

TXU Energy



Key Considerations for Managed & Cloud Services

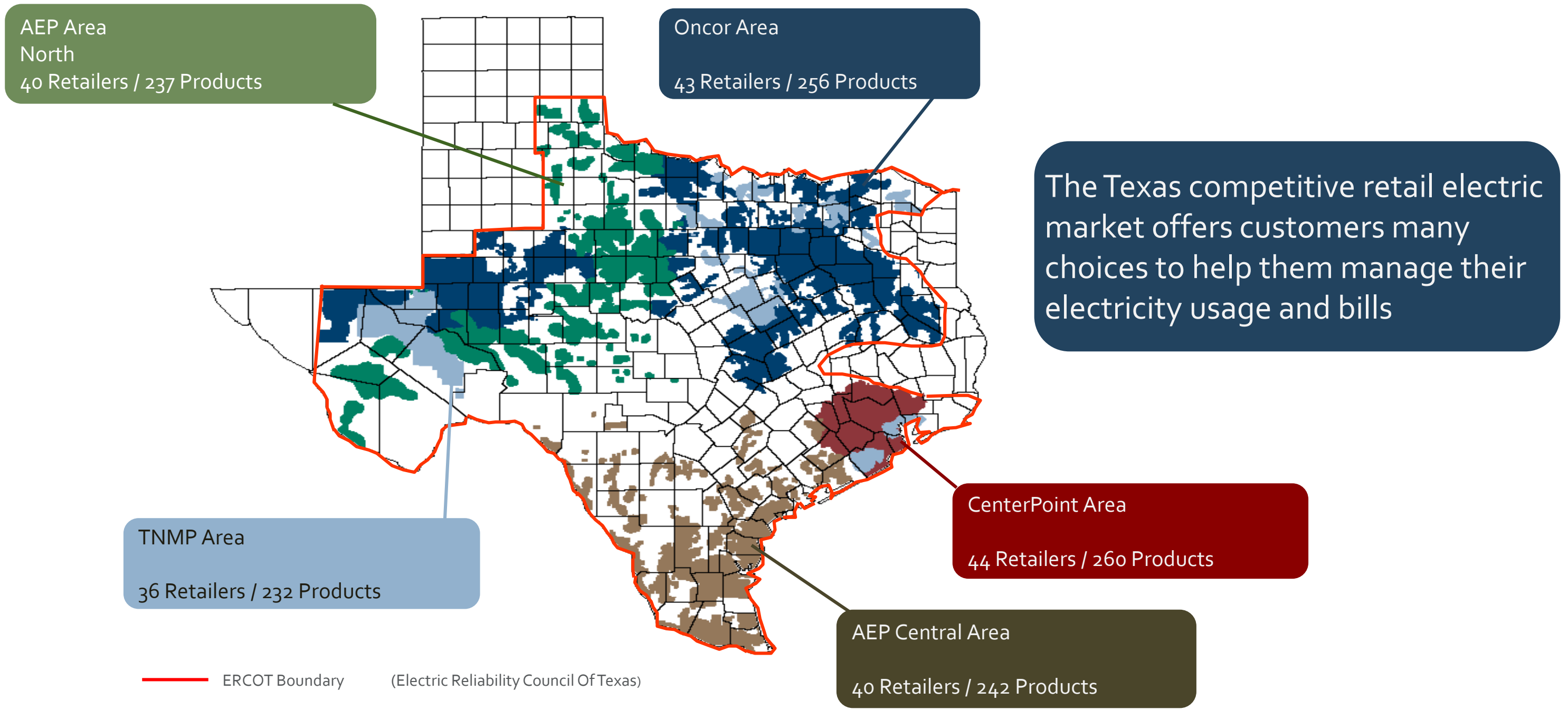


Introduction

- TXU Energy?
- TXU's Genesys Timeline - History
- Managed Service Partnership with Voxai Solutions
 - >>>>> Key Considerations
 - Voxai's New Cloud Offering - vInteract



Texas Retail Electric Utility Market – Competitive Overview



TXU Energy - #1 Electric Utility Retailer in the Open Texas market

Strategic Focus on Technology enabling industry leading Customer CX



Search

MyAccount

For Home

For Business

Savings & Solutions

Help Center

Shop Electricity Plans

Move Center

Home Protection Plans

Refer Your Friends

Why TXU Energy

Up to a \$100
bonus for a limited
time!

New customers on eligible plans.

