Genesys Cloud™

Solution Overview

This document is intended to provide an overview of the Genesys Cloud customer experience (CX) solution. Topics include:

- Marketplace positioning
- Capabilities summary
- User interface images
- Technical specifications and requirements
- Security certifications

GENESYS™
moments connected

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Contact Center born in the public cloud

The Genesys Cloud™ offering is both an all-in-one public cloud solution and an innovative cloud development platform.

The Genesys Cloud solution delivers the broadest and deepest set of CCaaS capabilities available using a single, all-in-one design to speed deployment, reduce complexity, and simplify administration.

Platform overview

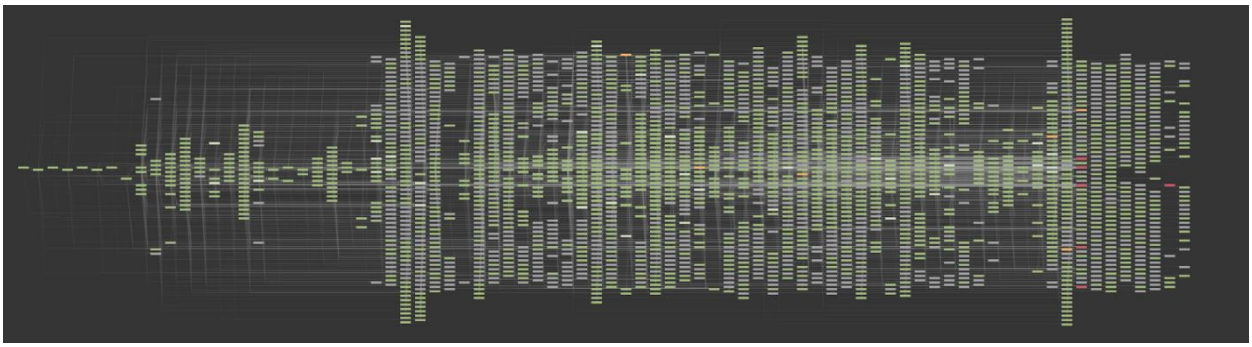
The Genesys Cloud platform is designed to help you manage change in a secure, reliable and scalable way. Its cloud-native architecture delivers the latest developments in cloud technologies, continuously deployed. This means you get immediate access to advancements in key areas of innovation as they happen.

Breakthroughs in Artificial intelligence (AI), digital channels, and workforce engagement management are transforming the contact center industry. Whatever tomorrow might bring, the Genesys Cloud platform will be ready — constantly evolving to help you stay ahead.

We use simple, stateless and secure components called microservices to provide a powerful, reliable platform to manage change. Genesys Cloud comprises hundreds of these microservices. Each provides specialized functionality we group into major services.

Each rectangle in the image below represents a microservice running on any number of servers and communicating with other microservices in Genesys Cloud.

Figure 1. Microservices visualization



On-demand scaling

Most Genesys Cloud services use Elastic Load Balancing (ELBs, ALBs and NLBs) with an auto-scaling group (ASG). Genesys Cloud distributes load and monitors groups according to service-specific policies. When a threshold is exceeded, the group automatically adds or removes additional resources as needed. Many newer services leverage serverless technologies, instantly responding to changes in load without the need to manage servers.

Reliability through recovery

When an individual server fails, the associated ALB/ASG health check detects and detaches the unhealthy instance from the load balancer. If this error isn't transient, additional policies trigger self-healing behavior, whereby the errant node is stopped and a completely new server is created to take its place. Your traffic continues unabated and Genesys Cloud recovers before users notice a service gap.

Fail-safe processing and testing

While occasional failures are inevitable, good software development practices are designed to account for them. A microservices architecture means one microservice failure won't affect another. We actively test and validate failure and recovery paths through automated chaos testing and fire drills. On average, 500 automated chaos experiments are conducted daily to anticipate and, ultimately, prevent failures so you aren't impacted.

Continuous deployment

We continually push new code into production. If a small defect is detected, we just fix it and push out new versions of the affected services. Our distributed architecture allows the release of rolling updates without taking the entire system down for maintenance. Load balancing and techniques such as "canary deployments" are used to ensure you aren't adversely affected when updates occur.

We believe you shouldn't have to endure never ending upgrade cycles and waiting for the next best thing. Let Genesys handle the heavy lifting so all you have to do is turn on functionality when you needed, including the next best thing.

In addition to the use of microservices, we take an API-first approach. This means that with one powerful set of Genesys Cloud APIs, our teams develop revolutionary cloud products and capabilities, our partners develop marketplace applications, and our customers develop custom solutions - transforming their contact centers into experience centers. The Genesys Cloud platform empowers customers to *buy* an all-in-one solution, *build* custom applications and *bring* their own technology and determine the right mix to deliver the best possible experience to their customers.

Click here to learn more about the Genesys Cloud platform.

Capabilities overview

Genesys Cloud offers the most comprehensive set of all-in-one CCaaS capabilities designed from the beginning to work together, including:

Digital channels

- Chat — Quickly resolve any customer situation with web chat. It enables your agents to respond immediately or step in proactively if a transaction stalls. Easily transition from a self-service chatbot to a live agent with full interaction and customer context.
- Email — Integrate email into your consistent omnichannel experience. Set up appropriate auto-responses and route email to the right agent group based on content analysis.
- SMS and messaging apps — SMS and messaging apps create conversations that can live forever. Context and content are never lost, and conversations can resume at any time, right where they stopped. This gives customers a way to interact with you at their convenience.

- Co-browse and screen share — See what your customers see and make interactions simple and painless with co-browse and screen share. If customers are having trouble, they can share their browser pages with your contact center agents or knowledge experts while chatting or speaking with the agent or expert.

Customer self-service

- Speech-enabled IVR — Equip your customers to resolve issues faster with speech-enabled IVR. Natural Language Understanding (NLU) lets your customers interact with your system in a way that feels completely natural.
- Voicebots — Simplify your customer journeys with conversational voicebots that move freely across interactions and channels. Manage, unify and orchestrate any bot across phone, web chat, mobile messaging and smart speakers.
- Chatbots — Give customers 24/7 self-serve assistance with artificial intelligence (AI)-powered chatbots. Handle tasks more efficiently across any digital channel by automating conversations with bots — and make it easy to transfer to an agent while keeping the full interaction context.

Voice services

- Genesys Cloud Voice™ — This VoIP telephony service provides public telephony access to any Genesys Cloud services to which you subscribe. You can purchase phone numbers directly from us or bring existing numbers with you.
- Bring Your Own Carrier (BYOC) — Leverage your preferred local or cloud carrier with the Genesys Cloud solution. You can maintain an existing relationship with your carrier or establish a new one. Choose the best telephony infrastructure to fit your needs.
- DIY administration — Straightforward administration lets you scale your cloud communications with ease for a 100% cloud-based call center solution. Purchase, provision and manage your Genesys Cloud voice services anytime, anywhere with a simple web interface.

Inbound routing

- Inbound voice routing (ACD) — Inbound voice uses your company's defined business priorities to segment and rank interactions. This enhances your ability to meet your SLAs for all voice interactions — without creating complex routing strategies or adding resources.
- Voicemail — Ensure the continuity of your customer service operations with agent and group voicemail. Receive email notifications for new messages, configure your own greetings and get multi-language support.
- Callback — If your contact center is busy, use IVR to offer an option for callback while allowing callers to keep their positions in the queue. Scheduling immediate or delayed callbacks eliminates the need for customers to wait on hold to speak with an agent — and that increases customer satisfaction.

