

# Do you want happy customers? Meet them in the Cloud!

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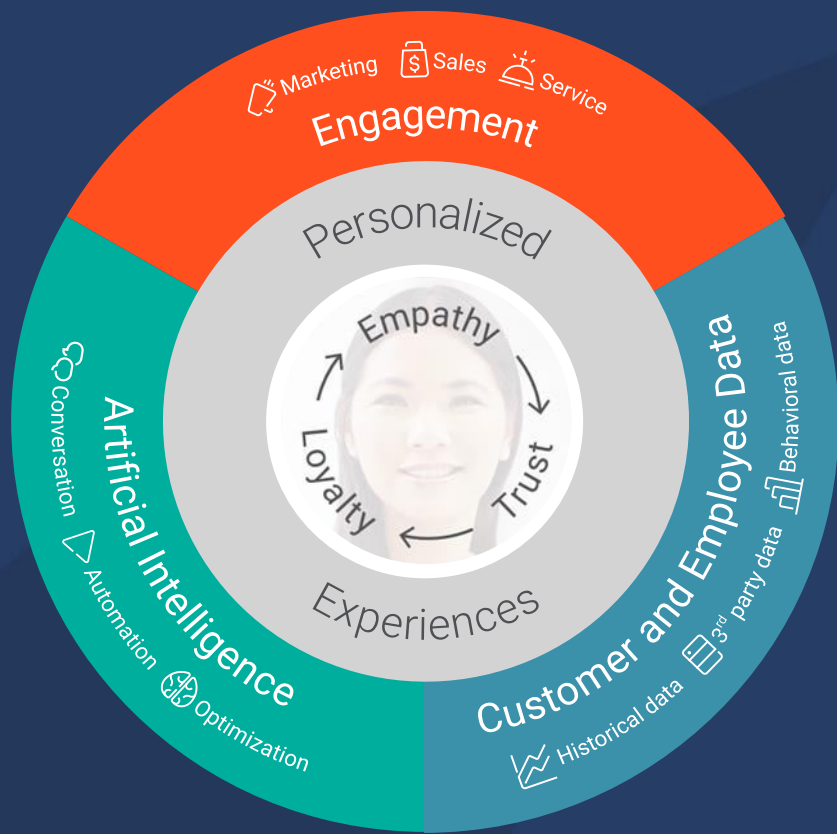
10 June 2021



# The Journey ...



Vision  
**EXPERIENCE  
AS A SERVICE**



# INDUSTRY 4.0

## Fourth Industrial

### 1 The accelerating pace of c



### 2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

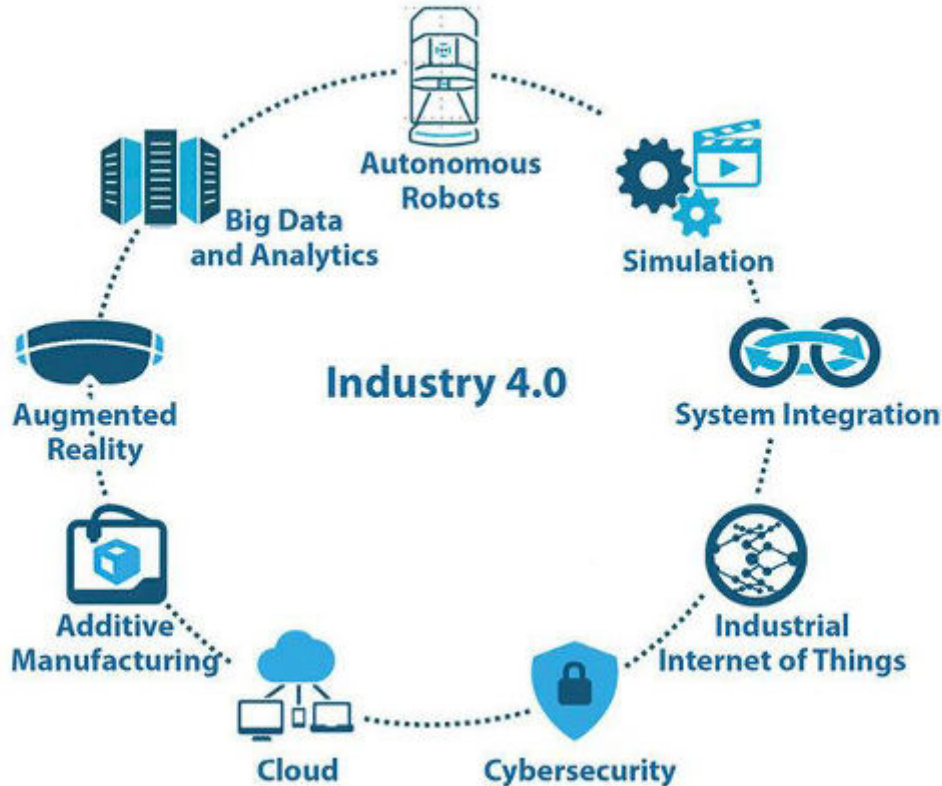
#### COMPUTER RANKINGS

By calculations per second per \$1,000



**Analytical engine**  
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems

Color: The e comp 1,500 tubes Bits/s code





**2021**

**300%** more remote work vs. pre COVID

**40%** more digital service interactions

**65%** companies engage virtually first

**2022**

**50%** contact centers run in the cloud

**70%** contact centers use (some) AI

**85%** service interactions are virtual

Organizations prioritize

**EFFICIENCY**

and

**EFFECTIVENESS**

**EMPATHY** drives  
trust and loyalty

Loyalty leaders  
grow revenue  
**2.5x FASTER**  
than their peers<sup>1</sup>



<sup>1</sup>Source: HBR, "Are you undervaluing your customers?", Jan 2020

# Cloud Transformation **FOR FASTER TIME TO VALUE**



Genesys Cloud

## **CLOUD ARCHITECTURE**



### **DESIGNED FOR THE CLOUD**

400 Microservices,  
built on AWS, DevOps

## **INNOVATION VELOCITY**



### **AUTOMATE EVERYTHING**

20,000+ production code  
changes per year

## **EASE OF CONSUMPTION**

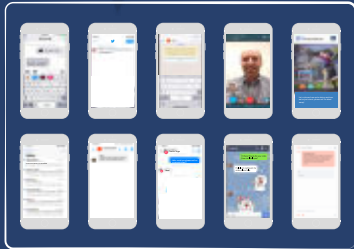


### **CLICK TO DEPLOY**

New capabilities every week.  
Activate in your customer portal

# A More **DIFFERENTIATED** Experience

## GENESYS INNOVATION



### **\$250M+ R&D BUDGET**

Omnichannel, AI-powered customer and employee experiences

## ECOSYSTEM INNOVATION



### **APPFOUNDRY**

360 partners provide  
500+ pre-integrated apps

## YOUR INNOVATION



### **SOLUTION AND PLATFORM**

60%+ of our customers  
built on top of Genesys Cloud



# THANK YOU

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