SHOP PLANS FOR HOME

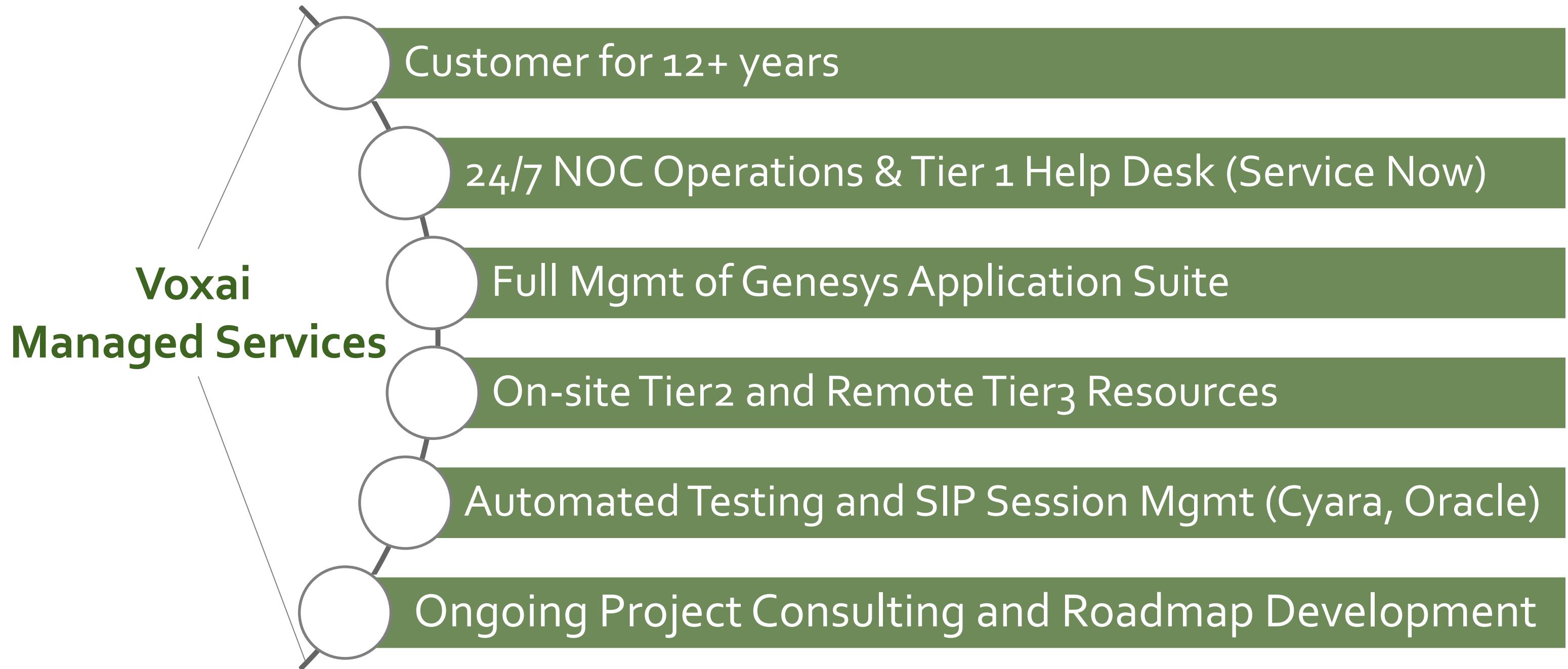


TXU Energy – Timeline with Genesys

- **Pre - 2009:** Legacy Genesys routing and reporting linking multiple disparate Avaya ACD systems.
 - Leveraging centralized IVR, call routing, and CTI integration (soft phone, CRM)
- **2010 – 2011:** Genesys refresh focusing on SIP and infrastructure centralization.
 - Emphasis on performance, HA, and reporting
- **2014:** Optimization of Genesys Routing Strategies
- **2015:** Integration of Genesys Voice Analytics (GIA)
- Call Center Products in Use Today:
 - Genesys SIP
 - Genesys InforMart Reporting
 - Genesys Voice Analytics (GIA)
 - Genesys Post Call Survey
 - Genesys Proactive Contact
 - Genesys GVP/Nuance
 - Genesys CCPulse/GA
 - Voxai Soft-Phone
 - Oracle E-SBCs/EOM
 - Cyara Testing
 - Virtual Hold
 - Verint Call Recording
 - Interactions IVR
 - NICE WFM