Outbound campaigns

- Outbound campaigns — Create long-lasting opportunities and decrease the volume of inbound calls to your contact center with basic outbound campaigns. Send highly personalized, timely and relevant notifications on your customers' preferred channels.

- Inbound/outbound blending — Genesys outbound software supports blended agents. By blending inbound and outbound calls to a specific agent group or the entire population of agents, you can increase agent utilization, reduce overall call wait times and smooth overall call volume.
- Proactive notifications — Reach out proactively in a timely, personalized and contextual way. Make it easy on your customers by using predictive dialing to target the right customers and streamline interactions. Automate notifications to save time and keep customers informed.

Workforce management

- Employee performance — Track, manage and boost your service levels with tools to monitor performance, support employee development and engage with workers in ways that drive results. Empower your managers, increase speed to competency for new hires and gamify contact center KPIs.
- Resource management — Allow workforce managers to work with short-term forecasts and improve forecasting efficiency by leveraging AI. Simplify your workforce scheduling with flexible rules, manage time off and provide accessibility through a single unified employee user interface.
- Quality assurance — Follow your customer experience interactions closely to maintain quality and adhere to corporate policies. With interaction recording and screen recording, you can record all interactions, including voice calls and employee screens.

Unified communications

- Anywhere access — Give your agents who are working remotely and in globally distributed teams a modern, integrated communications solution. With the Genesys Cloud solution, your teams aren't bound by location or hardware. This web-based unified communications solution, softphone and native mobile apps keep your workforce united, equipped and engaged — no matter where they are.
- Business communications — The Genesys Cloud solution seamlessly connects contact center users, business users, vendors, partners and customers. Unifying communications across your company drives faster agent response times and improves business outcomes.
- Agent collaboration — Collaboration tools give teams access to communication channels from a single application — on any device. Agents can use video, softphone, screen sharing, persistent chat channels, rich employee profiles and document management — all in one integrated solution.

Reporting and analytics

- Performance dashboards — Up-to-the-second analytics and real-time dashboards provide the information you need to manage your contact center across multiple teams and channels. Customize dashboards to match your unique needs and help you respond in the moment.
- Historical reporting — Preserve historical context across your call center and generate reports so you can track and analyze service levels, call times, resolution rates, customer satisfaction and other critical KPIs.
- Real-time and historical views — Unite real-time and historical data. Organize and search by customer or interaction, and gain clarity with customized and consistent reporting that gives you true insight into your data.

Integration and apps

- AppFoundry™ Marketplace — Visit the Genesys AppFoundry Marketplace to browse and quickly deploy more than 315 third-party apps. Find everything you need to extend and enhance your Genesys Cloud solution — from easy CRM integrations to creative ways to use AI and automation.
- Pre-built integrations — Say goodbye to lengthy professional service engagements. Pre-built integrations, developed and supported by Genesys, are quick to deploy and easy to configure. And they simplify integrations with other business systems, such as CRM systems and AI solutions.
- Genesys Cloud platform — The Genesys Cloud platform is a composable all-in-one customer experience (CX) platform that combines an open cloud platform with a rich, constantly growing set of universal features to speed time to value and improve supportability when synthesizing and orchestrating your optimal mix of changing data, systems, and channels to create sustainable differentiation.

Key differentiators

Key differentiator	Benefit
All-in-one design. The broadest and deepest set of constantly growing CCaaS capabilities built to work together from the beginning.	Speed progress, reduce complexity and simplify the user experience.
Cloud-native architecture. The first CCaaS leader to use a true microservices-based native cloud architecture to deliver continuous innovation	Access updates and innovative services, like AI-powered journeys, new digital channels, workforce engagement solutions and more, as soon as they're released.
Composable platform approach. An open development platform with high feature velocity of innovative CX capabilities you don't have to build, allowing you to create custom experiences for customers and employees	Quickly deliver differentiated experiences while maximizing return on existing investments.
Trusted platform. A secure, reliable and scalable platform with publicly available uptime and no maintenance downtime for continuous feature releases.	Manage change confidently by avoiding unnecessary risk.
Global presence. Active customers in more than 70 countries, support for 18 languages and with over half of its users outside of North America.	Have a solution proven to meet the needs of your region.

All-in-one

Genesys Cloud provides the full range of contact center functionality natively within a unified interface for agents, supervisors, and admins.

