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LDR Cheat Sheet

Genesys Care/Support current

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Table of Contents

Summary	3
PureSuccess	5
FAQs	6

Summary

This is a Genesys Effect "Cheat Sheet" written especially for our LDR teams is divided into three pages:

1. **Summary** provides an overview of the Genesys Effect
2. **FAQs** includes common questions you may encounter
3. **PureSuccess** provides more details on the new Customer Success offers that are part of Subscription

What is the Genesys Effect?

The Genesys Effect is a company initiative that will drive how we do business in 2018 and the years ahead. The Genesys Effect is a complete services story that begins with use cases (SMART), develops with a success service framework (PureSuccess), engages with Subscription, and ends with continuous enrichment and added value throughout a long-term relationship.

Please note that the Genesys Effect is an *internal* name only.

What are the Genesys Effect components?

The Genesys Subscription Plan includes use cases (SMART), bundled services options (called PureSuccess), and Subscription as one cohesive structure that is the Genesys answer to customer success.

SMART

SMART is the *internal* name for our program that analyzes the customer's business objectives and challenges and then maps them to sets of use cases that drive specific outcomes. The result is a CX plan that is reliable, considers the customer's level of CX expertise, focuses on the customer's challenge, and provides faster time-to-value. SMART carries the promise of jump-starting progress in predictable and repeatable increments. Important: The term "SMART" is for internal and partner-facing content use only. Externally, this is a methodology based on Genesys use cases for marketing, sales, and services.

PureSuccess

PureSuccess is a full-journey set of success offers available to subscription customers that include features of Strategic Business Consulting, Professional Services, Genesys University, and Customer Care all in one.

Please see the PureSuccess page for full details.

Subscription

Subscription allows customers to purchase simplified offerings with more flexibility and at a lower up-front cost. Here's a summary of the difference between being on a subscription model versus a perpetual license model:

- Subscription – customer pays on a subscription basis. For example, if a customer commit is for two years, the customer pays the cost of “renting” during this two-year period. The customer must renew at the end of the two-year period. A subscription model is typically used for cloud products.
- Perpetual License – this is the traditional consumption model for on-premise software purchases. The customer pays a large, up-front cost to “own” the software for life. Recurring revenue is typically through yearly support and maintenance services.

What offers include the Genesys Effect?

Genesys Engage and PureConnect users that deploy in the cloud automatically consume via a subscription model, but they now receive PureSuccess as part of the subscription (please see the PureSuccess page for details). In addition, use cases are also available.

Genesys Engage and PureConnect users that deploy on-premise now have the option of consuming via subscription. This is a key differentiator for Genesys and if the opportunity arises, Genesys Engage and Genesys Cloud prospects should be informed of this option. On-premise deployments get all the benefits of the Genesys Effect: use cases, PureSuccess and subscription.

Genesys Engage and PureConnect prospects can still select to consume through a perpetual license model, but they will not receive the benefits of PureSuccess. Customers that stay on a perpetual license model will receive Business Care.

PureSuccess

PureSuccess is a full-journey set of services focused on the customer's success, giving the customer the assurance that Genesys is with them "all the way." When a Genesys Engage or PureConnect customer subscribes with Genesys, PureSuccess is included with the subscription.

There are three PureSuccess options available to direct customers that provide varying levels of assistance during any phase of the customer's journey. They differ by the levels of engagement depending on what fits the customer.

- PureSuccess **Drive**. Customers can choose for Genesys to be hands-on and Drive them to maximizing the return on their investment.
- PureSuccess **Guide**. Customers can choose for Genesys to Guide them in an advisor role in bringing them up to speed in a fast-paced CX world.
- PureSuccess **Equip**. Customers can choose for Genesys to Equip them with the toolset and knowledge to engineer their own success.

For partners, the PureSuccess **Partner** package can be consumed by or through our channel partners at their discretion to reinforce their authority as experts who help their customers succeed.

In addition, we offer customers and partners the flexibility to supplement their offers with a la carte services from the **PureSuccess Service Catalog** to help further shape their journey with Genesys.

FAQs

Q: Is Genesys Subscription available to all customers and prospects?