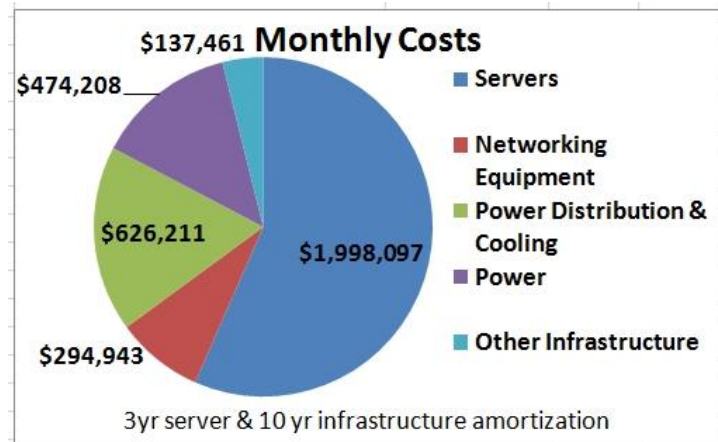
Long Successful History with Genesys Technologies

TXU Energy's Partnership with Voxai Solutions



Managed Service and Cloud – Key Considerations?

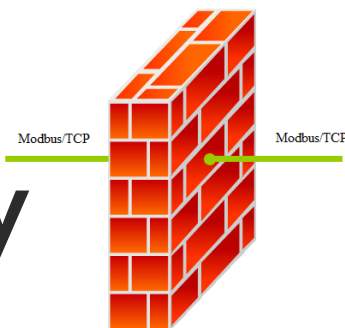
Costs



Control / Ownership



Security



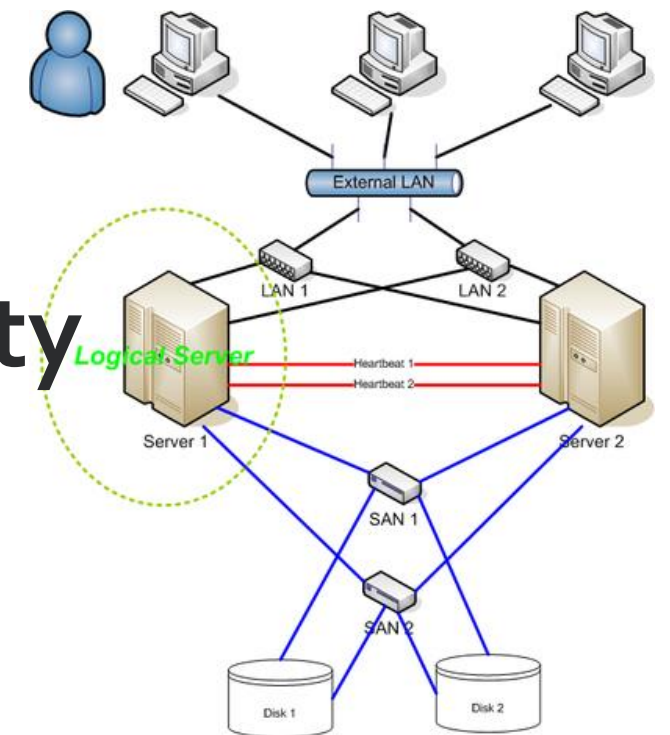
SLAs



Migration



Availability



Business Optimization



High Availability

- Flexible Architecture that Enables Service Levels
- Geographic Redundancy
- Routine HA Testing



**Voxai
Consulting**

- Original 2010 Centralization Design
- Redundant Carrier and Agent Outsourcer Connectivity
- 2015 Move to Virtualization (Internal Cloud)
- Automated Routine Testing and Agent Simulations

Cost Control

- Opex / Capex
- Optimized Licensing
- New Project Costs

Voxai Cost Benefits:

Leveraging Off-Shore Resources

- NOC
- Health Checks
- Development

On-site Resources handling requests and new functionality

Optimized access to Tier 3 resources

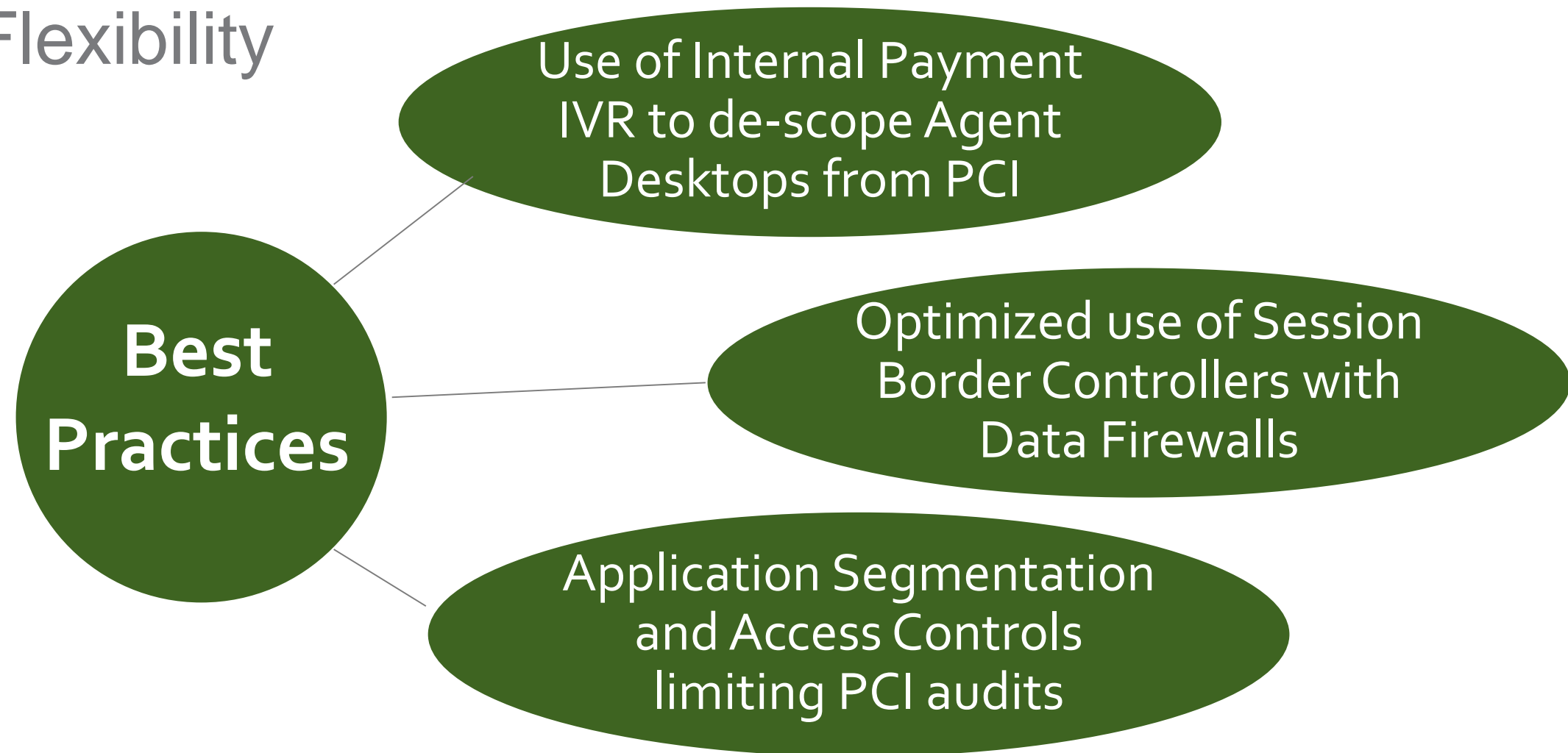
Multi-year contract discounting

Reductions through Automation

Multi-Vendor Expertise (Genesys, Oracle, Cyara, Verint, NICE)

Security

- PCI Requirements
- Traffic Segmentation (Voice / Data)
- Solution Flexibility



Enabling Business Change

- Gain Efficiencies
- Optimize Business Processes
- New Services

TXU Gains Through Voxai Services

- Voxai Maintains the Technology – Business Concentrates on Improvements
- Routing Strategy Improvements Eliminates TXU ROCC Manual Efforts
- Customized Soft Phone Driving Agent Utilization
- Identifying Gaps through Custom Reporting
- New Insights and Call Trends through Voice Analytics
- Integration with Cloud Solutions (Interactions IVR)

Loss of Control / Black-Box Concerns

- Trust
- Outsourcing Skillsets
- Vendor Dependence

How Voxai Addressed:

- On-Site Resources Integral Part of TXU's Business and IT Teams
- Full Access to Genesys Toolsets
- Customized Training Enabling TXU ITCC and ROCC (Command Centers)
- Detailed RunBook Documentation

Migration

- Flexible Migration Strategy
- Avoid Business Impacts
- Phased Rollouts



Strength of Genesys

- Original 2010 Phased Migration from Avaya to Genesys SIP
 - Site-by-Site
 - Agent Groups
 - Use of Session Border Controllers
- TXU 2015 Migration to Internal Cloud
 - By Application Leveraging Genesys Component HA
- TXU Rapid Activation of New Call Center Sites

