

## Cost Proposal Narrative

Genesys Cloud CX is provisioned for customers in one or more “Orgs.” The Org is a tenant within the platform that is logically separated from all others. A customer could have more than one Org depending on their licensing and segmentation requirements. It is expected that SOI will have more than one Org to address their requirements for user licensing requirements and agency separation. Genesys Cloud CX has the following base user license types:

- Communicate User (Business User)
  - Includes collaboration functionality, IP/PBX telephony operations, soft phone, ad-hoc conferencing, ad-hoc recording, voicemail, and faxing.
  - Available for Named users only.
- Genesys Cloud CX 1, 2, 3 (Contact Center User)
  - CX 1, 2, and 3 based on features required. Represented as Tiers 1-3 on Cost Proposal.
  - Tier is based on a variety of applications and features, not just the number of media types. CX 1 supports Voice-only. CX 2 adds Callback, Email, Chat. CX 3 adds SMS. Avtex will provide a complete list of all features included with each license type.
  - CX 3 also includes access to all Genesys applications in the platform, such as Workforce Management, Web Surveys (not Voice-delivered), and Speech/Text Analytics.
  - Available as Named or Concurrent. All users in an Org must be the same. Prices shown are for Named users.
  - All users in an Org must be CX 1, 2, or 3. Cannot be mixed within the same Org.
  - Each license includes a generous amount of Basic IVR minutes, Data Storage (e.g. Recordings) and API requests. There are overage fees in the event that the allowances are exceeded. Please see the second page for description and URLs.

### Workforce Engagement Management Upgrade

- The top-tier Genesys Cloud CX 3 license includes access to Workforce Management and Web Surveys. Web Surveys allow you to send out an online survey link to the caller using email or SMS. There are licensing requirements to use email and SMS, noted above.
- If SOI requires Voice Surveys as a direct replacement for their Feedback application, a third-party add-on will be necessary. Due to FEDRAMP constraints, we need to discuss options with SOI.
- Attachment D lists two WEM Upgrade options to add WEM capabilities to either a Tier 1 (CX 1) or Tier 2 (CX 2) Agent. This upgrade is helpful if, within an Org, the customer does not want to license all agents as Tier 3 (CX 3). Instead, they can add the WEM upgrade to the appropriate number of Tier 1 and Tier 2 agents.

### Digital Channels Upgrade

- Attachment D lists two Digital Upgrade options to add additional ACD channels to either a Tier 1 (CX 1) or Tier 2 (CX 2) Agent.
- This upgrade is helpful if, within an Org, the customer does not want to license all agents as Tier 3 (CX 3). Instead, they can add the Digital upgrade to the appropriate number of Tier 1 and Tier 2 agents.

### Additional Information on Genesys Cloud Usage-Based Costs

<b>Genesys Cloud Voice</b>	Genesys Cloud Voice fees are billed monthly and are based on the following pricing: <a href="https://help.mypurecloud.com/articles/purecloud-voice-pricing/">https://help.mypurecloud.com/articles/purecloud-voice-pricing/</a>
<b>BYOC Cloud</b>	Genesys Cloud Bring Your Own Carrier (BYOC) Cloud fees are billed monthly and are based on the following pricing: <a href="https://help.mypurecloud.com/articles/byoc-cloud-pricing/">https://help.mypurecloud.com/articles/byoc-cloud-pricing/</a>
<b>Basic IVR</b>	Genesys Cloud includes a monthly quantity of IVR Allocation minutes based on the type and quantity of billable users. Additional information may be found on the following page: <a href="https://help.mypurecloud.com/articles/ivr-usage/">https://help.mypurecloud.com/articles/ivr-usage/</a>
<b>Data Storage</b>	Genesys Cloud includes a monthly data storage allotment based on the type and quantity of billable users. Additional information may be found on the following page: <a href="https://help.mypurecloud.com/articles/data-storage-usage/">https://help.mypurecloud.com/articles/data-storage-usage/</a>
<b>API Requests</b>	Genesys Cloud includes a robust allocation of public API requests based on the quantity and type of user licenses. Additional requests beyond the amount included are billable. API requests generated by Genesys Cloud for internal authentication or as part of the basic operation of the software are not considered billable nor are included in the calculation. Additional information may be found on the following page: <a href="https://help.mypurecloud.com/articles/api-overage-charge/">https://help.mypurecloud.com/articles/api-overage-charge/</a>
<b>Dialog Engine Bot Flows</b>	There are usage costs for Architect Dialog Engine Bot Flows that are invoked on Voice or Digital channels. Additional information may be found on the following page: <a href="https://help.mypurecloud.com/articles/architect-dialog-engine-pricing/">https://help.mypurecloud.com/articles/architect-dialog-engine-pricing/</a>
<b>Bring Your Own Technology Services Model</b>	As customers use 3rd party technology solutions inside of Genesys Cloud, customers may incur charges from the 3rd party vendor, for which they are billed directly, as well as Genesys "Bring Your Own" (BYO) utility charges, which will appear on the customer's monthly Genesys Cloud invoice. Additional information may be found on the following page: <a href="https://help.mypurecloud.com/articles/bring-your-own-technology-services-model/">https://help.mypurecloud.com/articles/bring-your-own-technology-services-model/</a>
<b>Genesys Cloud for WhatsApp Messaging</b>	For WhatsApp Messaging pricing see, <a href="https://help.mypurecloud.com/?p=150871">https://help.mypurecloud.com/?p=150871</a> Customers using WhatsApp Business Solution via Genesys agree to be in compliance with the following WhatsApp Business Solution Terms at all times when accessing and using the WhatsApp Business Solution via Genesys. <a href="https://www.whatsapp.com/legal/business-solution-terms">https://www.whatsapp.com/legal/business-solution-terms</a>
<b>SMS</b>	Genesys Cloud allows you to order and manage SMS numbers through the Genesys Cloud administrative interface. Costs associated with the purchase and use of SMS is noted on the following page: <a href="https://help.mypurecloud.com/articles/acd-messaging-pricing/">https://help.mypurecloud.com/articles/acd-messaging-pricing/</a>
<b>Predictive Engagement</b>	Genesys Cloud 2 and Genesys Cloud 3 subscriptions include access to Predictive Engagement, a real-time journey analytics platform that observes and analyzes visitors on customer websites. Pricing and instructions to configure and activate Predictive Engagement are located here: <a href="https://help.mypurecloud.com/articles/predictive-engagement-event-pricing/">https://help.mypurecloud.com/articles/predictive-engagement-event-pricing/</a>
<b>Wall Board Subscription</b>	Genesys Cloud allows the use of a Wall Board Account so that you can display a dashboard without having to pay for and use a full Genesys Cloud User license. The first wallboard account is free to use. Current pricing is located here: <a href="https://help.mypurecloud.com/articles/create-a-wallboard-account/">https://help.mypurecloud.com/articles/create-a-wallboard-account/</a>
<b>Basic Voice Transcription</b>	Customers can use the "fair use" voice transcription minutes allocated by user without being charged. See <a href="https://help.mypurecloud.com/articles/fair-use-voice-transcription-charges">https://help.mypurecloud.com/articles/fair-use-voice-transcription-charges</a>