Agent interfaces

Figure 2. Voice and digital tracked as one conversation

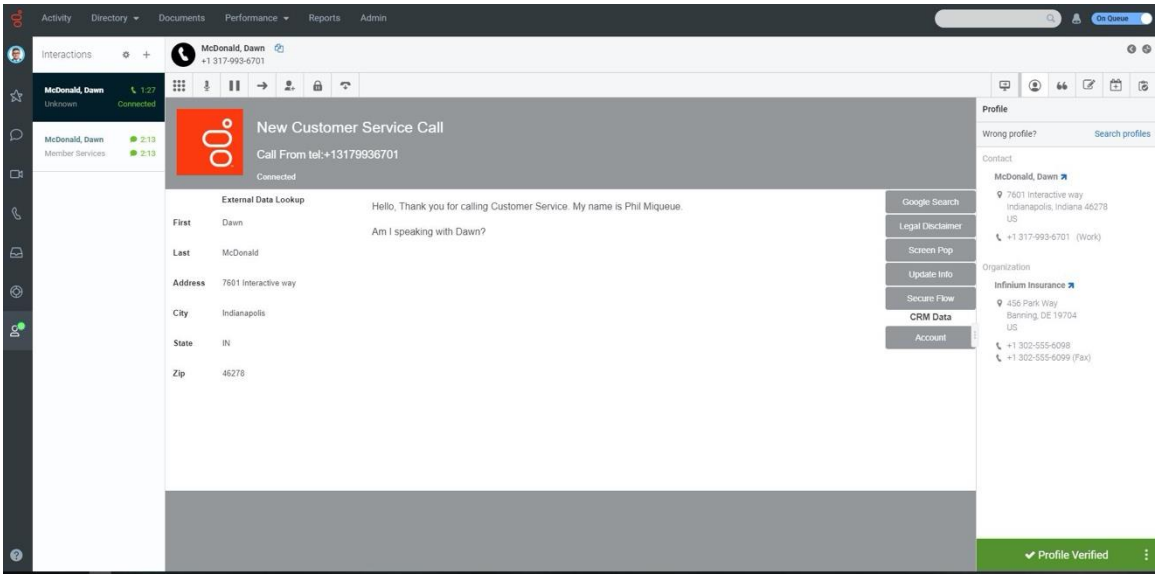


Figure 3. Internal chat

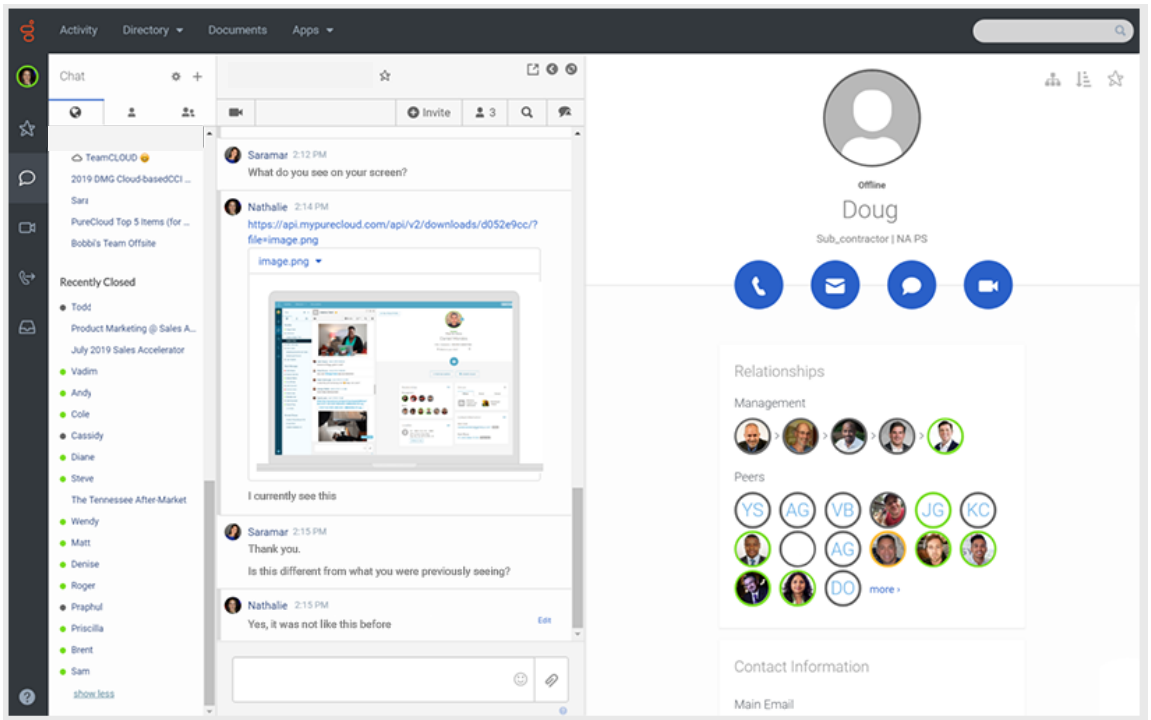


Figure 4. Co-browse

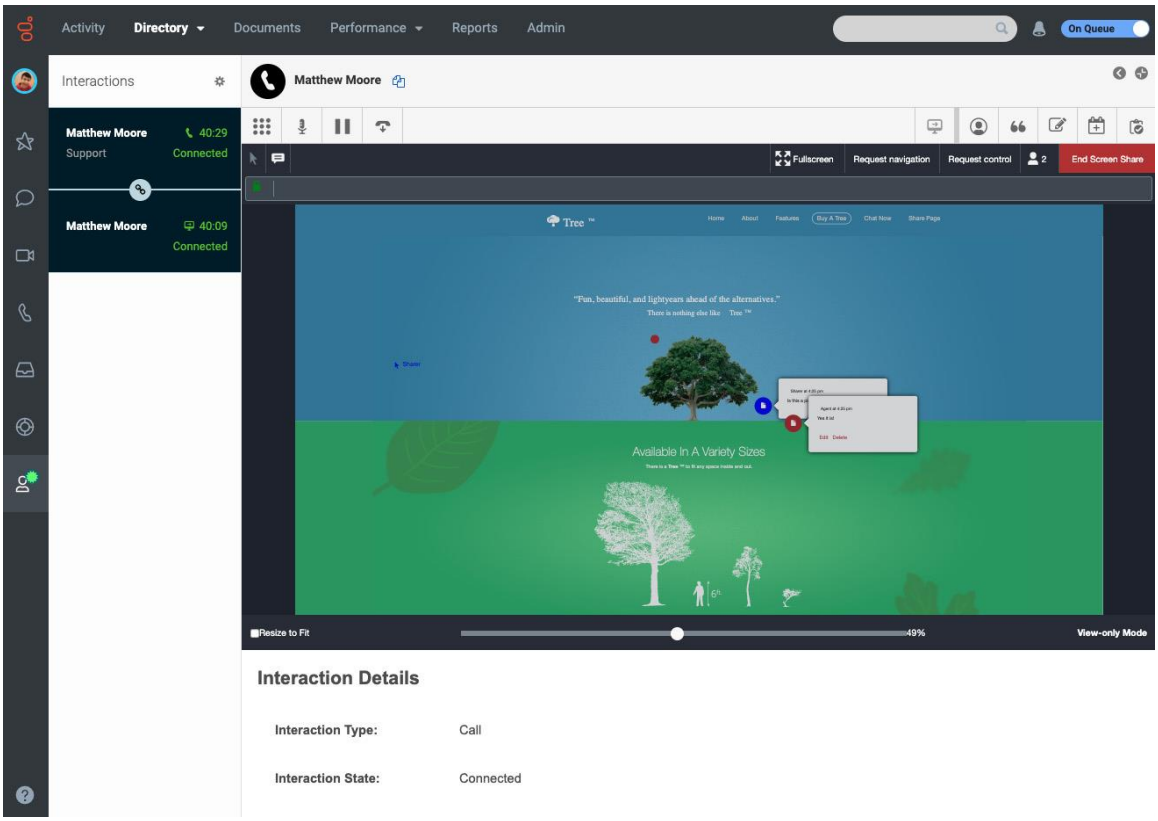
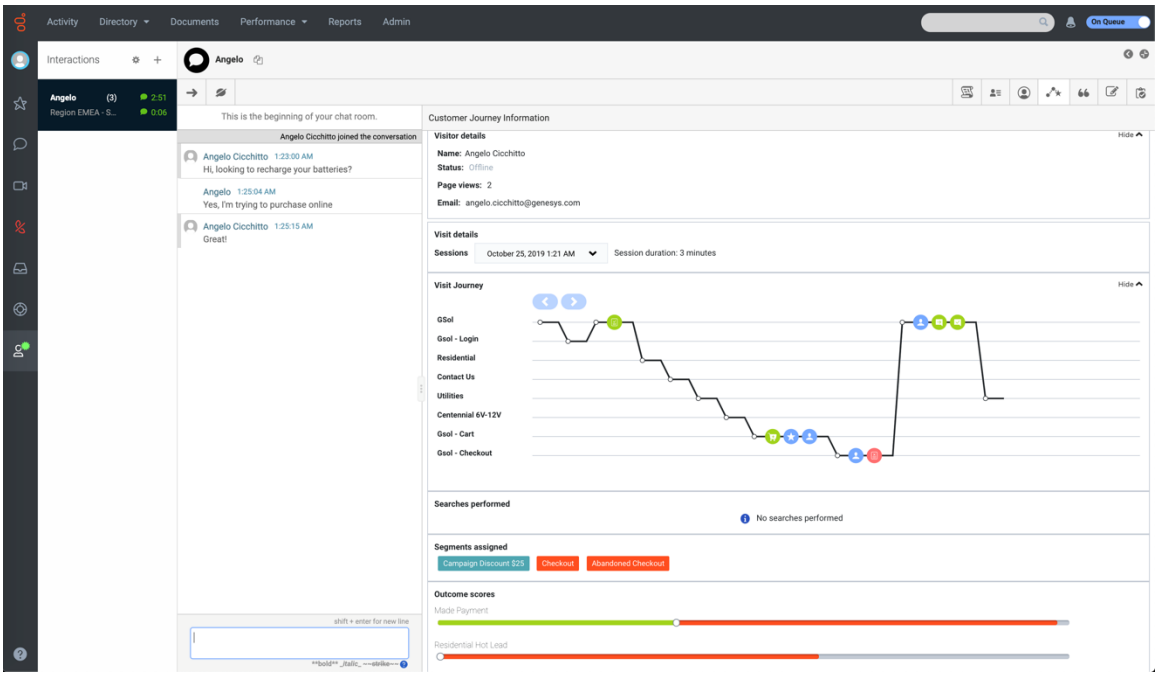


