PureCloud is Getting a New Name

Frequently Asked Questions

January 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^{SM} 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 all 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?

To limit disruption and confusion, this will be a rolling change throughout 2020.

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

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

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