



Microsoft and Genesys expand partnership to help enterprises seize the power of the cloud for better customer experiences

Genesys Engage on Microsoft Azure is a new trusted and secure cloud offering built to ease the transition to the cloud for large enterprises

Microsoft Corp. and Genesys have expanded their partnership to provide enterprises with a new cloud service for contact centres that enables them to deliver superior interactions for customers. With the omnichannel customer experience solution, Genesys Engage™, running on Microsoft Azure, enterprises have the security and scalability they need to manage the complexities involved with connecting every touchpoint throughout the customer journey. Genesys Engage on Microsoft Azure will be available in late 2020. To accelerate adoption, the companies are providing Genesys Engage on Microsoft Azure through a joint co-selling and go-to-market strategy. Customers will benefit from a streamlined buying process that puts them on a clear path to the cloud. The power of Genesys Engage on Microsoft Azure With its multi-tenant architecture, Genesys Engage on Microsoft Azure gives customers the ability to innovate faster and improve their business agility. In addition, by running the Genesys customer experience solution on this dependable cloud environment, enterprises will be able to maximise their investment in Microsoft Azure through simplified management and maintenance requirements, centralised IT expertise, reduced costs and more. These solutions make it easier for enterprises to leverage cloud and artificial intelligence (AI) technologies so they can gain deeper insights and provide tailor-made experiences for their customers. Nemo Verbist, Senior Vice President of Intelligent Business and Intelligent Workplace at NTT Ltd., one of the top five global technology and services providers for the world's largest enterprises and a partner of both Microsoft and Genesys, sees great value in the partnership. Verbist said, "Many of our customers have standardised on Microsoft solutions, and Genesys Engage on Microsoft Azure gives them an additional opportunity to take advantage of their investment. Together, these solutions provide enterprises a secure and powerful foundation to communicate with their customers in creative and meaningful ways." "Large contact centres receive an exceptionally high volume of inquiries across a growing list of channels and platforms. One of the biggest challenges is connecting the details of every interaction across all channels to ensure each customer has a seamless experience," said Kate Johnson, President, Microsoft U.S. "By leveraging Microsoft's Azure cloud and AI technologies, Genesys is helping enterprises create a seamless customer journey with Microsoft's trusted, secure, and scalable platform." "We are thrilled to give large enterprises the opportunity to run their mission-critical customer experience platform in the cloud environment they already know and trust — Microsoft Azure," said Peter Graf, Chief Strategy Officer of Genesys. "Together, we're making it simpler for even the most complex organisations to transition to the cloud, enabling them to unlock efficiencies and accelerate innovation so they can build deeper connections with customers." The companies are also exploring and developing new integrations for Genesys and Microsoft Teams, Microsoft Dynamics 365 and Azure Cognitive Services to streamline collaboration and communications for employees and customers. More information will be released about these upcoming integrations later this year. Register for the upcoming webinar, Genesys + Microsoft Azure: Transform Your Customer Experience in the Cloud, on March 4, to learn more. About Genesys Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service™ so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility. Visit <http://www.genesys.com/anz>. ©2020 Genesys Telecommunications Laboratories, Inc. All rights reserved. Genesys and the Genesys logo are trademarks and/or registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies. About Microsoft Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organisation on the planet to achieve more. For more information: Microsoft Media Relations WE Communications for Microsoft +1 (425) 638-7777 rrt@we-worldwide.com Genesys Media Relations: Elizabeth Williams | Group Account Director ZADRO elizabeth@zadroagency.com +61 411 201 354 Yvette Schlegelmilch | Account Manager ZADRO yvette@zadroagency.com +61 423 954 224 Note to editors: For more information, news and perspectives from Microsoft, please visit the Microsoft News Centre at <http://news.microsoft.com>. Web links, telephone numbers and titles were correct at time of publication but may have changed. For additional assistance, journalists and analysts may contact Microsoft's Rapid Response Team or other appropriate contacts listed at <https://news.microsoft.com/microsoft-public-relations-contacts>.

Contacts

Elizabeth Williams

+61 2 9212 7867

mailto:

Yvette Schlegelmilch

+61 2 9212 7867

mailto:

Oakley Grioli

+61 2 9212 7867

mailto: oakley@zadroagency.com.au