

## PureCloud Service Definition

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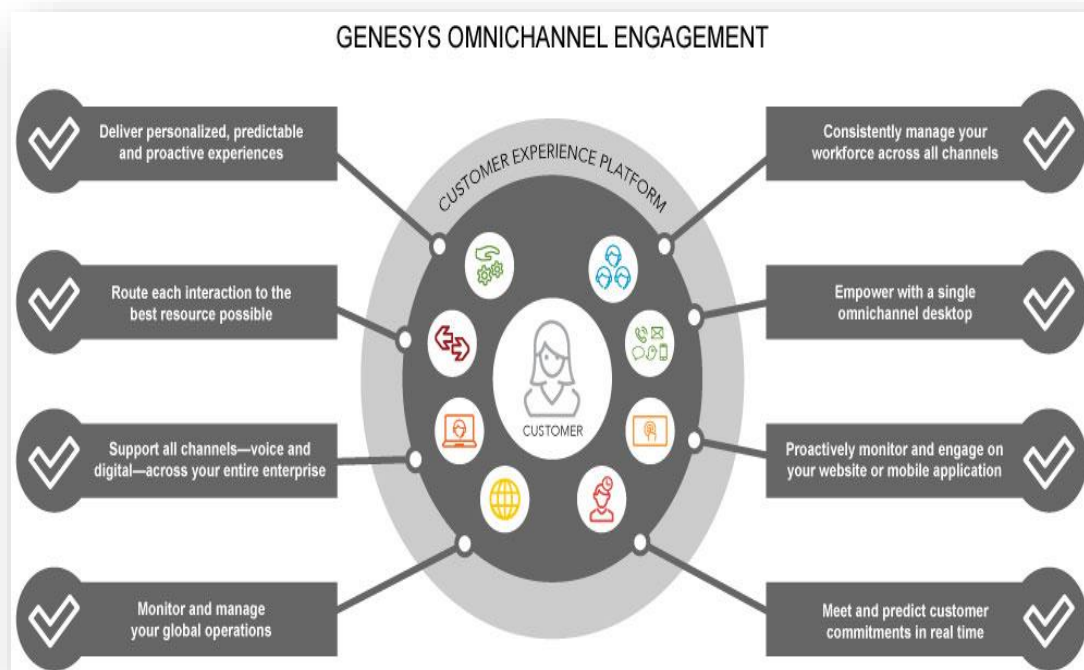
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## EXECUTIVE SUMMARY

The award-winning Genesys omnichannel services, PureCloud combined with Foehn's cloud contact centre expertise, ensures that contact centres get the most innovative technology, along with superior deployment and integration services. As a Genesys Gold Partner, Foehn is fully accredited to sell, service and support PureCloud.

## Genesys Differentiators

- **Innovation** - Mixing market intimacy with vision and commitment to create the most innovative solutions, as evidenced by being the only vendor recognized as a market leader in both cloud and premises (Gartner) and as a leader for both midsize and large enterprises (Forrester).
- **Breadth & Depth** - The only company that provides solutions to all segments of the market, small and large, sophisticated or out-of-the-box, cloud and on premise, anywhere in the world.
- **Stability** - Financial stability to ensure our customers' investments are sound now and in the future. Genesys is one of the biggest privately held tech companies in the world.



## About Genesys

Genesys is the recognized market leader in omnichannel customer experience (CX) and contact centre solutions - both in the cloud and on-premises. Our customer experience platform and solutions help companies engage effortlessly with their customers, across all touchpoints, channels and interactions to deliver differentiated customer journeys, while maximizing revenue and loyalty.

**Our Vision:** to build a better world by unleashing the power of great customer experience.

**Our Mission:** to power the world's best customer experiences.

## Genesys Competitive Advantage

Genesys is the market leader in on premise and cloud-based contact centre solutions, generating more revenue from cloud solutions than all our top competitors combined. As the leading visionary in our industry, Genesys' is rated ahead of our competitors in the Gartner Magic Quadrant for Contact Centre Infrastructure.

Genesys leads the industry in security certifications.

To reference scalability, Genesys serves some of the largest, highest-volume customers in the world, having been offering contact centre capabilities since 1990.

Genesys offers the broadest portfolio of solutions – from support for all the digital channels, to conversation management, to analytics and continuous workforce optimization – we are the leader.

In fact, to quote Gartner, "The Genesys Customer Experience Platform and other components of its portfolio support a broad suite of highly scalable and full-featured Contact Centre Infrastructure applications."

# 1 Service Information

## 1.1 Section Introduction

In this section, we describe our Genesys PureCloud services. Here you will find information about our service functionality. We describe the functionality in a way that should be understood by people familiar with this kind of service. However, we have also provided links to more detailed guidance if you need assistance with the terminology and benefits that this/these service(s) can provide, if you are not that familiar with services of this kind.

## 1.2 PureCloud Overview and Assurance

Genesys PureCloud is a suite of cloud services for enterprise-grade communications, collaboration, and contact center management. PureCloud is built on top of Amazon Web Services (AWS) and uses a distributed cloud environment that provides secure access to organizations around the world with a marginal IT footprint.

PureCloud® is based on Amazon Web Services and works over the Internet to provide anywhere access for users. To provide remote site survivability, a pair of Edge devices are deployed in the event of a loss of network or service. Additionally, a Bridge Server will connect to your other applications such as databases, host systems and CRM systems.

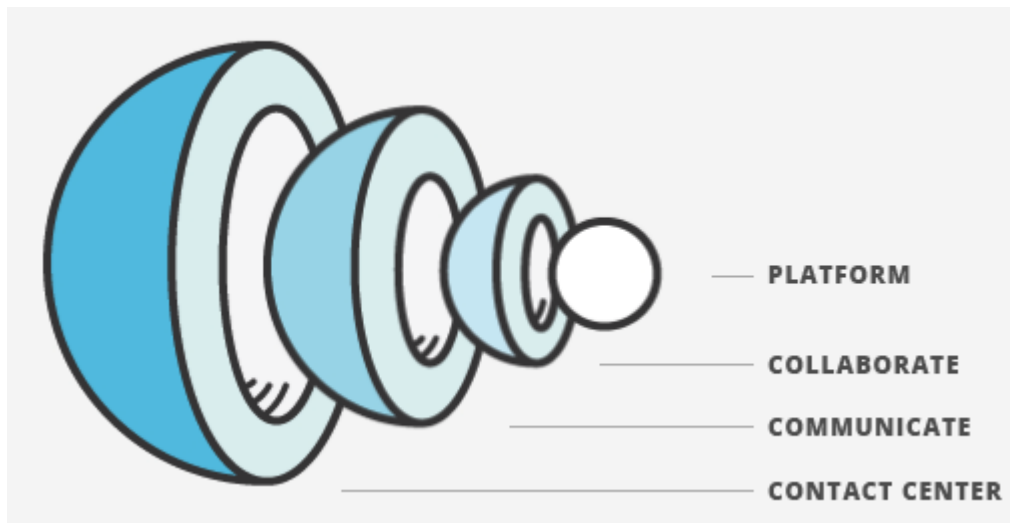
Users work on a thin client or simple desktop application on Windows or Mac. Audio is presented over SIP devices such as softphones or hard phones.

