

# PureCloud is Getting a New Name

## **Frequently Asked Questions**

October 2020

We are changing the name of our flagship software as a service (SaaS) offering, PureCloud®, to Genesys Cloud™. This shift reflects the evolution of the company and marks the launch of Experience as a Service<sup>SM</sup> powered by Genesys Cloud, which enables organizations to achieve true personalization at scale. Genesys Cloud, an all-in-one solution and the world's leading public cloud contact center platform, helps organizations provide better experiences to their customers and employees.

### What is changing?

PureCloud® will change to Genesys Cloud™. This will be a rolling change throughout 2020. You may see inconsistencies throughout the year, but our goal is to make the transition as smooth as possible.

### Why are you changing the name?

As mentioned above, we are excited about the shift in evolution of our company and want our flagship product to represent that shift. Our goal is to enable organizations to achieve true personalization at scale and help organizations provide better experiences to their customers and employees.

Hear from our CEO, Tony Bates, about our strategy and the role Genesys Cloud plays: January 14th [Press Release](#). Blog - [Genesys Cloud – The Way Forward It Is](#).

### Will this change affect any of the functionality on the platform?

No. This project does not involve any functional changes. The product name and logo are the only changes. You will start to see the name and logo changes in our product interfaces, installers, websites, documentation, and support tools. As mentioned, this will be a phased approach. A later phase will change the mypurecloud.com domain name. Genesys will provide detailed communications as we get closer to this phase to minimize any disruption from the domain name change.

### When will the change take place?

The Genesys Cloud product name and logo rebranding now appears in many product interfaces, installs, websites, documentation, and support tools, and will continue as a rolling change into 2021.

You will continue to see a mixture of part names (PureCloud & Genesys Cloud). All net new parts will have the Genesys Cloud naming convention. We are targeting a mass part name update before EOY 2020 to retire the PureCloud part(s) name.

The review process for the domain name change effort will begin Q1 2021. Because this has a greater impact, we are taking our time to gather all necessary details and plan around what is best for our customers. We will continue to keep you updated.

### If we have any questions or concerns, who should we contact?

For additional questions, contact your Genesys Advisor or account manager.