



Genesys Acquires Informiam

Creates Best Portfolio to Optimize Customer Service

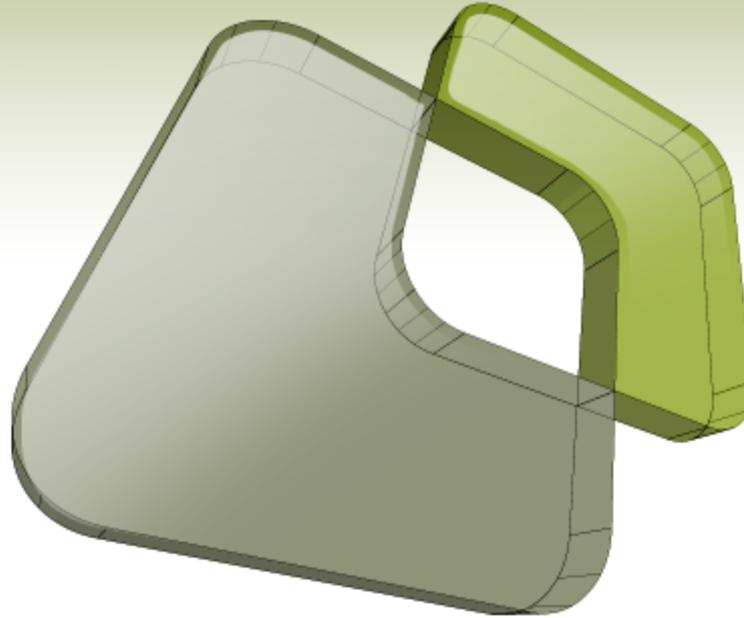


Informiam

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Informiam



Real-Time Business Performance Management



Snapshot of Genesys - Informiam



**Contact Center
Software leader**

**4,000 Enterprise
Customers**

1,700 employees

- **Customer Interaction Management platform for live service**
 - **Voice Self-Service**



**Pioneer of Real-Time
Business Performance Management**

**150,000 seats deployed at
several Fortune 500 enterprises**

45 employees

- **Real-time performance-to-goals - in business terms**
 - **Actionable information for all employees - by role**

Informiam suite

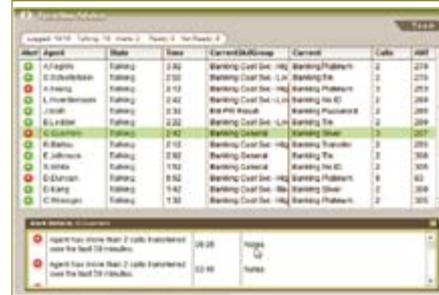
Actionable Role based user experience for agents up to the COO