PureCloud includes the following:

- The **PureCloud Platform** provides the core architecture for all other services. This includes all of the APIs that power the browser, mobile, desktop, and telephony applications.
- **PureCloud Collaborate** provides a platform for data about the people in a workplace and includes ways to connect with them, such as chat, video, and document sharing.
- **PureCloud Communicate** adds telephony features to Collaborate, making it a unified communications solution. Features include phone, voicemail, conferencing, and transfers.
- **Purecloud Contact Centre** uses the telephony foundation of PureCloud Communicate to operate a contact centre service that handles every aspect of customer interactions, including interactive voice response (IVR), automatic call distribution (ACD), skills-based routing of phone calls, emails, web chats, outbound campaign management, social expressions; and much more.

Each layer of PureCloud provides the foundation for another: Platform provides the core cloud services; Collaborate adds management of organization data and the means connecting people; Communicate adds a host of telephony features to Collaborate to become a unified communications platform; Purecloud Contact Centre

transforms Communicate into a comprehensive contact center solution. Each layer fully integrates with the others for a unified experience.



### 1.3 Service Functional Capabilities

Genesys PureCloud is a suite of cloud services for enterprise-grade communications, collaboration, and customer engagement. All PureCloud services can not only replace various existing IT systems and applications (e.g. PBXs, ACDs, IVRs, etc.) but can also work alongside them.

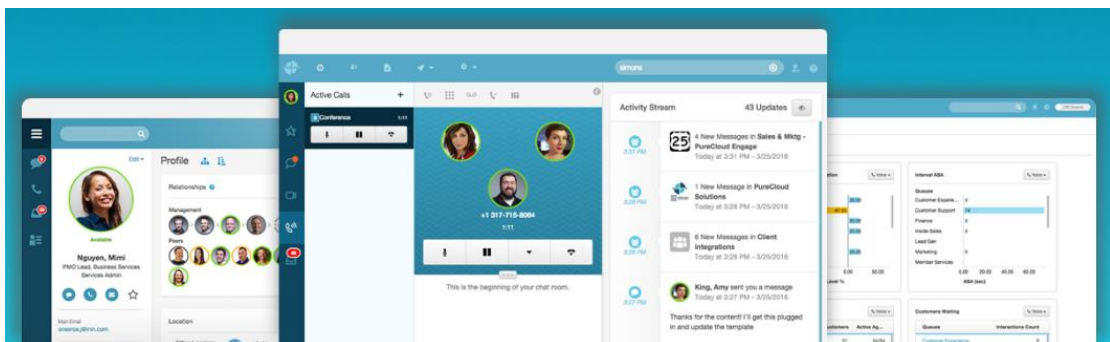
The PureCloud suite consists of several application services that can be deployed together or independently. These services include:

- **PureCloud Collaborate** – a powerful organizational directory that can be synchronized with many other IT systems (e.g. Active Directory, WorkDay, Salesforce, Exchange, etc.) in order to collect valuable employee information (e.g. skills, certifications, contact numbers, office location, photo, etc.) and make it available to other employees via web browsers and mobile apps on iOS, Android, and Windows 8 Phone devices.
- Collaborate includes document management functionality to provide indexing millions of documents regardless of where they're stored and serving them up to your employees around the globe on every conceivable type of device. This service allows documents to be stored securely in the cloud or to reside in repositories (storage networks, file servers, etc.) within your network. Regardless, they can be searched, versioned, and annotated with strict access controls.
- **PureCloud Communicate** – a corporate unified communications solution that encompasses IP PBX, voicemail, fax, instant messaging, persistent group chat, video, and conferencing. PureCloud UC can serve as the complete communications system for the largest corporations in the world.
- **PureCloud Purecloud Contact Centre** – a sophisticated contact center automation service that handles every aspect of customer interaction, including speech-enabled voice self-service (IVR); automatic call distribution (ACD); skills-

based queuing and routing of phone calls and web chats; recording and archival of all interaction types; real-time monitoring and supervision; insightful data analytics; speech analytics; and much more.

PureCloud services are designed to add value to each other as well as to other systems you already have in place. For example, keep your current PBX and use PureCloud Contact Center to automate your customer service. Or use PureCloud Social Customer Service to add a VIP service portal to your existing contact center solution. Or use PureCloud Directory to create an organization-wide directory with native apps for iPhone/iPad, Android, and Windows 8 Phone devices with granular synchronization across all the systems you have today.

PureCloud is 100% web based including the call flow (IVR) builder, utilising technologies such as HTML5 and Web-RTC meaning zero client side installs with just a web browser required to access all functionality. The browser can even become the phone end-point using our latest WebRTC soft phone. The user interface offers a centralized hub for communication, ACD interactions, supervisor dashboards and administration tools.



**Figure 1: PureCloud offers an intuitive all-in-one interface for all parts of your contact centre**

Search across individual and group profiles for keywords. Search data in specific profile fields, combine profile field searches to get more specific, and view people's availability status and contact them right from the search results.

Outbound dialing campaigns automatically dial phone numbers according to a prescribed set of rules. Campaigns increase agent productivity by screening out answering machines, busy signals, and calls that don't complete.

The PureCloud® Platform exposes its capabilities via a REST API that can be used to for inherent CTI and agent screen pop functionality. This is completely software-based without the use of additional servers.

An optional software component called PureCloud® Bridge Server can be installed on a physical server or as a virtual machine on a customer's network, allowing for additional integration functionality to a variety of common systems and applications.

If you require additional information, please refer to [Appendix 1](#).

