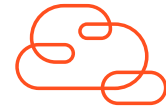




Cyara™ Cloud Migration Assurance for Genesys Cloud



Genesys Cloud.

For contact centers around the world, a flexible, scalable, and more cost-effective cloud-based operation is the ultimate goal. With waning support for on-prem platforms and the growing number of, statistically proven benefits of operating from the cloud, many organizations are shifting migration planning and execution to the top of their to-do lists. The complexity of this massive undertaking, though, puts contact center leaders under business, competitor, and job-security pressure to execute their migration project flawlessly - and *fast*.

To successfully migrate, improve and innovate CX once reaching Genesys Cloud, contact centers need a solution that provides automated testing and monitoring of every customer channel - including new ones like conversational AI - at every stage of their migration and beyond.

Cyara's Cloud Migration Assurance solution begins by taking stock of your contact center's current customer journeys, no matter where you are in the process of migration. Crawling your contact center systems, Cyara generates detailed IVR discovery documentation and builds visual maps of the customer experience.

From that, we create test cases specific to your CX design, which can be run to automatically and efficiently conduct functional and regression tests on what you're developing, helping you find and fix bugs before new journeys go into production. Group and run test cases as campaigns that explore multiple paths all at once, instead of manually creating individual test cases for each possible customer journey.

Then, Cyara's powerful platform can help you execute performance testing on everything ready for production, assuring that your contact center system can handle any volume of customers.

ENSURE SUCCESSFUL CONTACT CENTER MIGRATIONS TO GENESYS CLOUD WITH COMPREHENSIVE CX ASSURANCE

Cyara's Cloud Migration Assurance both accelerates and assures migrations, providing value in every stage of the development lifecycle - and for every customer channel - enabling organizations to:



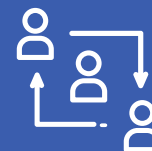
Accurately Size, Scope & Plan Migrations



Accelerate and assure migrations to Genesys Cloud



Reduce Defects & Unplanned Work



Coordinate & Synchronize Across the Organization



Test, Validate & Certify Migration Readiness



Assure Migration Success & Performance from Day 1 & Beyond

Cyara also provides real-time monitoring of your in-production customer journeys, synthetically, automatically checking that your contact center continues to deliver flawless CX. And, as you develop new customer journeys, add new channels, acquire new lines of business, and scale your operations, Cyara can help your team develop, test, deploy, and deliver exceptional customer experiences with less effort, cost, and risk.

FOR CLOUD MIGRATIONS TO GENESYS CLOUD, PARTNER WITH CYARA AND RELY ON:

1 A PROVEN, PHASED APPROACH TO CLOUD MIGRATION & POST-MIGRATION ASSURANCE

Everything you need to get from Step 1 to cloud-ready, through go-live and beyond.

3 ACCELERATION THROUGH AUTOMATION

A holistic, automation-based approach that allows you to move through the process at a much faster rate without compromising quality assurance along the way.

2 RISK REDUCTION & RISK MITIGATION

Assurance that your cloud infrastructure is configured properly, your customer experience hasn't been impacted negatively, and that the journeys you build are the journeys that are delivered to customers in production, from Genesys Cloud.

4 MIGRATION READINESS

Test recordings, validation reports, remediation paths for issues identified and the fullest breadth of performance testing to eliminate defects ahead of go-live.

REALIZED RESULTS

- Reach over 80% test automation coverage.
- 283% Return On Investment (ROI).
- Investment Payback In Less Than 3 Months.
- Real-time Visibility of In-Production Genesys Cloud Performance.

Cyara Automated CX Assurance Platform

The award-winning Cyara Automated CX Assurance Platform enables companies to deliver better CX with less effort, cost, time, and risk. Cyara supports the entire CX software development lifecycle, from design to functional and regression testing, load testing, and production monitoring, ensuring enterprises can build flawless customer journeys across voice and digital channels.



VELOCITY
Functional & Regression Testing



BOTIUM
Chatbot Testing & Assurance



CRUNCHER
Performance Testing



PULSE
Customer Experience Monitoring



RESOLVE AX
Agent Experience Assurance



Customer Smiles. **Delivered at Scale.**

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