Service Level Agreements

- Defined Business Requirements Matching Contract
- How HA Works – Failover Decision Making
- Reporting Transparency

Voxai Strategy

- Tiered Solutions with Business
- Detailed Performance and Availability Reporting
- Automated Testing
- Advanced Toolsets for Issue Detection and Resolution (Oracle EOM, Cyara)
- Quarterly Performance Reporting

TXU and Voxai Summary

Aligned for the Long Term Partnership

Culture of Continual Customer CX Improvements

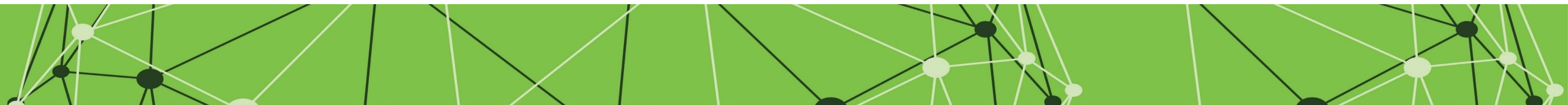


Setting the Bar on Operational Stability

Successful Managed Services Partnership

vInteract - Private Cloud

*Get Away - Voxai's
NEW Call Center Cloud
Offering*



Cloud Perspective



Public Cloud

High Availability

Integration

IaaS

Multi-Tenancy

Private Cloud

Security

SaaS

Managed Services

Hybrid Cloud

PaaS

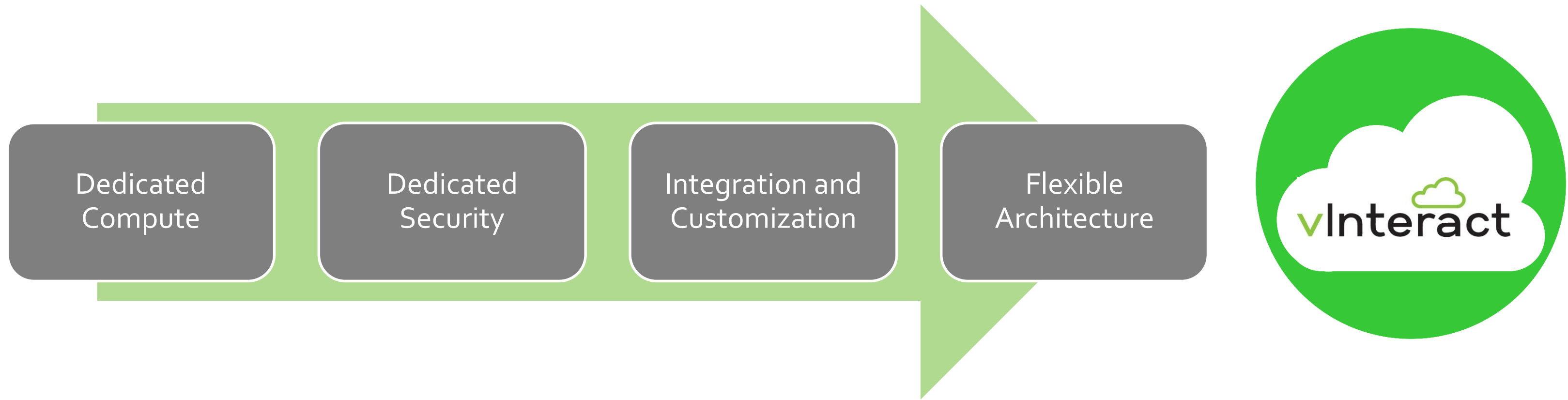
Internal Cloud

Hosted

Customization

QoS

Private Cloud for Enterprises



vInteract Cloud Benefits



Tier 3 Facilities (surpassing what many customers can provide themselves)



Hardened, Proven, Highly Available Architectures



Access to Tier 3 resources & skillsets (network, security, DBA)