## 1.4 Service Non-Functional Capabilities

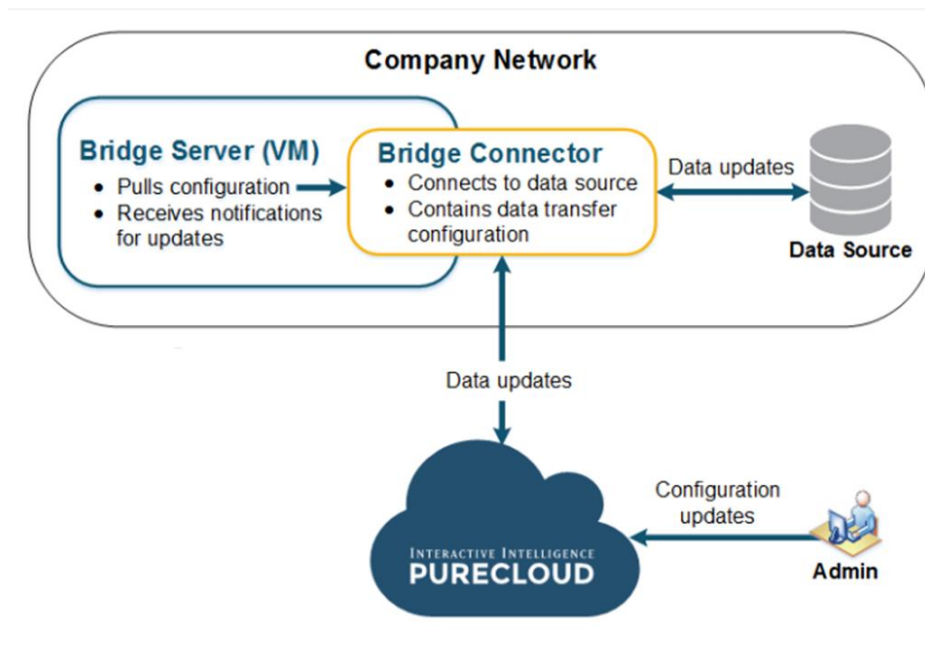
Through the PureCloud® Bridge, data sources may be integrated to create an corporate directory. Examples of bridge connectors include Active Directory, Salesforce, Zendesk, Oracle, SharePoint, Exchange, Customer Interaction Center™ (CIC) presence, CIC data sync, UltiPro HR and WorkDay. The PureCloud Bridge handles data in three ways.

1. It enables data to one-way sync to the PureCloud Directory, which propagates changes made in customer systems to PureCloud Directory.
2. It enables data to one-way sync with Customer systems, which propagates changes made in the PureCloud Directory to Customer Systems.
3. Bi-directional synchronization enables both the customer system and PureCloud Directory to propagate changes in both directions.

Genesys PureCloud® Bridge Server is designed to transfer data automatically between your systems and PureCloud.

- **Profile data sync** — Synchronizes information between your data systems and Collaborate profiles like name, email, department, manager, and more. When data changes in one system, the other system automatically receives the update to eliminate time-consuming data entry.
- **Exchange distribution lists** — Copies group membership from Collaborate to Exchange for creation of distribution lists. When an administrator adds or removes members from Collaborate groups that are configured to communicate with the Bridge Platform, the membership updates are transferred to the Exchange server distribution lists.
- **Data dipping** — Pulls data and makes it available for use within a call flow. For example, when a call comes into an IVR, the caller's information is pulled from an external system based on the phone number used for the call. The caller is then routed to the appropriate workgroup based on the caller's account type.



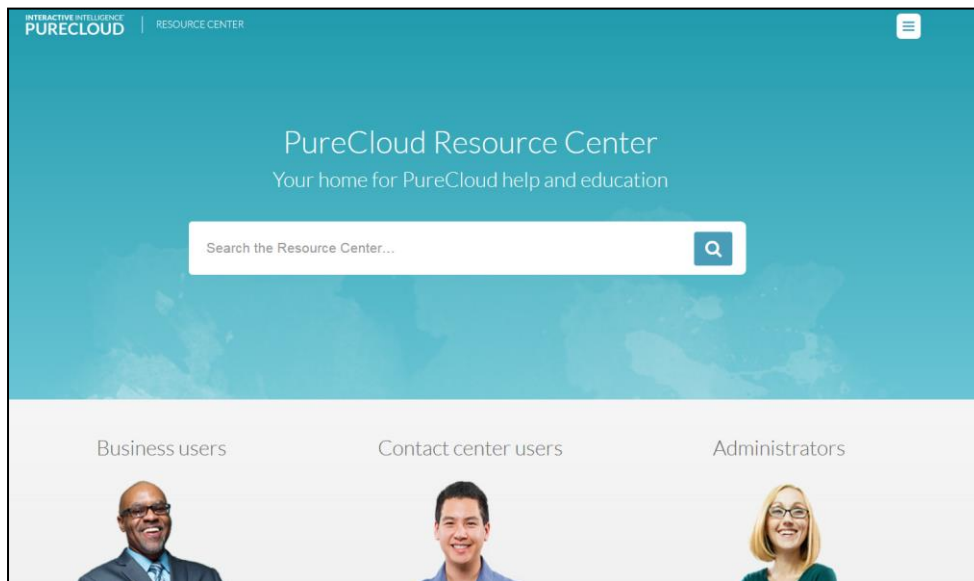


**Figure 2: PureCloud® Bridge Server provides automatic data transfer to/from customer systems.**

The developer tools allow you to test extended functionality in your PureCloud organization without directly using an API. Through a user interface, you can send requests to the APIs. No programming required. The developer tools authenticate against your PureCloud organization and use data from your PureCloud organization. With some of the tools, you can produce code to give to your developers. The code can help them create programs for retrieving and changing data in your PureCloud organization.

The PureCloud Resource Center is the comprehensive home of all PureCloud<sup>SM</sup> instructional and educational information. This online tool (<https://help.mypurecloud.com/>) is available for any user of PureCloud and is offered for free.

Users may browse through the categories for articles of interest, use the glossary to look up pertinent definitions, explore the video library for education and product simulations, check the FAQs prior to asking for help, read through industry insider content for industry insights, check out release notes for a summary of new features, enhancements, and critical bug fixes, or use the search feature to locate specific information.



**Figure 3: PureCloud Resource Center is an in-depth source free of charge for users.**

All screens of the PureCloud user interface display a help icon that provides access to the PureCloud Resource Center with rich context sensitive help. The Genesys Technical Communication and Training teams update PureCloud Resource Center content on a weekly basis.

## 1.5 Information Assurance

PureCloud® was designed to meet the rigorous security demands of government agencies, financial institutions, and healthcare organizations. Here are just a few of the ways in which PureCloud achieves enterprise-grade security.

### Industry Specific Certifications

Our security and operational controls are based on industry standard practices and are certified to meet ISO 27001, ISO 9001, HIPAA, PCI Service Provider Level 2, and SSAE16 Service Organization Control (SOC) guidelines. PureCloud utilizes infrastructure deployed on Amazon Web Services (AWS). AWS provides the following letters of compliance and/or certification: ISM, ASD, ISO 9001:2008, ISO 27001:2013, ISO 27018:2014, ISO 27017:2015, Multi-Tier Cloud Security Standard Level-3 (CSP) Certification. AWS also undergoes frequent SOC 3 audits. A copy of the certifications and audit reports for AWS are available on the AWS website at <http://aws.amazon.com/compliance/published-certifications>.

### Utilizing state-of-the-art security tools in the cloud

Centralized security information and event management (SIEM) is used to provide correlation of events and alerts.

### Encrypting all data connections

All connections to PureCloud browser, mobile, and other components are secured via HTTPS and SSL.

