

Genesys PureConnect Leadership: Reflections and Expectations

PureConnect and PureConnect Cloud in 2020 and Beyond

Subject of message: A Note From Genesys PureConnect Leadership: Reflections and Expectations

Body of message:

As we open this new year, I want to once again take a moment to share a few personal reflections on the past year, as well as expectations for what lies ahead.

A look back at 2019

I am proud of what we achieved together in 2019, including the following:

- **Expanded capabilities:** Many PureConnect and PureConnect Cloud customers expanded use of the platform to realize greater value. And some took advantage of advanced Digital, AI and Workforce Engagement Management capabilities previously only offered on other Genesys platforms.
- **Cloud delivered innovation:** Our PureConnect and PureConnect Cloud R&D teams joined forces with the broader Genesys R&D organization to centralize our focus on the development of new innovative cloud services. This transformation continues as we seek to maximize value for all Genesys customers.
- **Cloud modernization:** We made major steps forward in modernizing our cloud infrastructure to ensure maximum flexibility and uptime for our PureConnect Cloud customers.

In addition to the above-mentioned highlights, I'm especially proud of how committed my team has been to communicate and collaborate with you, our PureConnect and PureConnect Cloud customers, openly and honestly on a regular basis. Thank you for challenging us to step up our game on that front.

What to expect in 2020 and beyond

Our commitment to exceeding your expectations continues to be our top priority. We understand you rely on PureConnect and PureConnect Cloud to provide your customers and employees with a great experience. We are committed to helping you do so.

That said, it's important you understand our growth strategy for 2020 and beyond to properly inform future investment decisions.

The Genesys growth strategy is simple:

1. Accelerate cloud adoption,
2. Deliver innovation in the cloud, including capabilities PureConnect customers will be able to use, and
3. Continue to ensure the success of our existing customers, including our PureConnect and PureConnect Cloud customers.

To support all three of these objectives, we are leaning heavily on Genesys Cloud (formerly known as PureCloud) to offer a best-in-class CCaaS solution that will be the primary destination for new and existing customers globally and serve as a strategic innovation platform to focus R&D spend.

While we saw little demand for PureConnect Cloud for new customers in 2019, demand for Genesys Cloud grew at a record pace. This trend will only accelerate given Genesys Cloud has quickly closed, and in some cases exceeded, the feature gap and is dramatically accelerating innovation in the areas of digital, AI and workforce engagement management. In addition to its growing CX capabilities, Genesys Cloud's modern architecture, platform APIs, web and mobile interfaces, ecosystem of technology partners, rapid deployment, simplified pricing, and global reach is resonating well with our customers as they plan and execute on their own digital transformation to keep up with the rising bar of customer expectations.

Therefore, it is in the best interest of Genesys and our customers that we no longer accept new PureConnect Cloud customers and, rather, focus on accelerating the adoption of Genesys Cloud – the best cloud answer for most customers in these markets.

Continued commitment to all PureConnect customers

To be clear, we remain committed to all of our existing PureConnect customers. They will be able to expand capabilities, enjoy hybrid services or migrate to Genesys Cloud when the time is right. As well, as a top on-premises offering in the market, we will continue to sell PureConnect to new customers wanting such a solution.

Seamless migration to Genesys Cloud

For those existing PureConnect and PureConnect Cloud customers wanting to make the move to Genesys Cloud, we are ready to make your migration a smooth one. This will include financial incentives. Your customer team (Genesys or Partner Advisor and Account Executive) will be reaching out shortly to discuss the best way forward to Genesys Cloud – at your desired pace. We are absolutely committed to continuing to support our PureConnect and PureConnect Cloud customers with excellence. Whether you're ready for Genesys Cloud now, or in the future, we're here to help you achieve success.

Continuing the conversation

To help further clarify our growth strategy and keep the communication and collaboration going, we are organizing an Executive Q&A show to be aired on the PureConnect Community in the coming weeks. Hear more from Genesys leadership and bring your questions with you. Stay tuned to the [PureConnect Community](#) for more details regarding timing and how to participate.

In the meantime, below are a few questions and answers to help clarify our growth strategy, as well as address related questions posed in the PureConnect Community to-date. We do take your questions and comments to heart, so thank you for posting them.

I am excited about what the future holds for Genesys and our PureConnect and PureConnect Cloud customers. As we move forward, together, please let me and my team know what we can do to achieve our ultimate goal: making you a Genesys customer for life.

Sincerely,

Guillaume Lardeux
SVP & GM PureConnect

Frequently asked questions

Are we still investing in PureConnect?

Yes. We will continue to enrich existing capabilities and resiliency via quarterly updates (e.g., 2020 R1, 2020 R2, etc.) while offering new innovation via Genesys Cloud services. For example, we are targeting WhatsApp messaging support for the 2020 R2 release.

PureConnect on-premises remains an important part of our strategy to grow the Genesys business globally. We will use PureConnect with subscription to expand into markets where there is demand for on-premises solutions or where Genesys Cloud is not available, with plans to transition customers to Genesys Cloud when the time is right for them.

Why is the PureConnect name staying the same?

Given cloud is a primary focus, and we will be leading with Genesys Cloud and Genesys Engage in the cloud, we kept the PureConnect name the same to minimize confusion with existing customers.

What will not be sold by Genesys anymore?

PureConnect Cloud for new customers. We will continue to support our PureConnect Cloud customers and allow them to add new services and capabilities. We will also continue to sell PureConnect to new customers wanting an on-premises solution.

Does this mean we are announcing the end-of-life for PureConnect Cloud?

No. We are announcing that we are no longer accepting new PureConnect Cloud customers. We remain committed to our existing PureConnect Cloud customers who will be able to continue to expand capabilities, enjoy hybrid services or migrate to Genesys Cloud when the time is right. This allows us to put more focus on achieving success for our existing PureConnect Cloud customers and the platform they rely on while they take advantage of new innovative cloud services from Genesys Cloud.

Will we continue to sell PureConnect to new on-premises customers?

Yes. We expect there to be demand for on-premises solutions worldwide for the foreseeable future. Therefore, as a top on-premises offering in the market, we will continue to sell PureConnect. This is an important part of our strategy to grow the Genesys business globally.

Can existing PureConnect Cloud customers buy more PureConnect Cloud services from Genesys moving forward?

Yes. Current customers will be able to expand their deployment (seats, ports, etc.) and add new capabilities. For those customers in a renewal process and considering a move to Genesys Cloud, please engage your account team, including your Genesys or Partner Advisor, so we can establish the approach that best meets your business needs.

If PureConnect (Cloud) customers want to move to Genesys Cloud, whom do they contact?

Reach out to your account team, including your Genesys or Partner Advisor, to start to learn more and put a plan together. We're here to help.

How can customers find out more about PureConnect on the Genesys website?

When you select 'Products,' you will see a link to PureConnect information on the bottom left side of the drop down menu. Most new customers coming to our website are looking for a cloud solution which is why we've made links to Genesys Cloud and Genesys Engage more pronounced.

Will there be breakout sessions relevant to PureConnect customers at Xperience 2020?

Yes. The breakout sessions are being developed to address the industry as a whole and will be relevant to all Genesys customers. Join to get the most out of your investment by attending the customer experience event of the year, Xperience 2020.