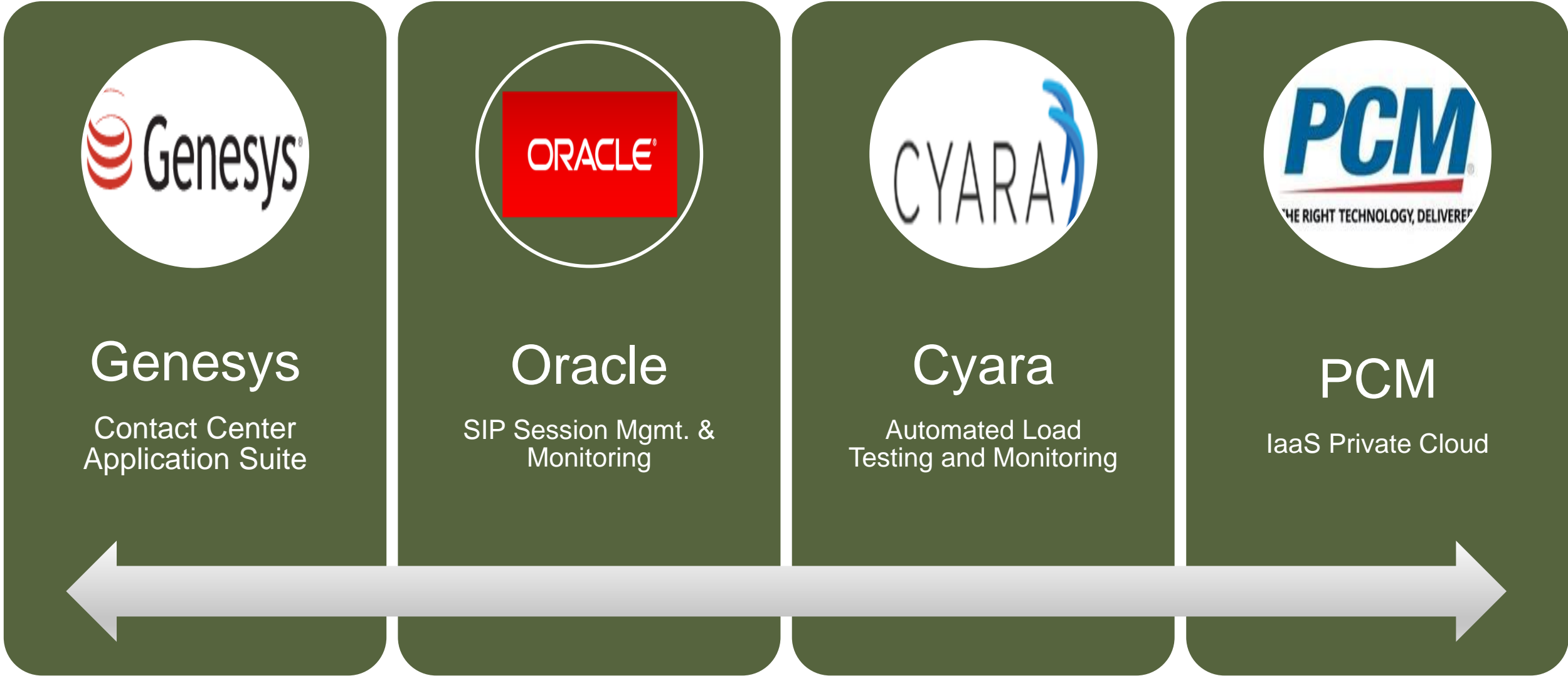
Direct Customer Admin Access



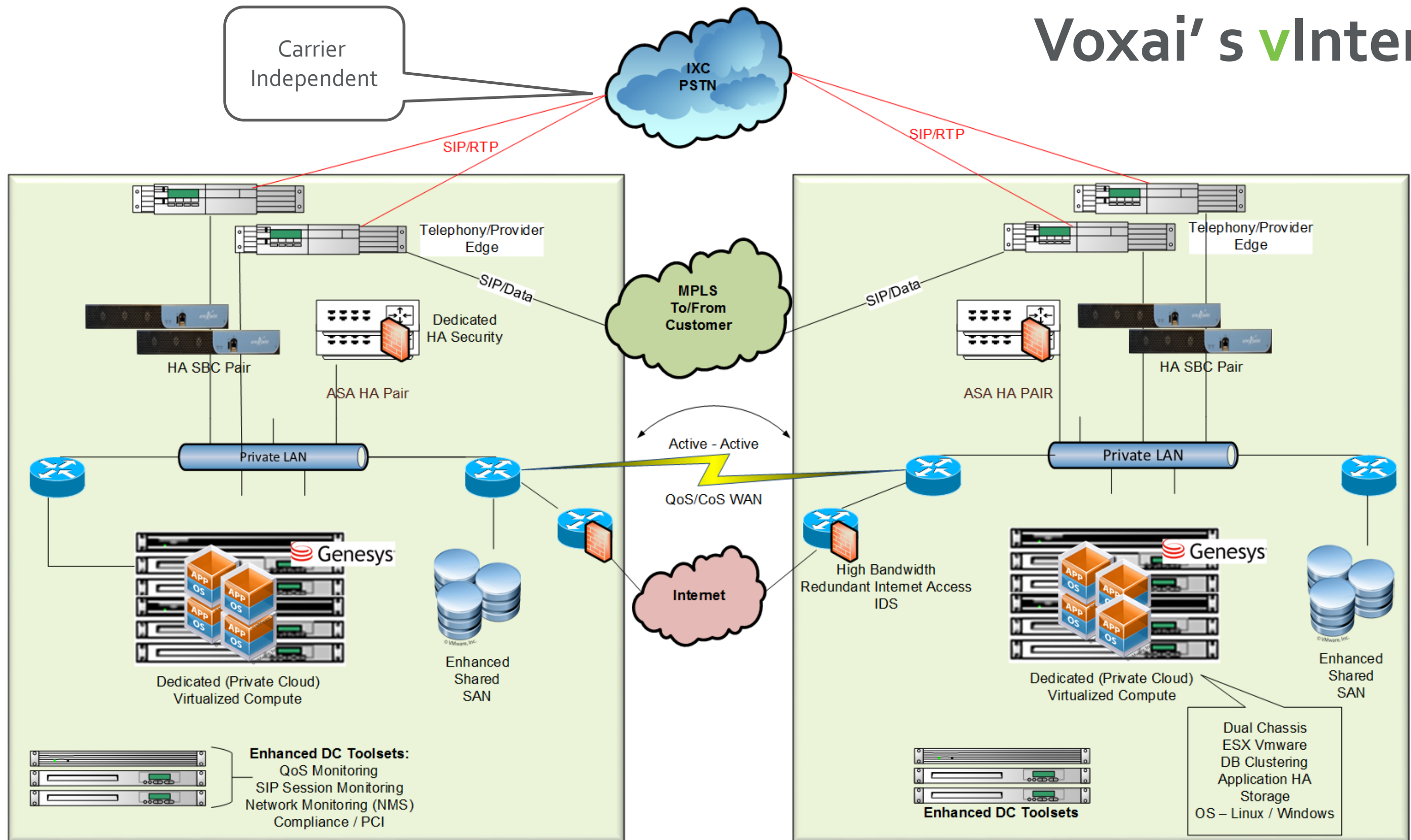
Established Monitoring and Management Processes (ServiceNow)

Private Cloud Partner Blueprint

Voxai Application Support & Monitoring



Voxai's vInteract



vInteract – Solution Strengths

- **Voxai Service & Support**

- 24/7 Voice Application NOC (Dallas, TX & Hyderabad, India)
 - Genesys Expertise
 - Oracle SIP Expertise
- ❖ **Gartner / Market Leading Vendors**

- **PCM - IaaS Partner**

- Tiered Data Centers
- IaaS Monitoring and Mgmt. toolsets
- Established processes
(change control, patching)
- CoS Enabled WAN
- Location flexibility






Cloud Tailored to the Customer

- Dedicated Compute modeling customer premise
- Full visibility: Customer access & insight maintained
- Active-Active architectures or Premise Integrations
- **Cloud enable all Genesys Products**
- Flexible contract terms
 - PPU or Capitalized Application licensing
 - Flexible terms

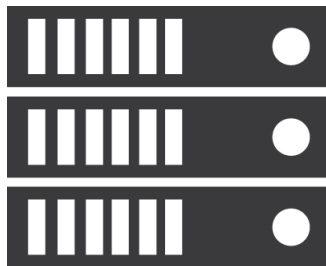





Infrastructure Managed Services

Comprehensive IT Operations

-  Measurable, SLA-Based Support
-  Consistent Patching
-  24x7 Unlimited Incident & Problem Resolution
-  Performance & Capacity Monitoring
-  Scalability (up or down)
-  Real-time Custom Alerts
-  Certified Experts
-  Auditable Processes