**Allowing encryption of all voice connections**

PureCloud makes it easy to encrypt voice traffic by means of TLS (SIP signaling) and SRTP (IP voice).

**Encrypting all call recordings, faxes, and instant messages**

PureCloud ensures the security of your communications information by encrypting call recordings and faxes.

**Using security certificates to assure the integrity of any locally installed components**

First, understand that you can use PureCloud with no locally installed hardware or software. However, Edge devices can be installed on-premises in order to provide unparalleled reliability and voice quality. PureCloud uses an elaborate pairing mechanism to verify the identity of the Edge device and to protect against “man in the middle” attacks. Signed certificates are also used for the automatic software updates that keep your Edge devices up to date with no effort on the part of your IT organization. The same approach is used by other optional components such as the PureCloud softphone software (use a computer or laptop as an IP phone) and the PureCloud Bridge (access your internal databases and other IT systems from PureCloud services).

**Password hashing**

All passwords are hashed using a salt with SHA-512 combined with PBKDF2. These cryptographic methods make PureCloud extremely resilient to rainbow table attacks.

**Remotely wiping mobile devices**

Any cached data stored on mobile devices by mobile apps can be remotely wiped by administrators if a user’s access is revoked.

## 2 Security

The Genesys PureCloud® suite of products is built on Amazon Web Services (AWS). AWS brings an impressive security and compliance portfolio with their cloud service, but PureCloud doesn’t stop with just those core services.

- PureCloud uses HTTPS and SSL to secure all connections to browsers, mobile apps, and other components bi-directionally with AES-256 encryption.
- PureCloud makes it easy to encrypt voice traffic with TLS (SIP signaling) and SRTP (IP voice).
- Call recordings are encrypted at rest.
- S3 buckets for content management and other sensitive data stores provide encryption at rest.
- Extensive use of ephemeral storage for databases removes the potential for compromised data from stolen or lost hard drives.

- Backups are encrypted in transit and at rest.

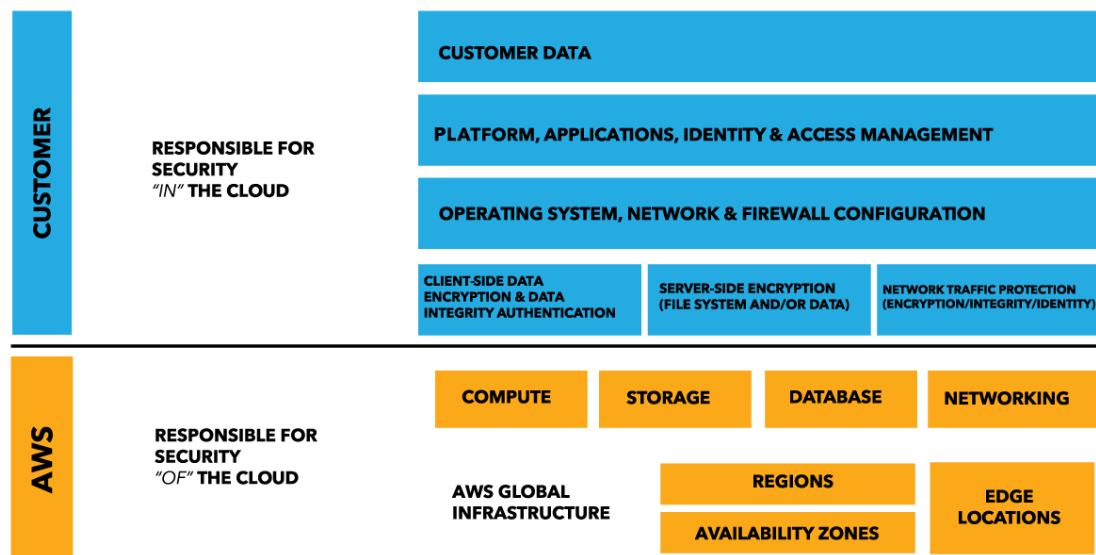
PureCloud® leverages role based permission model across the solution, including access to recordings. There is no limit to the number of roles that can be created. If default permissions do not meet your organization's requirements, you can add your own custom roles.

Please see the attachment files for copies of three documents verifying our certifications to fit G-Cloud Security Principles. Documents include "PureCloud Security Features", "PureCloud SIGLite" and "PureCloud SSAE16 SOC2 Type II".

When evaluating the security of a cloud solution, it is important for customers to understand and distinguish between:

- Security measures that the cloud service provider (AWS) implements and operates – "security of the cloud"
- Security measures that the customer implements and operates, related to the security of customer content and applications that make use of AWS services – "security in the cloud"

Security for the PureCloud® Platform residing on Amazon Web Services (AWS) is shared between AWS and the customer as depicted in the graphic below. While AWS manages security of the cloud, security in the cloud is the responsibility of the customer. Customers retain control of what security they choose to implement to protect their own content, platform, applications, systems and networks, no differently than they would for applications in an on-site datacenter.



Please see [Appendix 3](#) for further detailed security information about PureCloud.

## 2.1 Secure Encrypted Connection from the Client to the Application

PureCloud® provides the following encryptions:

- **Encrypted data connections:** All connections to browsers, mobile apps, and other components are secured via HTTPS and SSL over public Internet.

- **Encrypted voice connections:** PureCloud makes it easy to encrypt voice traffic by means of TLS (SIP signaling) and SRTP (IP voice).
- **Encrypted call recordings and faxes:** PureCloud ensures the security of communications by encrypting call recordings and faxes over public Internet.

Windows Active Directory authentication is supported within PureCloud®. All passwords are hashed using a salt with SHA-512 combined with PBKDF2. These cryptographic methods make PureCloud extremely resilient to rainbow table attacks.

## 2.2 Backup/Restore and Disaster Recovery Provision

By leveraging the distributed nature of AWS, PureCloud® data is replicated across multiple data centers. Using synchronous replication, PureCloud data is automatically updated in multiple Availability Zones (AZs). AZ locations are engineered to be insulated from failures in other AZs. All PureCloud services are deployed into multiple AZs; this makes them tolerant in the event of a data center failure. This ensures that data is not lost if the primary Availability Zone becomes unavailable.

PureCloud is deployed and configured in a redundant infrastructure through AWS. Services provided by PureCloud follow a stateless architecture. Data repositories in PureCloud use redundancy and replication designed to maintain availability and avoid data loss in the event of a lost data node. The PureCloud environment is physically separated from our corporate network environment so that a disruption event involving the corporate environment does not impact the availability of the PureCloud Services

We create backups of critical Customer Data according to documented backup procedures. Backup data will not be stored on portable media. Customer Data stored on backup media will be encrypted using server-side encryption as provided by Amazon Web Services (“AWS”).

### Additional Guarantees

Any additional guarantees related to the PureCloud products and services may be found in the Terms and Conditions at <http://help.mypurecloud.com/articles/terms-and-conditions/>.