Call Analyzer



Workforce Utilization



Frontline Advisor



Agent Advisor



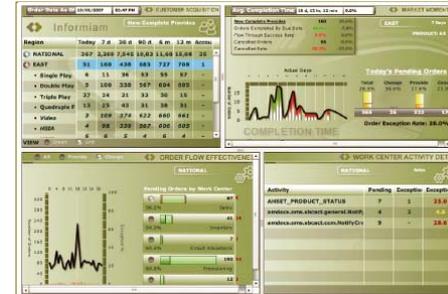
Historical Analyzer



IT Operations



Business Operations



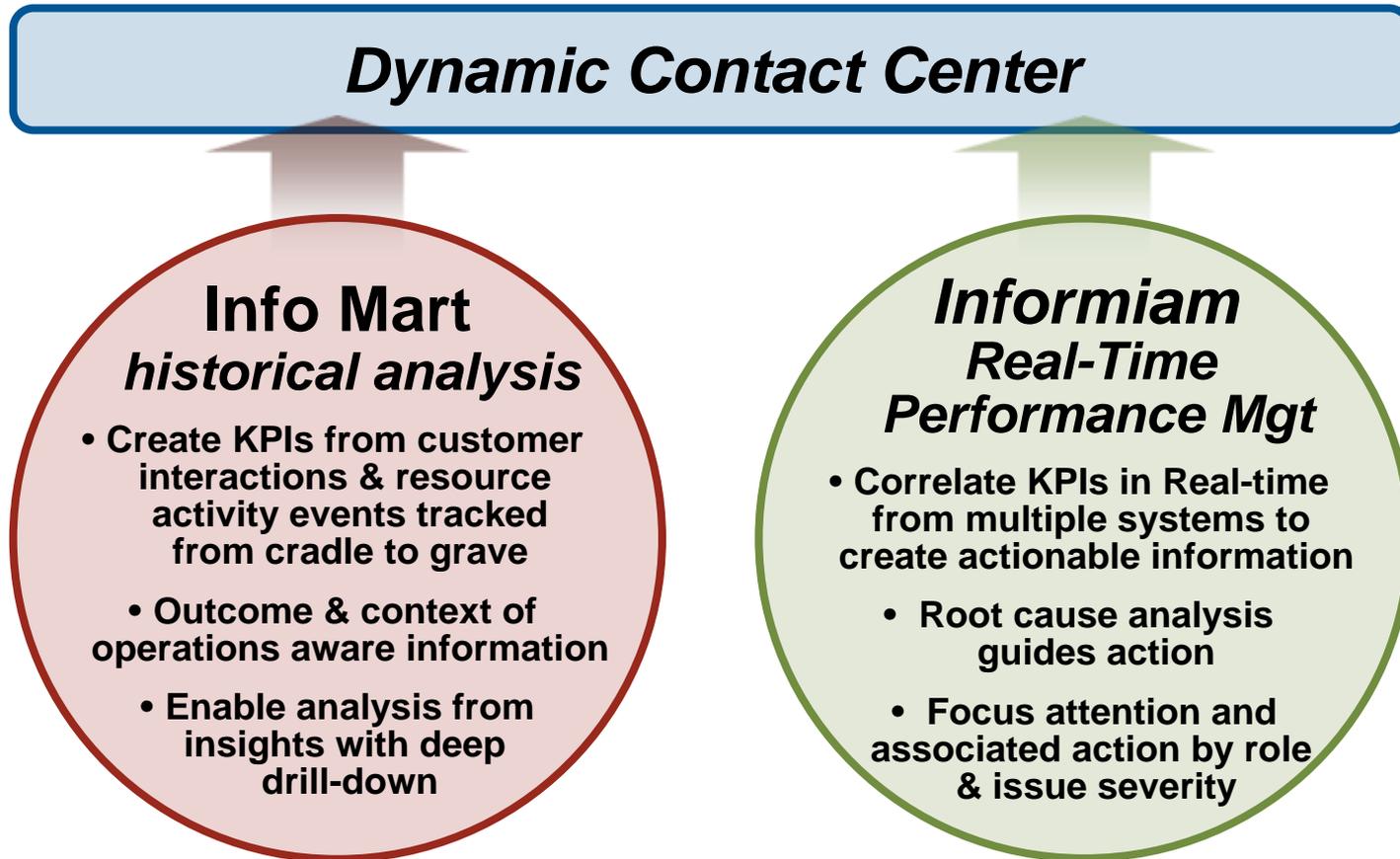
CRM Analytics

Real-time data consolidation, aggregation and manipulation



Informiam uniquely redefines how Customer Service operations are managed

- ***Real-time*** – instant targeted and tailored information is offered to discover and diagnose the root cause of issues
- ***Business*** – operations and business information are consolidated across all touch points, applications and vendors
- ***Performance Management*** - business and productivity metrics are correlated to create actionable information that enables day-to-day operation management



Cross leveraging two strengths



Informiam

vendor-independent product line
for Real-Time Business
Performance Management
of Customer Service operations

Extend data sources

Accelerate the DCC dashboard



GENESYS®
AN ALCATEL-LUCENT COMPANY

infrastructure-independent
Dynamic Contact Center
Software Application suite

- **Informiam to operate as Business Unit**
 - Enable Informiam to continue to address a wide range of Customer service operations, not just those with Genesys
 - Leverage and grow Informiam reach and relevance to the executive/business buyer

- **Cross leveraging of technologies**
 - Real-time actionable insights are critical to the DCC
 - Genesys dramatically increases data sources Informiam can leverage
 - Info Mart and Informiam complement each other to make Reporting & Analytics a powerful differentiator for Genesys

- **Cross leveraging of sale forces**
 - Informiam to act as a sale overlay for Genesys sale force and channels

- Informiam is a key technology that broadens the Genesys portfolio
 - *Informiam will be a Genesys product line*
 - *Informiam remains an open platform and will continue to serve both Genesys customers and enterprises that have used Informiam without Genesys.*
 - *Provides key technology for the larger Reporting & Analytics strategy which is central to the optimization of core Dynamic Contact Center capabilities*
- Informiam accelerates our ability to deliver on the Dynamic Contact Center vision
- The acquisition of Informiam continues Genesys investment in next stage technologies
 - *Reporting and analytics is one of our key targeted growth areas*