Figure 5. Predictive engagement



Management interfaces

Figure 6. Call flow configuration

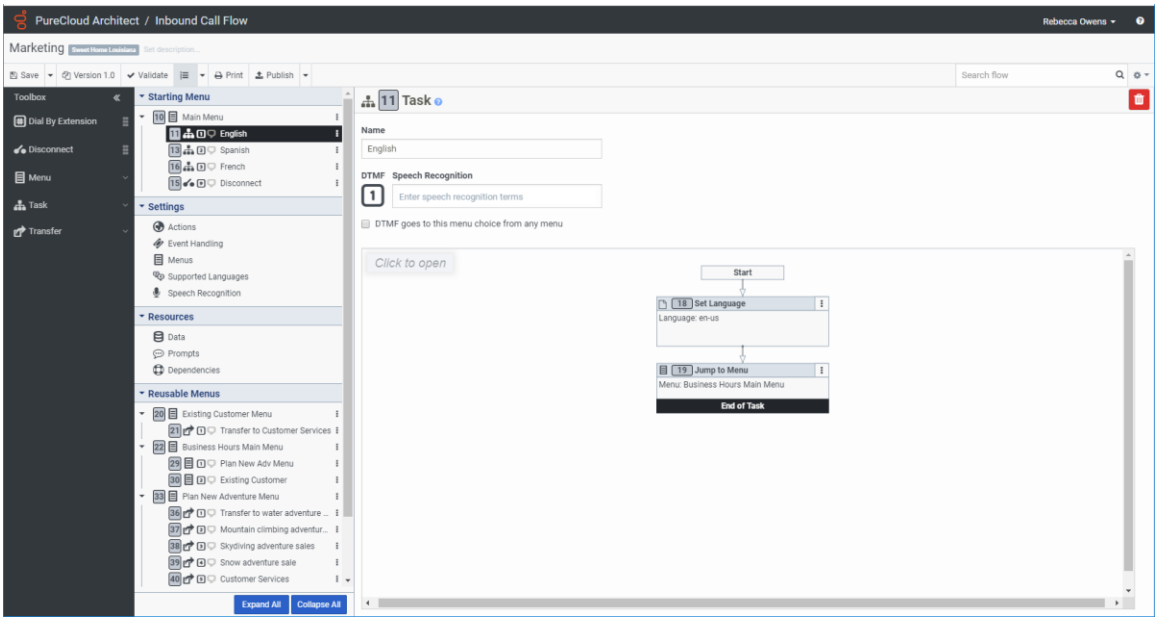


Figure 7. Phone number management

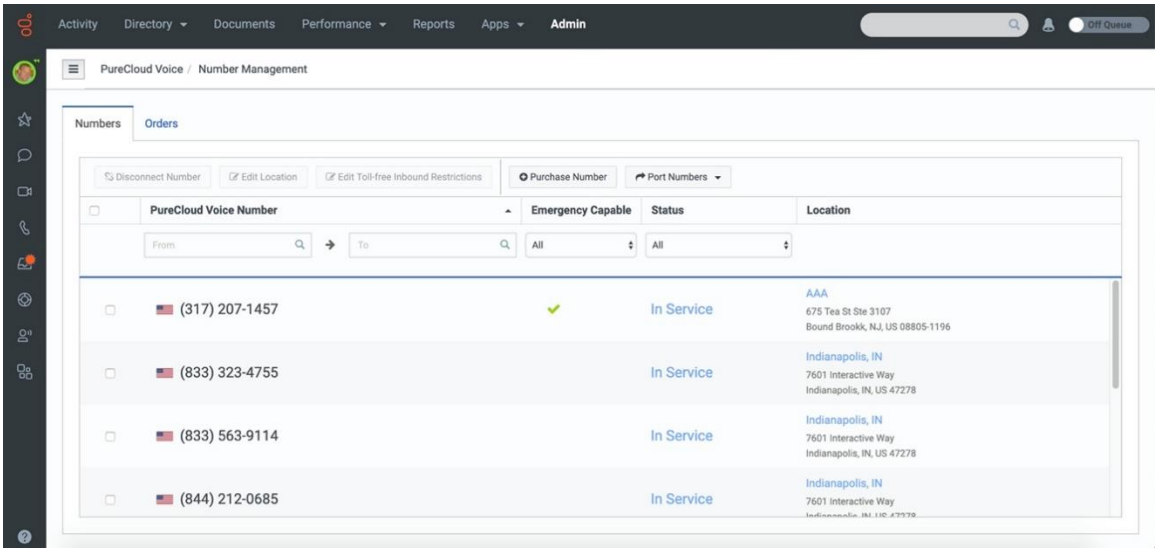