## 2.3 Technical Requirements

Genesys PureCloud® is a web-based application, which customers securely access via web technologies. All User Interfaces (UIs) in PureCloud are web-based, built on platform independent and browser agnostic frameworks. By removing the dependency on a specific operating system or client side installations, customers will be able to rapidly deploy applications throughout their contact centers. PureCloud will support modern versions of desktop browsers including the following:

Web browsers

- Chrome — One version previous to the current release\*.
- Internet Explorer — Version 10 and above (video not supported).

- Firefox — One version and 1 ESR release previous to the current release\*.
- Safari — One version previous to current release (video not supported).
- Make sure that JavaScript and Flash are enabled.

\* Firefox and Chrome update themselves automatically. Versions of Firefox and Chrome are only an issue if IT restrictions prevent automatic updates.

Web technology is constantly evolving and modern browsers adapt quickly to keep pace with recent trends. PureCloud will strive to align with new, appropriate technology without setting artificial limits on specific browser version support. The goal is to support as many browsers as possible without causing an undue burden to the development organization to support previous-generation browsers.

PureCloud supports both Windows and Mac operating systems, including Windows Vista, 7, 8 and 10 and Mac OS 10.8 and above. The minimum supported screen resolution for running PureCloud is 1024 x 768.

Genesys provides a network readiness checklist in the PureCloud Resource Centre (<https://help.mypurecloud.com/articles/customer-network-readiness/>)

## 2.4 Browsers

Genesys PureCloud® is a web-based application, which customers securely access via web technologies. All User Interfaces (UIs) in PureCloud are web-based, built on platform independent and browser agnostic frameworks. By removing the dependency on a specific operating system or client side installations, customers will be able to rapidly deploy applications throughout their contact centers. PureCloud will support modern versions of desktop browsers including the following:

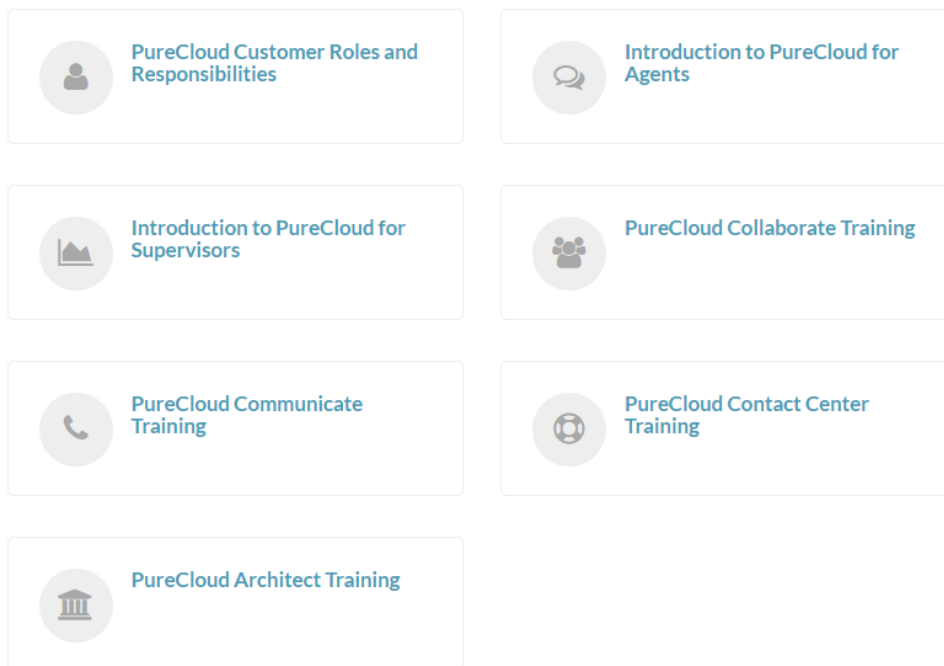
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PureCloud supports both Windows and Mac operating systems, including Windows Vista, 7, 8 and 10 and Mac OS 10.8 and above. The minimum supported screen resolution for running PureCloud is 1024 x 768.



### 3 Termination Terms

The customer acknowledges that it has purchased the Services for the Minimum Period and any Renewal Term(s), as defined in the Certificate or Order Summary.

In the case of contract termination, there would be no associated early termination costs as Genesys PureCloud® is provided on a month to month basis.

#### 3.1 Data Extraction/Removal Criteria

Genesys does not have an automated process for deleting customer data contained within the PureCloud<sup>SM</sup> environment upon contract termination. However, we will delete data within 90 days of contract termination upon Customer request.

The Customer is responsible for acquiring all the data they need to keep via the Public API prior to terminating their contract. All data in PureCloud can be queried via the platform's Public API (including individual recordings).

#### 3.2 Data standards in use

The Customer is responsible for acquiring all the data they need to keep via the Public API prior to terminating their contract. All data in PureCloud can be queried via the platform's Public API (including individual recordings).

### 3.3 Consumer generated data

Genesys does not have an automated process for deleting customer data contained within the PureCloud environment upon contract termination. However, we will delete data within 90 days of contract termination upon Customer request.

The Customer is responsible for acquiring all the data they need to keep via the Public API prior to terminating their contract. All data in PureCloud can be queried via the platform's Public API (including individual recordings).

### 3.4 Data extraction

The PureCloud platform API allows customers to control all aspects of their PureCloud environment. The API allows the customer to access the system configuration and query customer data.

### 3.5 Price of extraction

The PureCloud platform API allows customers to control all aspects of their PureCloud environment. The API allows the customer to access the system configuration and query customer data. There are no costs associated with the customer using the API to query customer data.

### 3.6 Purge & destroy

Genesys is committed destroying customer data within 90 days of contract termination upon Customer request.

### 3.7 Data Processing and Storage Locations

There is no off-site storage used with the PureCloud<sup>SM</sup> solution. All storage is within Amazon Web Services (AWS). PureCloud<sup>SM</sup> does not currently impose a limit on recording storage size or timeframe. Customers can manage deletion of recordings based on retention policies they establish.

### 3.8 Data Restoration/Storage Migration

In the event of an outage where the remote site cannot connect to the PureCloud<sup>SM</sup> servers at any of the Amazon Web Services (AWS) sites, the local PureCloud Interaction Edge<sup>®</sup> business continuity will be maintained with Remote Survivability. This application provides inbound and outbound call routing out the local gateways and to the local phone devices. This device will also route emergency calls directly out the local gateways. When the connection to the voice center is re-established, the proxy will automatically begin routing calls based on the normal business logic. To perform in this manner, there would not be any specific requirements on the proposed IP phones.



### 3.9 Customer Responsibilities

The PureCloud<sup>SM</sup> solution is designed to be implemented using a methodology where both Genesys and the Customer participate in the process in order to achieve shared success. Genesys takes an active role in understanding the customer's business requirements and goals for the PureCloud implementation, and provides onboarding assistance to ensure that the solution is adopted by users and operating reliably.