A: Currently, only new logos and current customers with a separate deployment opportunity can purchase Genesys Engage and PureConnect through a subscription model. We have begun renewal discussions, however, with current PureConnect customers.

Q: Genesys Cloud is a subscription model – does the Genesys Effect apply to Genesys Cloud?

A: At this time, the Genesys Effect is only for Genesys Engage and PureConnect.

Q: What is happening to Genesys Care?

A: Genesys Care for on-premise including Business Care, Business Care Plus and Premium Care are still available to current customers that have purchased these offers. New logos that purchase on-premise solutions can only purchase Business Care. For existing cloud customers (except Genesys Cloud), they will finish their subscription on their current support and maintenance plan. At renewal time, they must renew the subscription and select a PureSuccess offer.

New logos that purchase Genesys Engage or PureConnect Cloud will automatically be on subscription with PureSuccess.

Q: The Genesys Effect includes use cases, PureSuccess and subscription. Can a prospect select which of these they want; for example, consume via subscription, but not deploy use cases or not be on PureSuccess?

A: The three Genesys Effect components should be considered “inseparable elements,” however, here are the guiding principles:

- Genesys Engage and PureConnect Cloud customers have the option of implementing use cases, must select a PureSuccess offer, and must consume via subscription.
- Genesys Engage and PureConnect On-Premise customers must implement use cases, must select a PureSuccess offer, and must consume via subscription.

Q: What if prospects are interested in PureSuccess, but prefer to be on a perpetual license model. Can they purchase PureSuccess separately?

A: No – PureSuccess is only available to customers on subscription. Customers and prospects on a perpetual license model receive Genesys Business Care.

Q: Who delivers PureSuccess?

A: PureSuccess is delivered by our Customer Success organization including Strategic Business Consulting, Professional Services, Genesys University and Customer Care.

Q: What should I do if prospects want to know which PureSuccess offer is best for them?

A: PureSuccess is not designed to be good, better and best where a prospect selects based on price and number of benefits received. Selecting the right PureSuccess offer is a prescriptive process based on the prospect's needs and business objectives. If a prospect wants to engage at the next level, please qualify the lead and forward it to an AE.

Q: PureSuccess is included with Subscription – what does that mean?

A: This means that a prospect must purchase a base Genesys Engage or PureConnect subscription package that includes PureSuccess Equip in the price. PureSuccess Guide and Drive are also available for an additional cost, but again, the PureSuccess package should be selected based on what the prospect needs.

Q: Should I mentioned Subscription every time I speak to a prospect?

A: Please use your discretion on when to mention the availability of subscription. Some prospects may be too early in the buying cycle to think about a consumption model; some might be intrigued to know that on-premise deployments have the option to choose subscription or perpetual licensing. Two scenarios you can consider include:

- Prospect expresses interest in on-premise deployment. This is an ideal situation to mention that Genesys now offers the choice of subscription or perpetual licensing to on-premise customers.
- Prospect expresses interest in cloud. Depending on the focus of the call, mention that Genesys Engage and PureConnect cloud now includes PureSuccess with three options to choose from plus the ability to add-on select service elements from the PureSuccess catalog.

Q: Why would an on-premise prospect or customer want to move to a subscription model?

A: There are several benefits to moving to a subscription model including:

- **Reduced upfront cost with lower cost of entry.** Typically, a perpetual license model is offered with on-premise and this requires CAPEX (capital expenditures) or a large, upfront investment to "purchase" the software. Subscription uses an OPEX (operating expenditures) model which allows the customer to pay significantly less to get started, thus a reduced upfront cost and lower cost of entry.
- **Ability to burst.** Our subscription model accommodates customers that experience seasonal bursts; thus they can purchase at their average instead of purchasing to their peak capacity.
- **Flexibility to remix the solutions in the subscription.** Remix allows customers to change the solution mix in their subscription to better adapt and meet their business needs. Essentially, they have the opportunity to apply those licenses toward new products and use cases and reduce usage towards solutions they have matured away from. *Note: there are certain rules of engagement around remixing and it is only available to on-premise customers on subscription.*
- **Assist with migration to cloud.** Many prospects and customers have aspirations to move to a cloud-based CX platform, but may not be ready yet. Subscription offers a stepping stone to migrate to the cloud more simply without the up-front investment of buying licenses to own.