Figure 8. Omnichannel queue management

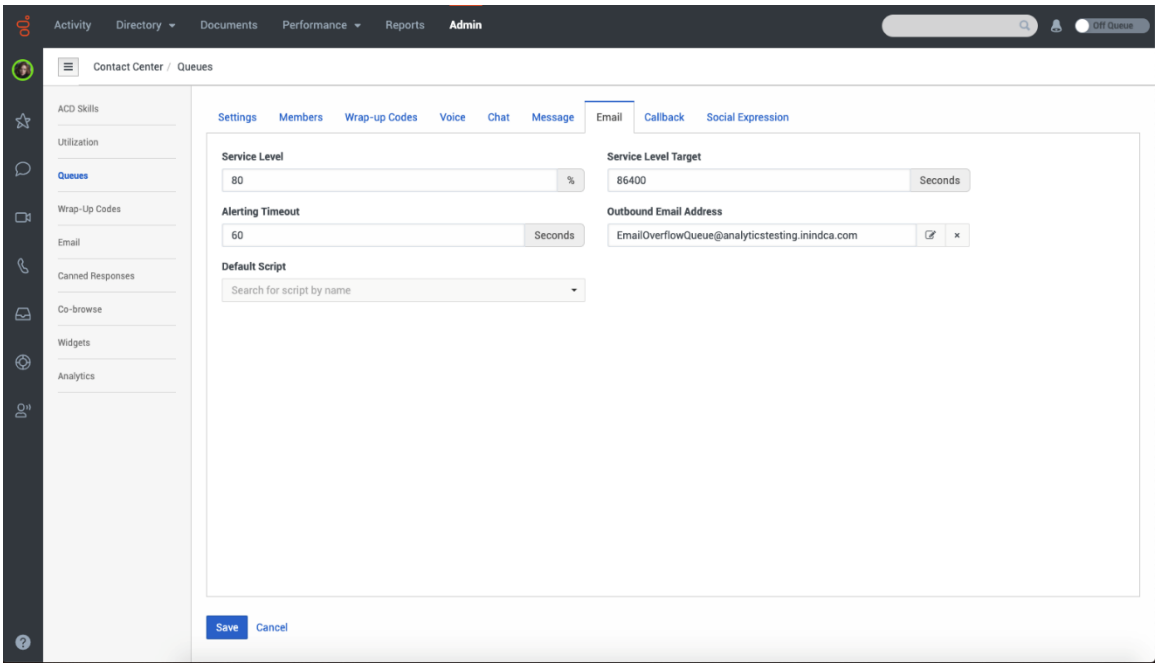


Figure 9. Real-time queue monitoring

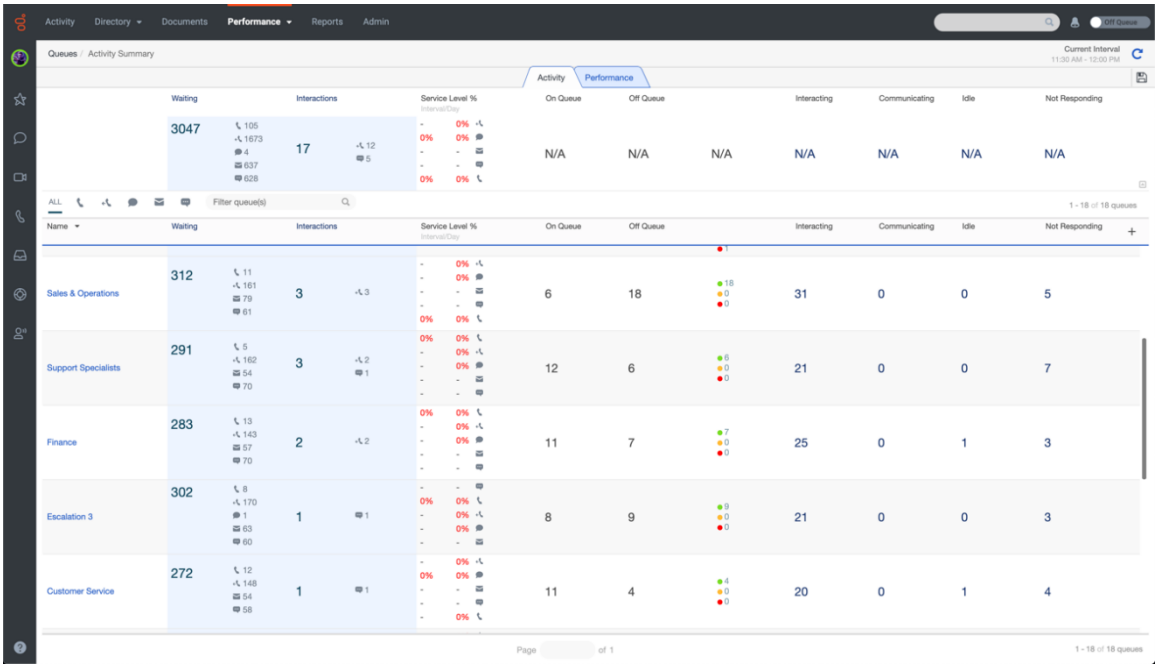
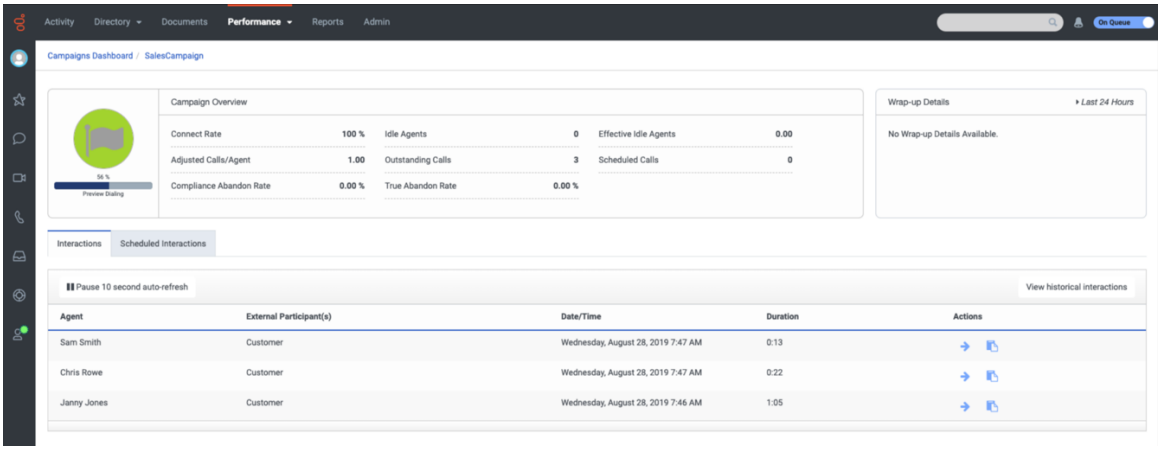