The infrastructure and network connectivity in a customer installation and implementation can cause issues if they are not aligned to the platform's requirements. Genesys shares industry best practices and standards as well as calculators and other tools to ensure that a customer's PureCloud environment will provide for optimal operation. Genesys believes the key to a successful implementation is thorough discovery and clarity of communication between our implementation team and our customers.

### 3.10 Details of any Trial Service Available

Genesys designed PureCloud<sup>SM</sup> with the end user in mind. Beta or test environments are less necessary in PureCloud than other legacy systems. PureCloud Architect allows customers to create work flows without putting them into production, thus eliminating the need for a test environment. However, if sandboxes or development systems are a requirement for your business, Genesys can easily meet this requirement by creating a new organizational instance within PureCloud called Company X Dev. Within this instance, a small number of users and a virtual Edge will be added allowing for some basic testing. Pricing is affordable compared to legacy system and available upon request.

## 4 Summary

Genesys PureEngage Cloud represents the best contact centre solution choice for growing companies. Implemented quickly, infinitely scalable, and easy to use - Genesys provides:

- Fast deployment in prescriptive packages for voice and digital channels.
- True SIP-based platform, with a comprehensive set of customer experience features and workforce management capabilities - with easy yet powerful graphical interfaces for Contact Centre agents and supervisors.

- Ability to respond quickly to changes in business volume and customer service levels, without adding costly new infrastructure, as you scale up or down on a monthly basis, paying only for what you use above a monthly minimum.
- Industry-leading security and compliance certifications, high availability hosting and global redundancy, and a wide range of training, customer care and Professional Services.

The history and strength of Genesys as the industry's leading solution provider, combined with the broadest set of customer experience and workforce capabilities available, assure your Contact Centre success.

## 5 Customer Stories

The links below provide details of just a select few companies using Genesys Cloud services and the benefits they have realised.

- **Atom Bank** – <http://www.genesys.com/about-genesys/customer-stories/atom-bank>.
- **CarTrawler** – <http://www.genesys.com/about-genesys/newsroom/news/cartrawler-selects-genesys-to-drive-customer-service-across-the-globe>.
- **Red Hat**: <http://www.genesys.com/about-genesys/customer-stories/red-hat>.

## Appendix 1 Detailed Service Functionality & Benefits

Genesys PureCloud® is a suite of cloud services for enterprise-grade communications, collaboration, and customer engagement. All PureCloud services can replace various existing IT systems and applications (e.g. PBXs, ACDs, IVRs, etc.) but can also work alongside them.

PureCloud® allows organizations to handle multiple channels of customer engagement in one integrated service. PureCloud handles inbound calls, emails, and web chats. Future versions will add support for text messages, instant messages, social media, and faxes allowing organizations to easily Purecloud Contact Centre customers in whatever way suits them most, while centrally tracking all interactions.

The PureCloud suite consists of several application services that can be deployed together or independently. These services include:

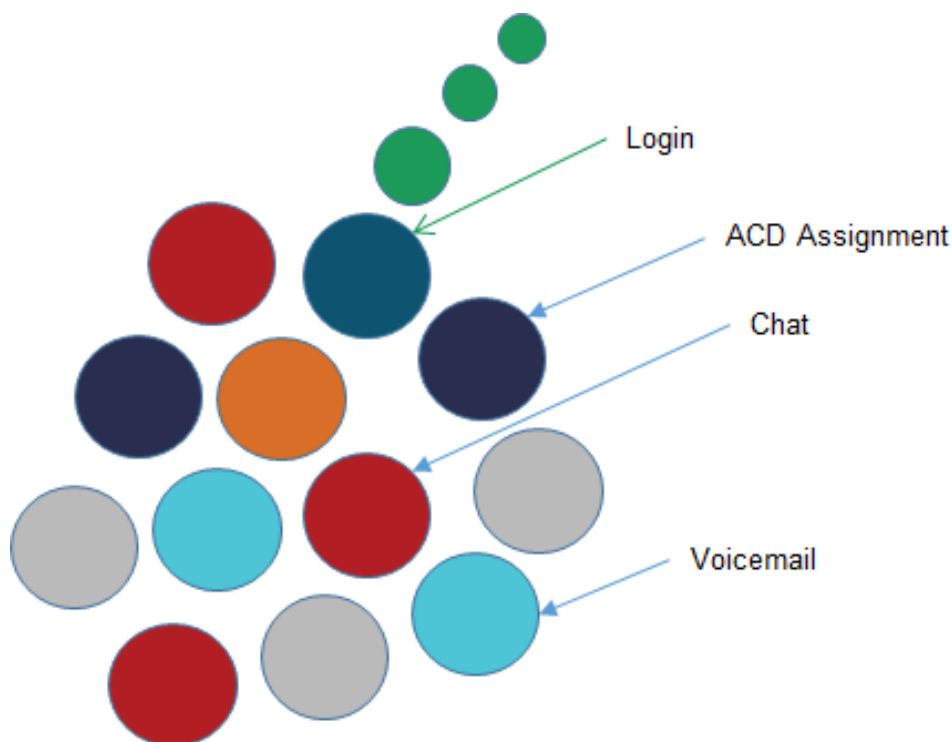
- **PureCloud Collaborate** – a powerful organizational directory that can be synchronized with many other IT systems (e.g. Active Directory, WorkDay, Salesforce, Exchange, etc.) in order to collect valuable employee information (e.g. skills, certifications, contact numbers, office location, photo, etc.) and make it available to other employees via web browsers and mobile apps on iOS, Android, and Windows 8 Phone devices.
- Collaborate includes document management functionality to provide indexing millions of documents regardless of where they're stored and serving them up to your employees around the globe on every conceivable type of device. This service allows documents to be stored securely in the cloud or to reside in repositories (storage networks, file servers, etc.) within your network. Regardless, they can be searched, versioned, and annotated with strict access controls.
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Genesys PureCloud® is a web-based suite of cloud services for enterprise-grade communications, collaboration, and contact center.

PureCloud® uses services oriented architecture (SOA), where core PureCloud components are separated into self-contained, loosely coupled services deployed within the AWS infrastructure.

The Genesys PureCloud® suite of application services run on a Microservices Architecture. Microservices architecture refers to a software architecture style in which complex applications are composed of small, independent processes that communicate with each other using language agnostic API's. This provides customers with a set of focused applications designed to accomplish a task or provide a specific functionality as shown in the following images.



**Figure 4: Microservices architecture provides groups of complex tasks in an easily deployable manner**

PureCloud is made up of more than 100 loosely coupled Microservices:

- Singular, focused functionality
- Multiple instances of each Microservice across Availability Zones (AZ) for redundancy and scalability
- Independent of other Microservices

### PureCloud User Interface

PureCloud is 100% web based, utilising technologies such as HTML5 and Web-RTC meaning zero client side installs with just a web browser required to access all

functionality. The browser can even become the phone end-point using our latest WebRTC soft phone.

