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# GVP Deployment Guide

Introduction to GVP 9.0

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# Introduction to GVP 9.0

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## Overview

Genesys Voice Platform is a software suite that integrates a combination of call-processing, reporting, management, and application servers with Voice over Internet Protocol (VoIP) networks to deliver Web-driven dialog and call-control services to callers and enables Genesys customers to deliver interactive, media-centric applications to end users.

## Integration with Genesys Framework

GVP is a major component of the Voice Platform Solution (VPS), which integrates GVP with the Genesys Framework to deliver next-generation voice processing that meets advanced call routing and voice self-service needs for an enterprise contact center. Although GVP is commonly used in enterprise self-service environments that use voice over telephone, many other applications including assisted service, multimedia interactions, and applications outside the contact center are possible.

## GVP Interactive Voice Response

GVP differs from traditional Interactive Voice Response (IVR) solutions, in that it separates the voice and call-control applications from the call-processing environment. GVP does not rely on proprietary hardware, and it executes voice and call-control applications that are created in nonproprietary coding languages Voice Extensible Markup Language (VoiceXML) and Call Control Extensible Markup Language (CCXML). For the coding languages and other open standards that GVP supports, see Specifications and Standards. The GVP software includes a voice and call-control browser that interprets VoiceXML and CCXML documents into call-processing events. The voice and call-control applications are configured as IVR Profile objects that are provisioned through the Genesys Administrator Web-based user interface. The IVR Profiles define how requests received by the VPS are translated into concrete service requests that GVP components in the deployment can execute.

## Third-Party Servers

Third-party application servers within a GVP deployment store and deliver the VoiceXML and CCXML applications. VoiceXML and CCXML documents can be generated dynamically by using any number of Web-based technologies, such as Active Server Pages (ASP) or Java Server Pages (JSP), or by using a complete application development and execution environment, such as Genesys Composer. For more information about Composer, see Composer. GVP supports automatic speech recognition (ASR) and speech synthesis text-to-speech (TTS) as part of a VoiceXML dialog through supported third party ASR and TTS engines that use the open standards listed in Specifications and Standards.

## Features

Genesys Voice Platform provides a variety of features that support call handling for voice and call-control applications through either Time Division Multiplexing (TDM) or VoIP functionality. As a flexible, standards-based voice processing platform, GVP also expands traditional IVR functionality with self-service and assisted-service capabilities that are tightly integrated with the Genesys product suite.

### Core Telephony Features

GVP provides the following core telephony features:

- Call handling through Session Initiation Protocol (SIP).
- Support for major Private Branch Exchange (PBX) switches through the SIP Server.
- Support for major media gateways.
- Support for blind and consultative IP call transfers triggered by SIP REFER messages. SIP REFER messages also trigger Time Division Multiplexing (TDM)/Public Switched Telephone Network (PSTN) network transfers when the media gateway supports this functionality.
- Call Bridging, in which the inbound and outbound legs are maintained (for the call duration) when GVP sits in front of the switch.
- Media services, including voice prompts, menus, and data collection for example, Dual-Tone Multi-Frequency (DTMF) or speech.
- Acceptance and processing of information delivered with a call from the media gateway, including Automatic Number Identification (ANI), Dialed Number Identification Service (DNIS), and Calling Line Identification (CLID).

### Advanced Features

The following advanced features are available:

- Support for voice and call-control applications written in standard VoiceXML and CCXML, respectively. For the coding language standards supported by GVP, see Specifications and Standards. GVP also supports extensions, to assist in the call-control requirements of a voice application.
- Support for automatic speech recognition.
- Support for text-to-speech.
- Conferencing.
- Call parking, providing multi-site contact centers with the ability to enable self-service and call queuing on GVP, before transferring or bridging the call to an agent.
- Intelligent call routing provided by Genesys Enterprise Routing Solution (ERS) and Network Routing Solution (NRS), when GVP is combined with other Genesys products.

- Graphical User Interface (GUI) for the development of VoiceXML applications using Composer. For more information, see Other Genesys VPS components.
- Provisioning, configuration, deployment, and monitoring using Genesys Administrator.

## New in 9.0.x Releases

**Supplement to Documentation** includes:

- Latest Available IPs
- New in 9.0.x
- Documentation Corrections
- Deployment Notes