Figure 10. Analytics dashboards

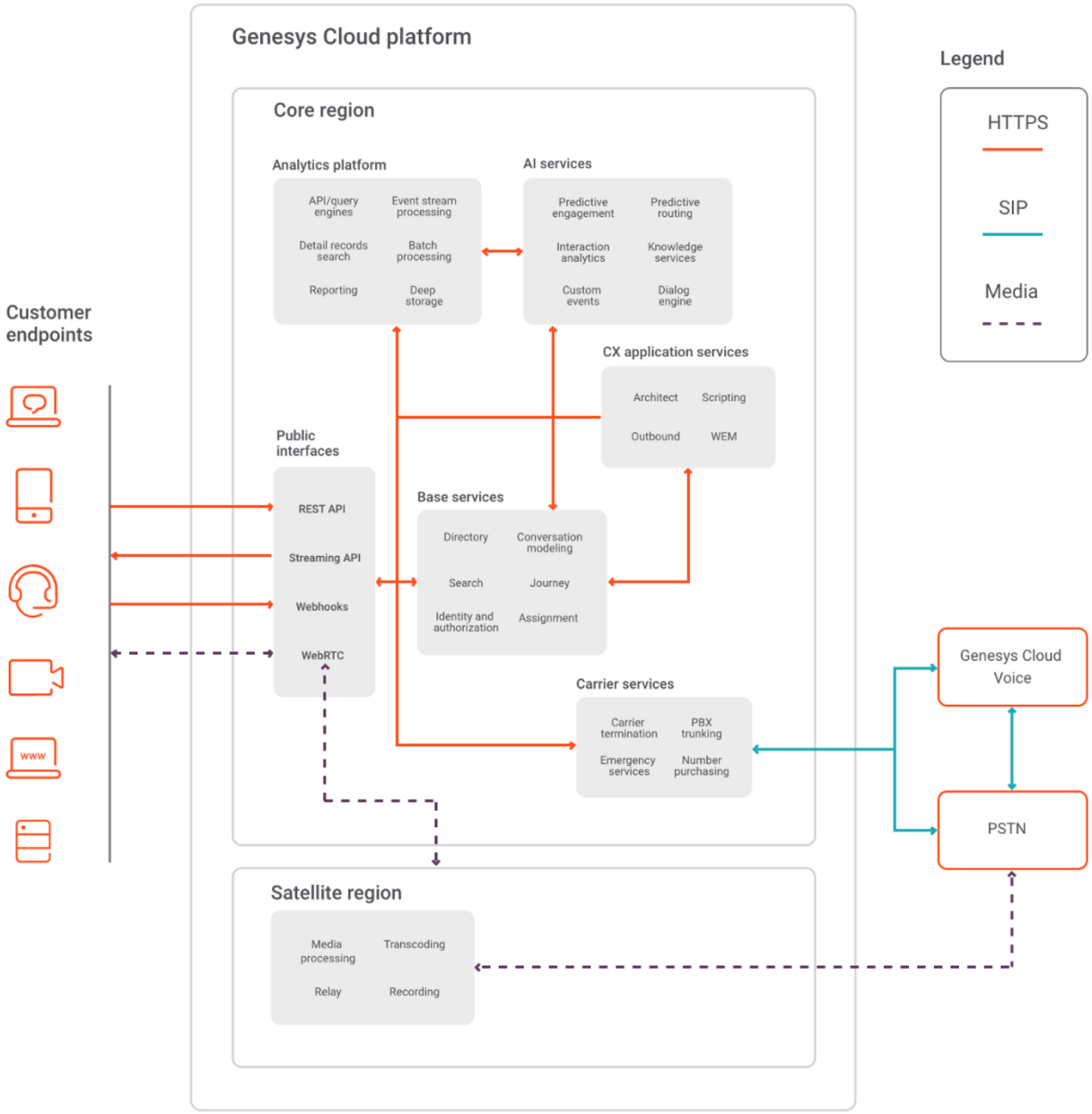
Figure 11. Outbound campaign dashboard



Architecture

Overview

Figure 12. Architecture overview



Voice options

Source: https://help.mypurecloud.com/articles/telephony-connection-options/

Genesys Cloud telephony connection options provide convenience and flexibility. Simplify your implementation by using Genesys Cloud Voice, a comprehensive contact center solution that includes telephony service provided by Genesys. For additional interoperability between Genesys Cloud and third-party devices, or to retain your existing carrier service, choose a Bring Your Own Carrier (BYOC) option.

For information on related Telephony configuration options, see About Telephony.

Solution	Description	Voice provider	Carrier contract required	Equipment required	Media processing (IVR, recording, conferencing)
Genesys Cloud Voice	100% Cloud-based solution using Genesys Telecom for phone service. About Genesys Cloud Voice	Genesys Telecom (varies by country)	No	None	In cloud
BYOC Cloud	100% Cloud-based solution where customers terminate SIP trunks from their Cloud carrier or premise equipment over the Internet into Genesys Cloud Media Tier resources in AWS. About BYOC Cloud	Customer-managed third-party carrier	Yes	None*	In cloud

* In certain scenarios, customers may need an SBC for their premises equipment to communicate with Genesys Cloud Media Tier.

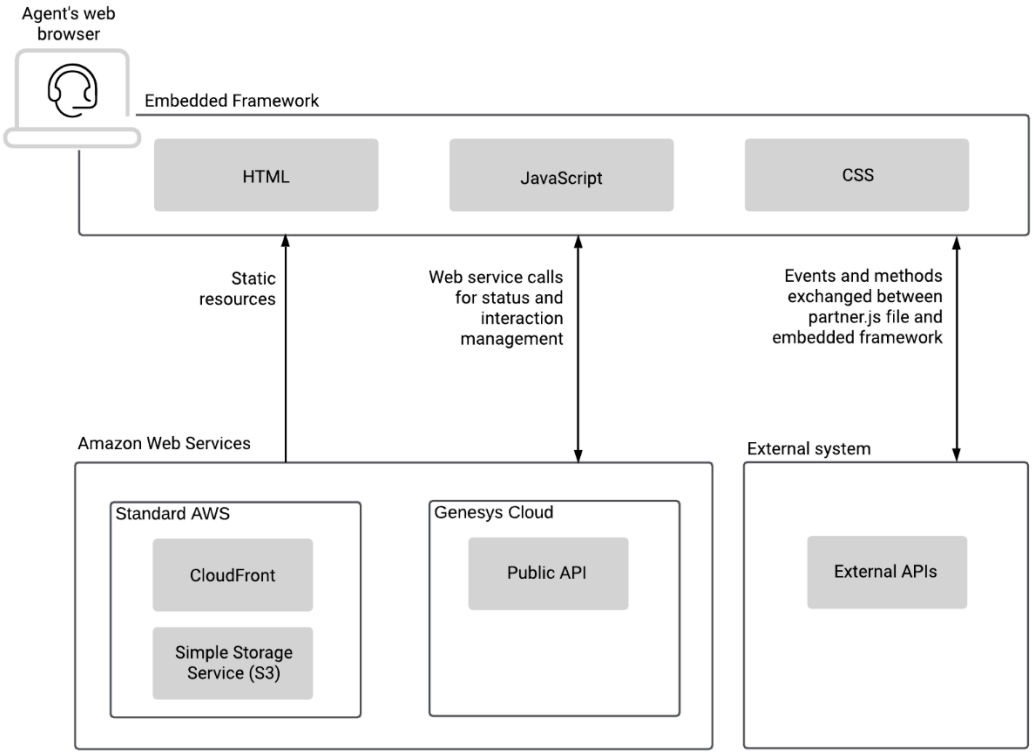
Desktop integrations

Source: https://help.mypurecloud.com/articles/about-the-genesys-cloud-embedded-clients/

The Genesys Cloud Embeddable Framework integration enables a version of Genesys Cloud's contact center services inside your own systems and tools. The Embeddable Framework integration can be created and consumed as private or public deployments.

- Private deployments — Companies can develop their own integration and deploy it in their Genesys Cloud organization for their private use. Developers create a framework.js file. Then administrators add the integration and upload the framework.js file to the company's Genesys Cloud organization.
- Public deployments — AppFoundry partners can develop an integration for public use by multiple companies. Developers create a framework.js file and then deploy it to the AppFoundry. Companies that want to use the integration can enable the integration in the AppFoundry.

Figure 13. Genesys Cloud Embeddable Framework architecture



Phone types

Source: https://help.mypurecloud.com/articles/phones-overview/

WebRTC softphone

Genesys Cloud supports the WebRTC technology with the Genesys Cloud WebRTC phone. Provisioning a Genesys Cloud WebRTC phone for a user creates a specific phone line for that user. The Genesys Cloud WebRTC phone does not require the installation of a software client on the PC. You use the Genesys Cloud call controls for the WebRTC phone calls.

Managed phones

Managed phones are phone models that you can configure through Genesys Cloud. Through the secure (HTTPS) Genesys Cloud provisioning process, the phone is sent the configuration which includes TLS (secure certificate exchange) and redundancy (primary and secondary SIP registrations). Managed phones have default base settings profiles set up in Genesys Cloud. Mutual authentication is standard with Genesys Cloud Voice and managed phones.

Unmanaged (Generic SIP)

Any SIP-compliant phone can register with Genesys Cloud as an unmanaged phone. The configuration of phone features are managed outside of Genesys Cloud. Only basic SIP connection information needs to be configured in Genesys Cloud to enable the registration and a contact address. Unmanaged phones do not have default base settings profiles set up in Genesys Cloud. Unmanaged phones use a generic SIP base settings profile. Features such as TLS/SRTP and phone redundancy are possible to configure, but not as simple as with managed phones. FXS analog devices can be used with this phone type.

Remote number

A remote phone is an external phone number or SIP address, such as a cell phone. When a call is placed or answered in the Genesys Cloud browser, a call is made to the remote number to connect the user to the call. The connection call to a remote number follows the site's numbering plans and outbound routes.

Fault tolerance and business continuity

By leveraging the distributed nature of AWS, Genesys Cloud takes full advantage of the ability to have a distributed architecture where all data is replicated across multiple data centers. Using synchronous replication, Genesys Cloud data is automatically updated in multiple Availability Zones (AZs). AZ locations are engineered to be insulated from failures in other AZs. This effectively results in an RTO of 0. All Genesys Cloud services are deployed into multiple AZs. This makes them tolerant in the event of a data center failure and ensures data is not lost if the primary AZ becomes unavailable.