The user interface offers a centralized hub for call center users, managers and administrators.

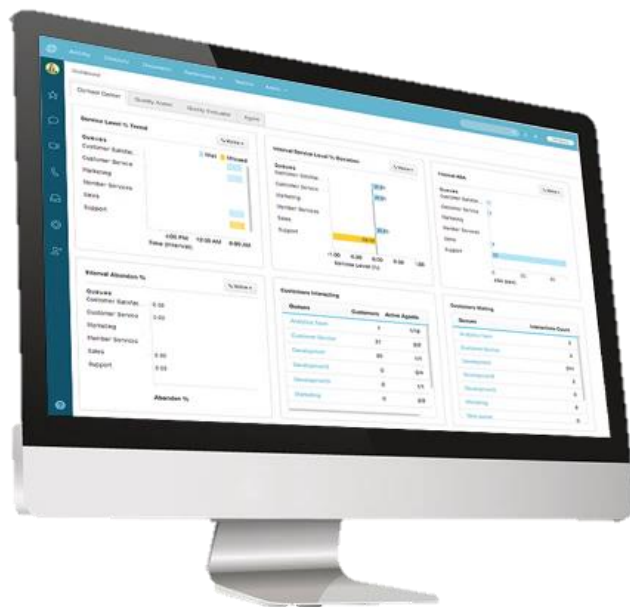
**Users:** Users can communicate with each other using features like personal or group chats, video chats and conferences or audio calls. Our advanced ACD engine ensures that calls are connected to the right agents. The directory function offers the possibility to create a comprehensive database of your employees which can be synced with 3<sup>rd</sup> party applications like Microsoft's ActiveDirectory.

**Managers:** The UI gives managers comprehensive real-time and historical information about the business and includes a Workforce Management (WFM) tool.

**Administrators:** Authorized users can use the same UI to administer every part of the platform including users, queue, phones and other system functions.

## Reporting and MI

PureCloud was designed from the ground up with big data and analytics in mind. PureCloud provides multiple out of the box reports such as the queue metrics summary report, which is available in PDF or XLS. PureCloud provides supervisors and managers dashboards to gain insight into the contact centre in real time such as Queue Activity dashboards or real time Service Level statistics for a single queue.

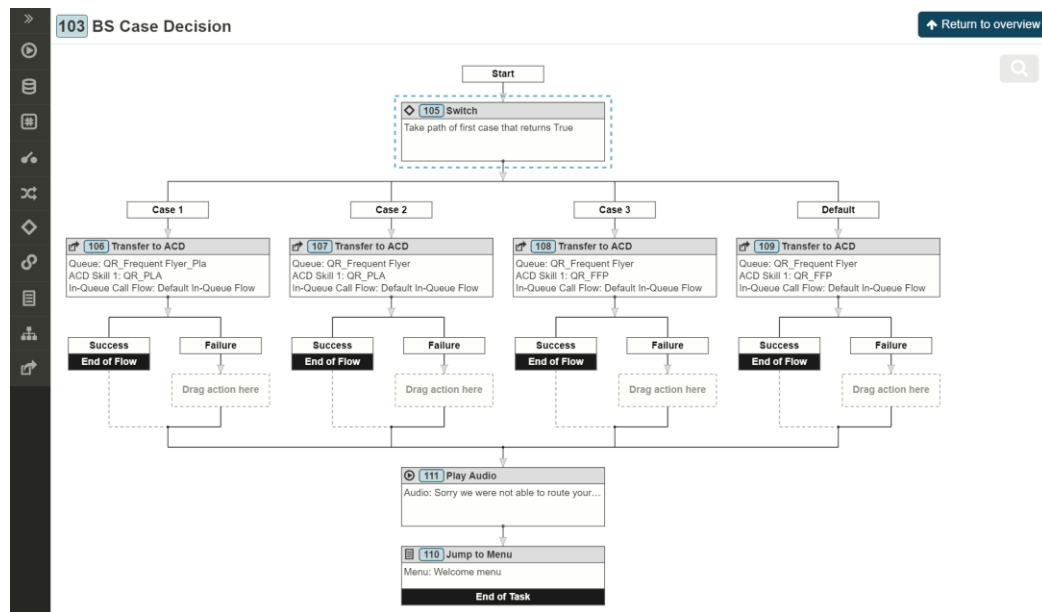


**Figure 5: PureCloud provides comprehensive dashboards and reports.**

## IVR (Interactive Voice Response)

PureCloud provides an intuitive, fully functional IVR and call flow design tool. It is 100% web based which means it can be accessed regardless of the user's location

and allows complex call flow design using simple drag and drop objects. The IVR builder can seamlessly perform data dip actions to retrieve data during the IVR stage to drive Self Service applications or route the call based on information about the caller.



**Figure 6: PureCloud IVR architect allows complex call flows using drag & drop objects**

Please refer to <https://help.mypurecloud.com/articles/feature-list/> for a more complete list of all available features.

## Appendix 2 Important Considerations Choosing Service

The Genesys PureCloud<sup>SM</sup> platform is the first to market, enterprise-grade, multitenant, distributed cloud platform built for multi-use cases: collaboration, communications and customer engagement. Differentiators from other products in the market place include:

- PureCloud provides a distributed cloud architecture that is highly scalable, reliable and secure, easy to deploy and manage, and can easily scale up or down as needed. It offers the option of keeping voice traffic within the organization's firewall, while providing remote survivability for business continuity.
- PureCloud's interface offers a consistent user experience across desktops, notebooks, mobile devices, and phones that incorporates modern, consumer-based design methods for ease-of-use.
- PureCloud has an open API which allows strong integrations with other organizational IT infrastructure for both in-house systems such as Active Directory, Exchange, and SharePoint, as well as cloud services such as Salesforce and Workday.
- Security is achieved in PureCloud through enterprise-grade functionality includes strong encryption, granular administration, audit trails, multi-lingual support, and comprehensive analytics to enable IT to track and manage every facet of the PureCloud services. All PureCloud services also meet rigorous industry standards, including SSAE-16, HIPAA, and PCI.
- PureCloud provides for rapid deployment, possibly under 30 days. Deployment includes a rich, all-in-one omnichannel customer engagement solution from a recognized leader with 20 years of experience.
- PureCloud service allows customers to consume it on a monthly pay as you go basis with minimal Capex costs.
- PureCloud architecture allows batch release of new features with minimal disruptions to customers and end users.

### Key Things to Consider

Genesys PureCloud Collaborate is an enterprise collaboration cloud service designed for a modern, connected workforce.

- Real-time collaboration tools, including group chat, video conferencing and screen sharing enable users to connect to others faster.
- Integrated content management enables groups to share files, documents and images both inside and outside the organization making team-based content collaboration simple, secure and efficient.

