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# Developer's Guide

Genesys Web Engagement Developer's Guide

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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.

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[High-Level Architecture](#)

[Engagement](#)

[Notification](#)

[Monitoring](#)

## Developing a GWE Application

Find procedures to develop an application.

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[Creating an Application](#)

[Instrumentation Script](#)

[Starting the Web Engagement Servers](#)

[Creating a Rules Package](#)

## Customizing a GWE Application

Find procedures to customize an application.

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[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.

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[Playground Application](#)

## Developer Tools

Find information about the GWE developer tools.

## Integration

Learn how to integrate GWE with other components and media.

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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](#).

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Integration with Second-Party and Third-Party Media

Serving Reactive Requests with Pacing Information