From a Business Continuity (BC) standpoint, Genesys Cloud is based out of the Raleigh office, and there is a specific recovery plan for that corporate site. However, no BC failure up to and including corporate facilities that are shutting down that will keep the existing Genesys Cloud service from operating. Furthermore, support is delivered via global support sites, so no single failure will impact the overall level of support.

Corporate BC plans are tested annually. The Genesys Cloud solution is designed to provide a highly available, resilient solution so that a traditional Disaster Recovery (DR) plan is not necessary. Therefore, no associated DR test results are available.

Solution requirements

Source: https://help.mypurecloud.com/articles/genesys-cloud-requirements/

Machine requirements

- 64-bit operating system
- 4 GB RAM minimum (8 GB RAM recommended)
- Dual-core processor
- 400 MB hard drive space (required to install the desktop app)
- For the desktop app, one of the following operating systems:
  - Mac OS — two versions previous to the current release
  - Windows— 7, 8, and 10
- For the web app: Any desktop operating system that meets the other system requirements and can install a supported web browser, such as Linux and Google Chrome OS.

- JavaScript must be enabled
- Minimum screen resolution: 1024 x 768

Browser requirements

Full support

- Google Chrome — Requires current release or one version previous.
- Mozilla Firefox — Requires current release, one version previous, current ESR release, or transitional ESR release
  - Genesys supports the transitional ESR release only during the time period in which the new ESR release is tested and certified. For more information, see Mozilla Firefox ESR release cycle.
  - Mozilla Firefox scripts may not load unless AdBlocker or AdBlockPlus are disabled.

Note: Versions of Mozilla Firefox and Google Chrome are only an issue if your IT department restricts automatic updates.

Limited support

- Safari — Requires current release.
  - Video chat not supported
  - Screen sharing not supported
- Microsoft Edge — Requires current release.
  - Genesys Cloud WebRTC web-based phone not supported
  - Voicemail playback requires WebM plugin
  - View faxes not supported

Browser verification

Verify your browser

Video chat requirements

Video chat is supported in the desktop and browser apps but has additional requirements and specifications.

Supported browsers

- Google Chrome
- Mozilla Firefox

Network bandwidth

We recommend the following bandwidth for each quality setting:

- High Definition (HD): 1mbps – 2mbps per connected user in the video chat
- Medium Definition: 500kbps – 1mbps per connected user in the video chat
- Low Definition: 100kbps – 500kbps per connected user in the video chat
- Voice Only: 32kbps – 150kbps per connected user in the chat

Video chat specifications

- Five maximum participants
- Browser app: a camera that is a recognized video device by your browser

Screen sharing specifications

Screen sharing is available for Google Chrome, Mozilla Firefox, and the desktop app.

- Desktop app only shares the default monitor. The ability to select a specific screen or window to share is not available at this time.
- Google Chrome allows you to share a screen, a specific window, or your entire desktop. To support screen sharing, Google Chrome requires the Genesys Cloud Screen Sharing Helper add-on.
- Mozilla Firefox allows you to choose the window you want to share, but it does not have an option for sharing the entire screen at this time. Screen sharing support for Mozilla Firefox versions earlier than 39 requires the Genesys Cloud Screen Sharing Helper add-on.

Mobile app requirements

Genesys Cloud Collaborate

Supported devices	Operating system requirements
iPhone and iPad	One version previous to current iOS
Android device	Up to four years previous to current Android OS version

Genesys Cloud Supervisor

Supported devices	Operating system requirements
iPad	One version previous to current iOS

For download information, see Mobile apps.

Workforce management screen resolution requirements

The recommended minimum screen resolution for workforce management user interfaces is 1366 x 768. Even though workforce management administrator user interfaces (forecast editor, schedule editor, intraday monitoring, etc.) can function at 1024 x 768, they are optimized for 1366 x 768.

Languages

The Genesys Cloud user interface is available in these languages:

- Chinese (Simplified)
- Chinese (Traditional)
- Danish
- Dutch
- English
- Finnish
- French
- German
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Spanish
- Swedish
- Thai
- Turkish

Ecosystem of openness

Strategic alliances

Genesys partners with global brands to deliver added value.

- Zoom — Zoom and Genesys are partnering to deliver simplified, integrated communications and foster easier collaboration. Businesses integrating Genesys Cloud with Zoom Meetings and Zoom Phone will be able to connect employees across the enterprise in real-time across voice and video.
- Microsoft Teams — The Genesys Cloud integration with Microsoft Teams' unified communications platform allows users to view directory, search contacts, and make telephony calls between the systems — all within Genesys Cloud's native workflows and user experience.

AppFoundry™

AppFoundry is a marketplace of solutions that offers Genesys customers the most useful solution-centric marketplace for all Genesys platforms in a single location. Discover, research, and connect with a broad range of customer service applications, integrations, and services that address your unique needs. Many applications are free.

Application vendors provide support for third-party applications. Support contact information appears on the application's AppFoundry entry. You can also locate this information by navigating to the application entry from Genesys Cloud > Integrations > Integrations. Select the integration and then click the **Support** tab to locate the vendor website.

See appfoundry.genesys.com.

Community

Part of being in the Genesys family means membership in the Genesys Community, which is an open forum where Genesys Cloud customers and partners can ask questions and crowd-source solutions together with the help of Genesys employees. Engagement is continuously encouraged with surveys, contests, and webinars where popular topics in the community are explored.

See community.genesys.com.

Available APIs

Genesys Cloud provides APIs to allow high levels of customization. Complete developer documentation is publicly available online at developer.mypurecloud.com.

- Platform API — Use our Platform API to interface directly to Genesys Cloud from the language of your choice. Common use cases for this API are to deal with content management to upload and download files, deal with conversations (phone calls), or to set up and configure automated outbound dialing.
- Webhooks API — Using webhooks, it is possible to send message to Genesys Cloud chat rooms from external systems.
- Web services data dip connector API — The Web services data dip connector API allows you to build a custom web service to connect your IVR in the cloud to data stores running inside your firewall.

Customer Care

Source: https://help.mypurecloud.com/articles/contact-genesys-cloud-care/

Severity levels

Severity is defined as the impact an issue has on the customer's ability to conduct business. Restoration targets are based on the severity level assigned to an incident by Genesys Cloud Customer Care.

Priority is defined as the customer-designated level of importance and is used as a weighting factor when defining the severity level of an incident.

Genesys Cloud Customer Care prioritizes issues based on the severity level.

Issue severity	Definition
1 – Critical impact (code red)	The customer is experiencing a severe problem resulting in an inability to perform a critical business function. There is no workaround.
2 – High impact	The customer is able to perform job functions but performance is degraded or severely limited.
3 – Medium impact	The customer's ability to perform job functions is largely unaffected, but noncritical functions or procedures are unusable or hard to use. A workaround is available.
4 – Low impact	Genesys Cloud is available and operational; trivial impact to customer's business operations or customer requires information or assistance on the Genesys Cloud Service capabilities or configuration.

The characteristics set forth in the above table are used to identify the criteria for the severity of a customer's case. The assigned severity level for an issue may be mutually redetermined by both Genesys and the customer during the issue resolution process, but Genesys shall have the final authority as to the actual severity designation.

Target initial response times

Target initial response times are based on the severity level of each incident.

