



The Intelligent Cloud Contact Center



## **Five9 Is Ready for Your Genesys PureConnect Contact Center**

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Shifting your contact center platform is no small decision. It requires considerable due diligence – a process not helped by the Genesys announcement to end sales and support for its PureConnect product. Let Five9 guide you through this transition. We have a long and successful record of migrating a variety of organizations to our solutions.

To minimize disruption during migration, we have a team of former Genesys – and specifically PureConnect – resources. Organizations that have moved to Five9 reap the rewards delivered by our next-generation IVR, intelligent virtual agent-based self-service, intelligent routing, robust standard reporting, system administration, and artificial intelligence (AI).

We call our migration program Liftoff, as it's designed to smooth the migration of any Genesys platform – PureConnect, Multicloud CX (formerly Genesys Engage), and Cloud CX – to Five9. As you consider a move to a cloud-based solution, this white paper will help evaluate your current contact center. Let us enable you to deliver exceptional customer experiences by guiding you every step of the way as you transition to the cloud.

## Why the Cloud and Why Now?

Customer experience. According to Dimension Data's 2021 Global Customer Experience Benchmarking Report, "Cloud-based CX solutions are now the standard for delivering CX services." The analyst firm also points out that 57.9% of consumers strongly agree that "CX is a way for organizations to differentiate themselves from the competition."

The cloud offers the only sustainable path to deliver customer experiences that are immediately relevant to a consumer's service or sales journey. Organizations – large and small, across all industries – move their business processes to the cloud for the security, scalability, speed, and the seamless omnichannel experiences it enables. If you're working to secure your position in a world driven by customer experience and AI, moving the contact center to the cloud is not a question of if, but when.

**"Cloud-based CX solutions are now the standard for delivering CX services."**

**Dimension Data's** 2021 Global Customer Experience Benchmarking Report

We have purposely omitted the discussion of investing in either hosted or hybrid technology paths like Genesys Multicloud CX, Cisco Webex Contact Center Enterprise, or Avaya OneCloud. Hosted solutions simply trade capital expenditures for operational expenditures. Simply relocating on-premises solutions offsite retains the issues legacy systems have built up over the years. Similarly, hybrid solutions (where components are located on-premises and in the cloud or hosted offsite) seem to offer the worst of both worlds to organizations trying to make a next, long-term strategic step.

**Pro Tip:** When an on-premises contact center vendor says it has the same software in its cloud as in its on-premises solution, it's selling a hosted solution, not a cloud one. Due to cost and complexities, no major contact center vendor has a multitenant cloud solution based on its on-premises system.

Before moving any on-premises solution to the cloud, address these due diligence questions:

- Is the cloud solution ready to handle the scale and complexity of my contact center?
- Does it offer the same or better availability and resiliency?
- Is our CX organization ready to provide consistent, effective service to customers across all communication channels?
- Will we lose the geographic reach or functionalities we've painstakingly customized? (i.e., Can I re-create the custom reports I rely on? Can I support my most niche requirements?)

What are the business continuity and service delivery risks if we don't move soon? When is late, too late?

- How can we know if moving to the cloud is the right choice?

## The Risks of Not Moving Soon

For most organizations, moving to the cloud is considered inevitable. The only question is: When is the right time to make that change?

Even though PureConnect will function until 2025, the sooner you begin the migration, the less rushed you will be. Taking time to settle into a new solution before making the more sweeping operational changes will ease the transition. This is particularly true as you incorporate more AI-based technologies. In *Prediction Machines: The Simple Economics of Artificial Intelligence*, Ajay Agrawal argues that AI will soon be an economic imperative for organizations to survive.

Certainly, technology supports automation – in the form of intelligent self-service and AI. Automation will smooth service levels during periods of unexpected traffic, and the cloud acts as the foundation for adopting these new strategies.

Unfortunately, since Genesys moved PureConnect to Infosys, R&D has shifted toward Cloud CX and Multicloud CX. This has left PureConnect users without the capabilities needed to keep pace with their customers' requirements.

In contrast, Five9 invests only in a single portfolio – we provide customers our undivided attention. When Five9 makes new features available, we notify contact center administrators so they can decide what makes sense (or doesn't) sense to incorporate into your contact center's daily routine.

Speed and choice are at the heart of our cloud philosophy. Consumers notice when a contact center's service delivery falls behind – little digital channel support, repeated account numbers, "press 1, press 2" self-service, blind transfers, etc. – because other businesses deliver less customer friction from newer technologies.

Despite vendors' best efforts to leverage on-premises capabilities, they simply do not compete with the customer experience that cloud systems deliver. For decades, on-premises solutions from vendors like Avaya, Genesys, and Cisco may have been a solid investment, but they no longer set the pace for the rapidly evolving contact center. Genesys PureConnect users migrating to Cloud CX face the same migration processes they would in moving to any other cloud contact center solution.

For many businesses, the impetus to move to the cloud arises when on-premises solutions start to hold them back and cause frustration, require expensive upgrades, or get discontinued. In addition to the forced move, an on-premises solution inhibits your ability to deliver exceptional customer experiences if it:

- Is not flexible enough to take advantage of new capabilities.
- Must be manually updated and is difficult to keep secure.
- Forces agents to work in multiple, disparate systems.
- Requires multiple licenses and additional hardware to satisfy business continuity and remote agent-to-admin requirements.
- Is out-of-maintenance and/or at end-of-life status, which jeopardizes the long-term platform stability and security.
- Prevents you from transforming or iterating as fast as your competitors.
- Lacks the technical capability to meet digital-era CX expectations.
- Comes from a vendor that has shifted its R&D to other product lines.

These are just a few of the signs that it's time to move to the cloud.

