



Future-proofing

Continuous deployment

Whatever the future brings, Genesys Cloud CX can handle it.

In fact, in 2020, Genesys added 260+ features through a continuous delivery approach.

Genesys Cloud CX is designed to help you manage change in a secure, reliable, and scalable way. Its cloud-native architecture delivers developments in cloud technologies, continuously deployed. You get immediate access to advancements in key areas of innovation as they happen. Explore how we use microservices, an API-first strategy, open data, and AI to future proof your cloud contact center.

Genesys continually pushes new code into production. If a small defect is detected, we fix it and push out new versions of the affected services. Our distributed architecture allows the release of rolling updates without having to take down the entire system for maintenance. Load balancing and techniques such as “canary deployments” are used to ensure that updates don’t adversely affect your system.

At Verizon we continue to innovate our inbound IP transport network (IPCC), and provide access to services and features like Media Forking that enable third party technologies and can enhance CX platforms.

Connect cloud applications with open data

Spend less time building custom code—more time building unique experiences.

Genesys joined forces with Salesforce, Amazon Web Services (AWS), and the Linux Foundation Joint Development Foundation (JDF) to create the Cloud Information Model (CIM). This model defines common standards that make it easier for you to connect data across multiple cloud platforms.

Under the JDF-defined Open Data Model, the CIM enables full interoperability and data exchange between the partner applications and platforms. Any company can join and contribute to the CIM, including providers and customers.

This enables you to adopt and extend the CIM within days. Create data lakes, generate analytics, train machine-learning models, build a single view of the customer, and more.

Differentiate faster and easier with APIs

By starting with APIs, major Genesys Cloud CX services provide a pool of reusable functions that can easily grow in function and scale. This API-first approach empowers developers—both ours and yours—to build new functionality faster, with less effort, using Genesys Cloud CX services.

Add smart automation with artificial intelligence

Genesys Cloud CX unifies, orchestrates, and optimizes customer and employee experiences using native and third-party AI technologies. Integrate real-time and historical data, predict outcomes, and trigger intelligent conversations to save costs and deliver better results.

About Genesys

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

About Verizon

For over 30 years, Verizon has helped global enterprises launch innovative contact center solutions. As an operator of one of the world’s largest IP networks, our industry experience helps you meet the needs of hybrid workforces with Cloud CX. Deliver consistent caller experiences, and connect to customers worldwide with our leading contact center solutions.