Severity level	Standard initial response time
1 – Critical impact (Code Red)	Severe impact or degradation to the customer's business operations caused by intermittent disruption of Genesys Cloud Service. Response target: 10 min. (phone)
2 – High impact	Genesys Cloud Service is available and operational. The customer is able to perform job functions but performance is degraded or severely limited. Response target: 2 business hours (My Support)

Severity level	Standard initial response time
3 – Medium impact	Genesys Cloud Service is available and operational. The customer's ability to perform job functions is largely unaffected, but noncritical functions or procedures are unusable or hard to use. Response Target: 2 business hours (My Support)
4 – Low impact	Genesys Cloud Service is available and operational. Trivial impact to customer's business operations or customer requires information or assistance on the Genesys Cloud Service capabilities or configuration. Response Target: 2 business hours (My Support)

Time to restore and Time to resolve platform-level issues

The objective of Genesys Cloud Customer Care is to restore functionality as quickly as possible.

Time to restore is the amount of time a customer is impacted before functionality is restored. Time to restore targets are based on the assigned severity.

Time to resolve is the amount of time it takes to resolve the root cause of an issue.

Time to restore and time to resolve apply only to platform level issues. Issues that impact a single customer are not platform level issues.

Platform-level target restoration times

Genesys Cloud Customer Care analysts strive to restore platform issue functionality within the following target restoration times.

Severity level	Restoration target
1 – Critical	4 hours
2 – High	2 business days
3 – Medium	5 business days
4 – Low	NA

SLAs and credits

We will make the Genesys Cloud Service available 24 hours a day, 7 days a week, and use commercially reasonable best efforts to provide 100% uptime, except for the following "Uptime Exclusions": (i) occasional planned downtime at non-peak hours (for which we will provide advance notice); or (ii) any unavailability caused by circumstances beyond our reasonable control, including failure or delay of your Internet connection, misconfiguration by you or any third party acting on your behalf, issues on your network, or telecommunications services contracted directly by you.

However, if our service uptime falls below the following thresholds in any one-month billing cycle (not including any Uptime Exclusions), you may request a credit within thirty (30) days after the month in which the uptime fell below threshold. Please contact your Customer Success Manager to request credit. Upon Customer's valid request, we will provide upon customer request the stated credit against the following month's invoice. For annual term contracts, we will provide the applicable credit refund as a credit to the pre-paid balance or a credit refund, at the customer's discretion.

Uptime %	Credit %
Below 99.99%	10%
Below 99.0%	30%

Cooperation

Genesys Cloud Customer Care must be able to reproduce errors in order to resolve them. The customer is expected to cooperate and work closely with Genesys Cloud to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to the customer's approval on a support ticket-by-support ticket basis, users may be asked to provide remote access to their Genesys Cloud application and/or desktop system for troubleshooting purposes.

Security & privacy

Our approach to security is a combination of these three key components:

- Proactive security — Our security experts have tools and processes in place to proactively find security issues before it impacts our customers.
- Continuous monitoring — Security is not one and done! We have 24x7 personnel and tools in place to continuously monitor our cloud offerings security posture and to take mitigative actions when needed
- Holistic risk management — Besides secure software development, secure cloud operations and various security controls, we have also invested in overall risk management through, third-party vendor risk management, DR/BCP, employee security awareness, cyber insurance and other programs.

For additional information: https://help.mypurecloud.com/articles/about-security-and-compliance/

Data protection

Genesys complies as a processor not only with GDPR but also with other regulations such as the European Banking Authority, BaFin, Eiopa and others.

- Data in transit — Your CX agents, admins or managers will be accessing Genesys applications over the internet All interfaces used by customers that communicate with our cloud environment via public internet is encrypted using TLS encryption.
- Data at rest — Any sensitive data stored in our platforms in encrypted at rest using industry standards AES-256 encryption.
- Secure data in multi-tenancy — Our platforms are built to support only secure multi-tenancy. i.e. one customer will not be able to see another customer data because we have stringent logical separation controls in place. We regularly test these controls.

Secure access control

Genesys Cloud has processes and procedures in place to ensure secure access. Genesys allows prospects, customers, and partners to conduct their own penetration tests.

- Authentication — Authorized Genesys personnel who need access to cloud production environment can only authenticate using MFA
- Access control — Least privilege and separation of duties are enforced when providing access in addition to RBAC.
- Auditing — For security monitoring and troubleshooting, we have logging capabilities where we can log successful login or failed loggings along with user and admin activities.

Local key management

Source: https://help.mypurecloud.com/articles/local-key-management/

By default, Genesys Cloud generates and stores the public/private key pair used by the recording encryption process. With local key management, your developers write a service that generates the key pairs and stores them on premises. Your organization is responsible for implementing this service and storing keys safely. Local key management is useful if you must manage your own keys for compliance reasons.

We recommend that you only use local key management if you must do so for compliance reasons and you also understand the implications of managing your own keys.

When you use local key management, you possess the only copy of your private keys. If these keys are lost or destroyed, then the recordings that are encrypted with the lost keys are permanently encrypted and therefore unusable. If you use local key management, then ensure that you protect your private keys from theft or accidental destruction.

Do not use the Genesys Cloud interface to change keys after you implement local key management. If you do, you will return to using a cloud-managed key.

Local Key Management is valid for encrypting all recording types.

To use local key management, create a key management service that Genesys Cloud can contact for the public keys that you generate. After you implement local key management, the service that you developed handles key management for you, and you no longer use the Genesys Cloud user interface for key management.

For example code and more information about how to create your own key management service, see https://github.com/MyGenesys Cloud/local-key-manager.

Standards, certifications, and regulations world-wide

Genesys Cloud includes built-in compliance and adherence to the following:

- SOC 2 — Controls over security, availability, and confidentiality
- GDPR — Support for complying with EU data protection laws
- ISO 27001 — Managing information risks
- ISO 27018 — Code of Practice for Protecting Personal Data in the Cloud
- PCI — Protecting customers' card information
- HIPAA — Protecting health information
- CCPA — Support for complying with California Privacy law through GDPR API

GDPR details

As part of our GDPR compliance program, Genesys created a Privacy office with an appointment of a Global Chief Privacy Officer and EU based Data Protection Officer in June of 2017. We have not only implemented policies and procedure to assure compliance both as a controller and processor but have also gone a step further to provide tools/product features for our customers and partners.

Genesys is one of the very few vendors with a dedicated GDPR API for Genesys Cloud solution. This allows us, our customer and partners to have automate/managed processes in place to address data subject requests, hence reducing time/cost and risks.

As a backup process, we have also provided ticketing system to our customers/partners where they can easily open any data privacy related tickets with Genesys via our standard ticketing portal. Our Cloud offerings such as PureCloud also hold industry certifications such as PCI, HIPAA, ISO 27001 & ISO 27018.

All customer data for our European instances is permanently stored within EU AWS region. As part of our global 24x7 proactive monitoring and care processes, we do access data for troubleshooting and operations in line with our strict privacy and security procedures and policies. We have implemented EU standard Model Clauses framework across all global Genesys entities, and we are in compliance with the 16th of July 2020, ruling of Court of Justice for the European Union in the Schrems II case.

We will also be signing the data privacy agreement (available as an Annex under EMEA terms under help.mypurecloud.com/wp-content/uploads/2020/01/Relationship-Agreement-Genesys-Cloud-Only-EMEA-24-January-2020.pdf to cover all our obligations as a processor). Our privacy office will be happy to provide more detailed info or answer any further questions if required."

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