# Developer's Guide

Genesys Web Engagement Developer's Guide

4/13/2025

# Genesys Web Engagement Developer's Guide

Welcome to the *Genesys Web Engagement Developer's Guide*. This document provides information about how you can customize GWE for your website. See the summary of chapters below.

## Architecture

Find information about Web Engagement architecture and functions.

High-Level Architecture

Engagement

Notification

Monitoring

## Developing a GWE Application

Find procedures to develop an application.

Creating an Application

Instrumentation Script

Starting the Web Engagement Servers

Creating a Rules Package

## Customizing a GWE Application

Find procedures to customize an application.

Customizing an Application

Creating Business Information

Customizing the Engagement Strategy

Customizing the Chat Routing Strategy

## GWE Sample Applications

Learn about the Genesys Web Engagement Playground application.

Playground Application

## Developer Tools

Find information about the GWE developer tools.

## Integration

Learn how to integrate GWE with other components and media.

Simple ZAP Proxy

Advanced ZAP Proxy

**Note:** GWE also includes InTools, an application that helps you create, validate, and test DSL. You can read more about it in the User's Guide.

Integration with Second-Party and Third-Party Media

Serving Reactive Requests with Pacing Information