

Cost Proposal Narrative

Note on MWBE and IVOSB Valuable Scope Contribution

Avtex is partnering with the following Indiana-based subcontractor organizations to deliver a percentage of total Professional Services to the State for this project as follows:

- BCFoward
 - Type: Minority Business Enterprise
 - Scope: Project Management
 - Contribution: 23.5% of the total Professional Services bid for the project
 - 1.5% of Total Project Bid
- AFit
 - Type: Women Business Enterprise
 - Scope: Training
 - Contribution: 5.25% of the total Professional Services bid for the project
 - .33% of Total Project Bid
- 3DGS
 - Type: Indiana Veteran Owned Small Business
 - Scope: Project Management
 - Contribution: 19% of the total Professional Services bid for the project
 - 1.21% of Total Project Bid

Avtex acknowledges that the above percentages do not meet the RFP goals outlined for percentages of the Total Project Bid. However, Professional Services (Avtex and Subcontractors collectively) represent only 6% of the Total Project Bid, with Software Subscription representing the majority. Further, the Avtex solution has allocated 48% of the Avtex-controlled and managed services to small business in the State of Indiana for the services that are not OEM/Genesys-based, providing meaningful work for Indiana businesses.

It would not be possible to meet the MWBE/IVOSB percentage goals without the ability to allow other organizations to resell a portion of the Genesys Cloud software. Based on Genesys published information, there are not any authorized Genesys Cloud resellers located in Indiana. Leveraging a non-authorized reseller is a violation of the partner agreement between Genesys and all authorized resellers.

Subscription Overview

The following is a summary of Genesys Cloud subscription pricing. Please refer to the document “02 Cost Assumptions Conditions and Constraints” for additional information specific to the pricing and BAFO offer proposed for the State.

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 the State 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 and Voice Callback (recently added).
 - CX 2 adds Email, Messaging, SMS, Quality Evaluations, Screen Recording, and more.
 - CX 3 adds the Workforce Engagement Management Suite, which includes:
 - Workforce Management
 - Web Surveys
 - Gamification
 - Speech and Text Analytics
 - Avtex will provide a complete list of all features included with each license type.
 - CX 3 also includes access to additional new Genesys innovation that is added to the platform.
 - Available as Named or Concurrent. All users in an Org must be the same. Prices provided are for Named users.
 - All users in an Org must be CX 1, 2, or 3. They cannot be mixed within the same Org.
 - Each user license includes a generous amount of Bring Your Own Carrier/BYOC Telecom Minutes (new), IVR minutes, Data Storage (e.g. Recordings) and API requests, as listed in the Attachment D Cost Proposal. There are overage fees in the event that the allowances are exceeded. Please see the table “Genesys Cloud Usage Based Costs” for a description and URLs.

Workforce Engagement Management (WEM) Upgrade

- The Tier 3 / Genesys Cloud CX 3 license includes the WEM suite, which includes Workforce Management, Web Surveys, and Speech/Text Analytics.
 - Web Surveys allow you to send out an online survey link to the customer using email or SMS. There are licensing requirements to use email and SMS, noted above.
 - If the State requires Voice Surveys as a direct replacement for their Feedback application, further discussion is needed in terms of Genesys Roadmap and customization options. There is not an available FedRAMP-compliant add-on option at this time.
- Attachment D lists two WEM Upgrade options to add the WEM suite 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 the option to add Tier 2 (CX2) digital channels to a Tier 1 (CX 1) Agent.
 - The original Attachment D also included the option to add digital channels to a Tier 2 Agent. Genesys has since made these inclusive with the Tier 2 license to provide more value.
- The Tier 1 Upgrade is helpful if, within an Org, the customer does not want to license all agents as Tier 2 (CX2) or Tier 3 (CX3). Instead, they can add the Digital upgrade to the appropriate number of Tier 1 agents.

Genesys Cloud Usage-Based Costs

Genesys Cloud Voice	Genesys Cloud Voice fees are billed monthly and are based on the following pricing: https://help.mypurecloud.com/articles/purecloud-voice-pricing/
BYOC Cloud	Genesys Cloud Bring Your Own Carrier (BYOC) Cloud fees are billed monthly and are based on the following pricing: https://help.mypurecloud.com/articles/byoc-cloud-pricing/
Basic IVR	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: https://help.mypurecloud.com/articles/ivr-usage/
Data Storage	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: https://help.mypurecloud.com/articles/data-storage-usage/
API Requests	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: https://help.mypurecloud.com/articles/api-overage-charge/
Dialog Engine Bot Flows	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: https://help.mypurecloud.com/articles/architect-dialog-engine-pricing/
Bring Your Own Technology Services Model	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: https://help.mypurecloud.com/articles/bring-your-own-technology-services-model/
Genesys Cloud for WhatsApp Messaging	For WhatsApp Messaging pricing see, https://help.mypurecloud.com/?p=150871 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. https://www.whatsapp.com/legal/business-solution-terms
SMS	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: https://help.mypurecloud.com/articles/acd-messaging-pricing/

Predictive Engagement	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: https://help.mypurecloud.com/articles/predictive-engagement-event-pricing/
Wall Board Subscription	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: https://help.mypurecloud.com/articles/create-a-wallboard-account/
Basic Voice Transcription	Customers can use the "fair use" voice transcription minutes allocated by user without being charged. See https://help.mypurecloud.com/articles/fair-use-voice-transcription-charges