- Comprehensive search across rich employee profiles, chat history and content makes it easy to quickly find the right person or information at the right time to get work done faster.
- Find and connect with the right people anytime, anywhere using the PureCloud Collaborate mobile app available for iOS, Android and Windows devices.
- A simple upgrade path to PureCloud Communicate enables organizations to add enterprise IP telephony for a sophisticated phone system, add support for a variety of endpoint devices, and take advantage of unified messaging, all from the same PureCloud<sup>SM</sup> platform.

Genesys PureCloud Communicate is a unified communications and collaboration cloud service that includes and expands on the functionality of PureCloud Collaborate<sup>SM</sup> to fully support today's modern, connected workforce.

- Real-time enterprise collaboration tools, such as searchable employee profile information, instant messaging, multi-user chat rooms, multi-party video conferencing, and desktop sharing enable users to get connected faster.
- Integrated content management offers cloud-based storage and easy sharing of documents, images and other content both inside and outside the organization, making team-based content collaboration simple, secure and efficient.
- Sophisticated IP PBX capabilities, such as auto-attendant, call recording, speech recognition and unified messaging meet the communications needs of organizations of all sizes.
- Support for multiple voice and video endpoints (IP business phones, conference room phones and soft phones), and mobile endpoints extend communications and collaboration to any device including landlines for a more productive mobile workforce.
- Remote survivability provides PBX, IVR, and call recording functionality in the event of lost Internet connectivity to ensure business continuity.

Genesys PureCloud Contact Centre is an all-in-one omnichannel customer engagement cloud service designed to help contact centers accelerate business impact, deliver consistent outcomes and innovate the customer and agent experience.

- Rapid deployment (days) of a rich, all-in-one omnichannel customer engagement solution from a recognized leader with 21 years of experience accelerating business impact.
- Seamless multichannel routing with unparalleled reliability, broad visibility and key insights into performance that deliver consistent outcomes.
- A leading cloud service innovator offering continuous deployment of new capabilities such as new ways to match customers with agents, and a rich cloud ecosystem that innovate the customer and agent experience.



## Appendix 3 PureCloud Detailed Security Information

PureCloud was designed to meet the rigorous security demands of government agencies, financial institutions, and healthcare organizations. Here are just a few of the ways in which PureCloud achieves enterprise-grade security.

### PureCloud Security Features

The Genesys PureCloud suite of products is built on Amazon Web Services (AWS). AWS brings an impressive security and compliance portfolio with their cloud service, but PureCloud doesn't stop with just those core services.

PureCloud has recently completed a third-party Statement on Standards for Attestation Engagements (SSAE) 16 SOC 2 Type 1 examination. SSAE 16 conveys our commitment to the highest standards by providing PureCloud customers with assurance of security and privacy controls.

**HIPAA** – PureCloud is committed to respecting the privacy of your and your customer's information, including electronic protected health information (ePHI). As part of this commitment, many PureCloud services are compliant with the Health Insurance Portability and Accountability Act (HIPAA), specifically meeting the administrative, physical, and technical safeguards required by law. There is no HIPAA certification for a cloud services provider such as PureCloud. However, PureCloud has undergone an independent audit which verified our administrative, physical, and technical controls.

**PCI DSS** - The PureCloud platform achieved a PCI DSS assessment as a Level 2 Service Provider using version 3.2 of the PCI DSS standard.

We have implemented and will maintain an information security program that follows generally accepted system security principles embodied in the ISO 27001 standard designed to protect the Customer Data as appropriate to the nature and scope of the Services provided. Interactive's Security & Compliance Team maintaining the information security program includes experienced professionals holding a wide range of certifications in both security and privacy.

The Security & Compliance Team at Genesys consists of professionals holding a wide range of certifications including:

- Certified Information Systems Security Professional (CISSP)
- Certified Information Security Manager (CISM)
- Certificate of Cloud Security Knowledge (CCSK)
- Amazon Web Services Certified Solutions Architect
- ITIL V3 Foundations

We uphold the security principles of confidentiality, integrity, and availability with:

**State-of-the-art security tools in the cloud**

- Centralized security information and event management (SIEM) to provide 24/7/365 Security Operations Center Monitoring and correlation between events and alerts
- Host-based intrusion detection system (HIDS)
- Network-based intrusion detection system (NIDS)
- Server anti-malware
- Server File Integrity Monitoring (FIM)
- Centralized logging with anomaly detection
- Continuous monitoring improvement
- Third-party vulnerability assessments, both external and internal

#### **Secure Software Development Life Cycle (SDLC)**

- Rigorous adherence to secure coding techniques
- Developers trained in secure code development
- Peer review requirements
- Automated secure code review
- Vigorous security and unit testing
- Structured change management program

#### **Encryption at rest and in transit**

- PureCloud uses HTTPS and SSL to secure all connections to browsers, mobile apps, and other components bi-directionally with AES-256 encryption.
- PureCloud makes it easy to encrypt voice traffic with TLS (SIP signaling) and SRTP (IP voice).
- Call recordings are encrypted at rest.
- S3 buckets for content management and other sensitive data stores provide encryption at rest.
- Extensive use of ephemeral storage for databases removes the potential for compromised data from stolen or lost hard drives.
- Backups are encrypted in transit and at rest.

#### **High availability application and infrastructure design**

- PureCloud services are running in an active-active manner.
- Much of our service tier is built as a stateless architecture — work can be done by any member of a cluster in the event of a single node failure.
- Our data tier makes use of both redundancy and replication strategies — loss of a data node doesn't impact data availability or result in data loss.

- Availability zones (AZs) are geographical locations engineered to be insulated from failures in other AZs. Each availability zone contains multiple data centers. All PureCloud services are deployed into multiple AZs; this makes them tolerant in the event of a data center or even entire AZ failure.
- PureCloud uses Auto Scaling Groups (ASGs) for:
  - Dynamically scaling our clusters in and out as demand changes
  - Automatically detecting failures and launching replacement instances
- PureCloud uses Elastic Load Balancers (ELBs) to route internal and external traffic to healthy servers. Elastic load balancing detects unhealthy instances within its pool of Amazon EC2 instances and automatically reroutes traffic to healthy instances until the unhealthy instances have been restored. Instances that fail behind an ELB can be seamlessly replaced without affecting PureCloud's ability to handle traffic in the interim.
- PureCloud uses Amazon Simple Queueing Service (SQS) and Apache Kafka, which are durable message queueing systems that support request queuing and point-to-multipoint notifications, respectively. Message queues allow us to both load-balance requests/events and handle bursty load without data loss.
- PureCloud uses of Amazon Simple Storage Service (S3). S3 stores objects redundantly on multiple devices across multiple facilities in an Amazon S3 Region, delivering 99.99% of uptime.