. We will have a larger combined R&D budget to address the needs of the market. Interactive Intelligence brings a broad product portfolio, including advanced cloud and on-premise solutions, as well as key technical R&D and support talent that will complement the capabilities of Genesys to help customers realize even greater success.



What is the impact to your smaller cloud customers?

Small to mid-sized customers remain important segment for us and the addition of the Interactive Intelligence portfolio will further enhance our product offering.

Are any products or offers going away as part of this transaction?

Protecting and supporting our customers' technology investments is a priority. We intend to continue to invest in the combined product portfolio with significant R&D investment. This transaction accelerates our ability to execute on our mission of powering the world's best customer experiences.

What happens to the product roadmap and when will you share it?

This transaction will accelerate Genesys' ability to execute on its mission of powering the world's best customer experiences. The combined teams are working together to develop a unified product roadmap that draws from the best capabilities and strengths of both companies, providing enhanced offerings to customers and partners. We intend to share the initial roadmap with customers, partners and analysts in early 2017.

Will you continue to support existing Genesys and Interactive Intelligence products?

We will continue to operate as usual with products and pricing being supported and offered. Protecting and supporting our customers' technology investments is a priority, and both cloud and on-premise product portfolios will continue to be supported and offered.

Can I still purchase Interactive Intelligence products and services?

Yes, Interactive Intelligence products and services will continue to be available. Please contact a Interactive Intelligence sales representative to assist you, or visit www.inin.com for contact information.

Should Interactive Intelligence customers continue to call Interactive Intelligence customer support?

Yes. Interactive Intelligence customers should continue to use existing Interactive Intelligence contacts for support, professional services and sales to address immediate and ongoing needs. We will communicate all changes and transitions occurring well in advance through these familiar channels.

Will training on Interactive Intelligence products and services continue?

Yes. We want to ensure that Interactive Intelligence products and services provide the best possible service for their customers, and we know excellent training is critical to reach that goal.

Will PureCloud be the Genesys cloud offering in the market moving forward?

We are extremely enthusiastic about the depth and breadth of the cloud offerings coming from the combined company. Each offering has its own strengths and unique attributes tailored for specific target customer segments. We will invest in the Interactive Intelligence cloud portfolio



of PureCloud® and CAAS, and continue our investments in the rich portfolio of cloud offerings provided by Genesys.

Interactive Intelligence has its own UC offering, while Genesys partners with Microsoft Skype for Business. What impact does this acquisition have on the Genesys-Microsoft partnership?

While it is true that Interactive Intelligence provides a UC offering to the market, Genesys has a long history of investing in the support of an open ecosystem. Therefore, Genesys remains committed to our partnership with Microsoft as both a customer and a partner. We will continue to work with them collaboratively. In fact, both Genesys and Interactive Intelligence are Microsoft Gold Certified Partners. According to the August 2016 Gartner Marketing Guide for Microsoft Skype for Business Contact Center Partners, “Gartner considers Interactive Intelligence a mature Skype contact center integrator with significant experience and deployments.”

How does your sales strategy and approach change as of today?

The opportunity with this acquisition is to vastly expand the market reach for products and services provided by Genesys and Interactive Intelligence. The bottom line is that together, we will be able to offer a broader and more compelling set of solutions. We will have a strong sales and support team in place to deliver on this opportunity.

What about your company positioning – does it change and if so, how?

We strongly believe that this transaction best positions us to deliver on our vision of powering the best customer experiences.

Business Continuity

What can customers expect during the coming months?

We look forward to sharing specific details about the combined product portfolio and the even greater innovation and value we expect to deliver to our global customers and partners. We are committed to maintaining business continuity and open, transparent communication. We will reach out to customers at appropriate times with updates, and will take steps to ensure customers receive excellent service and support.

How will you ensure that there is no disruption during the integration process?

We are committed to maintaining business continuity and open, transparent communication. We are giving this objective great thought and care in our integration planning process. Over time, we remain committed to upgrading processes and systems as a normal course of business to continually improve and serve customers better.

How will this affect Genesys partners?

Partners are a critical part of both companies’ go-to-market strategy, and we plan to continue with that strategy. It is our intent that all of our partners will be properly certified on all products to sell and support them.



What happens to our existing partner and customer contracts and pricing?

No change, it is business as usual.

What happens to G-Force and Interactions in 2017?

By combining G-Force and Interactions, CX17 will become THE customer experience event. The event is scheduled for May 22-25 in Indianapolis, Indiana and June 7-9 in Brussels, Belgium. If you would like to receive an email update when registration is open, please enroll to be notified at www.genesys.com/cx17-savethedate. We will provide more information about any changes to the conference name and structure as the date draws closer.

What happens to the Interactive Intelligence Ambassador Program, and the Genesys Customer Advocacy Program (GCAP)?

We celebrate customers who take the time to advocate on our behalf and will be continuing with our advocacy programs that are in place. As we look ahead, we will leverage the best of both programs along with customer feedback to evolve, create, and grow continued value for our advocates. We will reach out to our customers at appropriate times with updates and news about our programs.

What happens to the Pure Cloud Ambassador Referral Program?

The [Pure Cloud Ambassador](#) referral program is discontinued as of today (the day of close).

Will I lose any of my advocacy program points?

You will not lose any of your advocacy program points as a result of this transaction. Points may naturally expire as per the existing terms and conditions of the Ambassador Program (all points will expire on 1/1/17) and [GCAP](#). Interactive Intelligence customers may contact the Ambassador Program administrator at globalambassadorprogram@inin.com with questions about their point totals for 2016. All customers may contact their account representatives with additional questions.

Where can I find out more information about the Genesys and Interactive Intelligence combination?

For more information, please visit www.genesys.com/interactiveintelligence.