24x7x365 Managed Services in any: Cloud, Deployment Type or Operation

-  Physical
-  Virtual
-  Hyper-converged
-  Public Cloud

For a fixed price per month, per supported asset

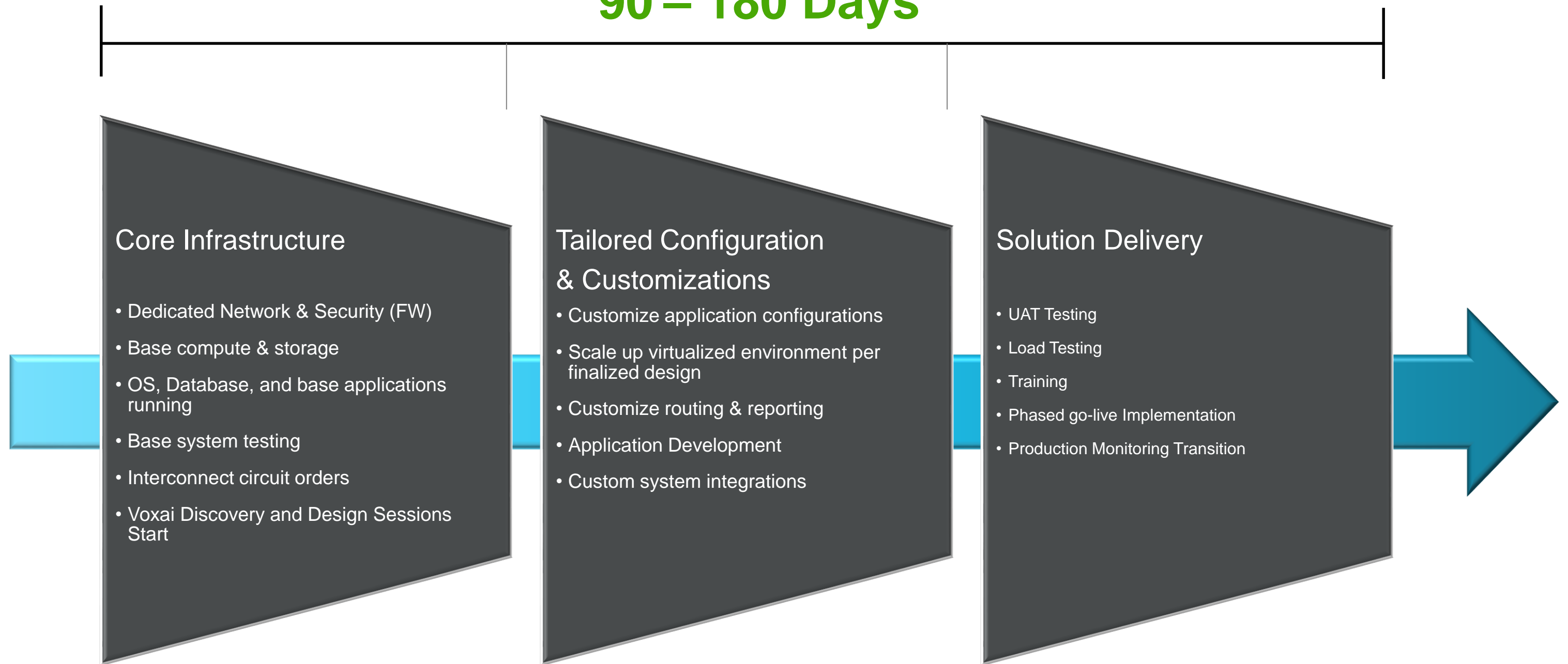
Voxai Service Differentiators

- **Genesys Expertise are the table stakes**
- Leveraging Cyara solutions to enable our QA capabilities and 24/7 proactive monitoring
 - We are already working the issue before the customer notices
- Leveraging Oracle Voice Product Suite
 - E-SBC and Enterprise Communications Broker
 - OCCAS Platform (complex SIP integrations)
 - Oracle EOM
 - SIP Session Monitoring and Tracking
- Infrastructure as a Service
 - Cloud enabling Voxai expertise and services
 - Voice experience
 - Optimized delivery of IaaS and Tier 3 resources (Security, Database, Network)



Voxai Cloud Delivery Model

90 – 180 Days



Standing out against the Rest

Efficient

- Ease and Speed to Deployment
 - 90 day Core Infrastructure
- Flexible payment structure
 - Capitalized licensing and/or PPU licensing model
- IaaS Monitoring and Mgmt. toolsets

Reliable

- The ONLY 24x7 Genesys Specific NOC
 - Follow-the-Sun Support Services
- Real –Time Monitoring VoIP & SIP Toolsets
- Certified Experts
 - Oracle SIP Experts
 - Genesys Expertise

Flexible

- Multiple Dedicated Compute Configurations
- Dual Active-Active or Single Data Center Design
- Carrier Independent
- Solution flexibility enabling premise and other cloud service integrations
- Cloud enabling all Genesys products

Dedicated POC Environment for Trial Customers

Questions?

Thank you!!

**For more information or to initiate your no obligation
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