## Cloud Is Ready to Handle Your Needs

The cloud – now mature – offers a host of proven capabilities and benefits for larger, more sophisticated operations. Regardless of whether you're running Genesys Multicloud CX or PureConnect, Five9 can meet your needs.

**Scalability and provisioning:** The cloud quickly, and economically, scales as your business needs change – permanently, seasonally, or driven by events. With the cloud, you pay only for what you use, not what you might use in the future.

**Security:** SaaS companies must provide the highest security to operate. They provide encrypted voice and data paths, eliminating the need for VPN tunnels. This delivers an economy of scale for both security and resiliency. The shift of other business applications to the cloud over the past 20 years has spurred innovation and investment in cloud security. Today, cloud providers are the most secure business application around.

**Rich features:** Cloud-based solutions offer an array of features that many on-premises solutions either don't have or cannot provide cost-effectively. With cloud, you can trial new applications such as workforce optimization (WFO) or new digital channels quickly. Eliminate the need for major long-term financial commitments or the angst of physical installations.

**Reporting:** With new capabilities comes increased need for robust reporting. Any worthwhile solution should provide hundreds of out-of-the box reports that address common questions. A cloud solution should take this idea further by providing the ability to create custom reports quickly and easily. The granularity of data available must meet the needs of even the most complex contact center.

**Connectivity to existing applications:** Cloud solutions use open APIs and provide pre-packaged integrations to leading CRM providers and solution development toolkits (SDKs) to support integration with homegrown applications. Cloud contact center vendors also keep integrations current so you can always access the latest capabilities. With cloud, there's no need for manual updates, crossing your fingers, or hoping the integration remains compatible.

**Resilience:** Vendors market their premises-based contact centers as having 99.999% availability. But reaching this level requires you to implement dual active-active systems – something very few businesses actually do. Even those who do yield a far less-available solution when you subtract scheduled maintenance time. Cloud vendors measure availability 24x7x365 – not just when agents are active. System updates occur without interruption of service, data center maintenance, or downtime. With Five9, you're always notified of pending updates, and agents and supervisors simply enjoy the upgrade at their next login.

**Cost:** With fixed-rate, pay-as-you-go pricing, cloud contact centers ensure you're not paying for something you're not using. This gives you the ability to rapidly scale for permanent, seasonal, or casual needs – plus the flexibility to mix and match license levels and enable advanced features by department.

**Maintenance:** Premises-based solutions require in-house IT staff with specialized skillsets to perform everything from routine moves, adds, and changes, to more encompassing work requiring hardware and software maintenance windows. By shifting this responsibility to the provider, cloud solutions reduce the cost and time of maintenance while freeing IT to focus on more strategic priorities. Even in an emergency, all system administration is handled remotely – there's no need for staff to "touch the box."

Cloud enables your organization's digital transformation. It empowers agents and supervisors with intuitive, easy-to-learn, easier-to-use tools that let the agents focus on relating to customers.

## What About My PBX/UC Solution?

Many Genesys PureConnect systems provide both contact center and unified communications (UC). Cloud contact centers aren't tied to an underlying PBX, so they can connect to whichever PBX provider makes the most sense to the business. Five9 has pre-built connectors to AT&T, Microsoft Teams, Nextiva, RingCentral, Zoom Phone, and others, including premises-based PBX.

## Steps to Take Before You Move to the Cloud

While using a cloud contact center is literally as easy as typing a URL and logging in, getting to that point requires cross-functional planning. IT, customer-service leads, marketing, sales, risk management, and other key stakeholders all need to participate in the planning phase.

Discuss the following questions both internally and with select vendors:

- Who is accountable for our CX roadmap?
- Are our internal processes ready? If not, how do we update and prepare?
- What contact center and cross-functional steps do we need to take before we're ready for the cloud?
- Is our internal infrastructure up-to-date?
- How would existing third-party and homegrown applications integrate?

Stakeholders need to understand how their workflows will change (for the better) and how processes will improve. Clear communication from the outset ensures everyone is working toward a successful transition.

Your cloud contact center vendor should provide responsive, accessible best-practice guidance; understand your specific business needs; and deliver implementation support and training. Five9 provides all these as part of every customer migration. We leverage our extensive experience in legacy migrations to ensure successful deployment and smooth transition to the cloud. Gartner has repeatedly called out the quality of Five9 service and support.

## Prepare for a Strong Tomorrow

Leading contact centers incorporate AI-powered solutions, which are becoming mainstream more rapidly than some expected. While these technologies will continue to evolve, contact centers must embrace AI to operate effectively in the future. And the first step is moving to the cloud.

Delivering the experience today's customers expect is only possible with the cloud. Moving to the cloud sets you up for a stronger tomorrow by enabling you to differentiate on customer experience today.

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## Partnering with Five9 Makes the Move as Smooth as Possible

A cloud-native platform, Five9 has migrated thousands of businesses successfully to the cloud. Organizations that partner with Five9 experience modern, high-touch, personalized implementations honed by our 20+ years of experience. With a belief that CX vendors must lead by example, we deliver a CX to exceed your expectations and demonstrate the type of experiences your customers should expect.

Five9 makes moving to the cloud a positive, transformative experience. We empower you with guidance, partnership, and continued customer support. We're here to help you plot the right course for your company.

### References

- 1 "2021 Global Customer Experience Benchmarking Report," Dimension Data, 2021.
- 2 *Prediction Machines: The Simple Economics of Artificial Intelligence*; Ajay Agrawal, Joshua Gans, and Avi Goldfarb; Harvard Business Review Press, 2018.

### About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization, and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant, and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit [www.five9.com](http://www.five9.com) or call **1-800-553-8159**.

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