



G Cloud 15 BT Service Definition for BT Genesys Cloud Contact Centre

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1 Introduction

1.1 Corporate Background

The supplier is one of the world's leading connectivity services providers and manages some of the UK's best-known brands. As the oldest telecommunications company in the world, the supplier has been at the forefront of technology innovation and progress for 179 years.

The supplier helps people connect. It's what he has always done. And as technology changes our world, the connections people make can be simple or complex, helpful or harmful, connections for good or for bad.

That's why the supplier is here – **to connect for good**. And after more than a century of innovation, we're only getting started.

The next technological era is here and will change our world all over again. Artificial intelligence, robotics, universal connectivity – could all be a force for good, or something more troubling. Connections are evolving, and so must we. Not to keep pace with the speed of technology, but to set a pace of our own.

That shapes our ambition – of who we want to be in ten years' time: the world's most trusted connector of people, devices and machines. On your side; fixing your problems; innovating to make things better and easier.

1.2 Service Overview

The supplier is proposing BT Genesys Cloud CX as the Contact Centre as a Service (CCaaS) platform. Genesys Cloud, leader for the 11th time on the Gartner CCaaS magic quadrant, offers a feature rich, AI-Powered Experience Orchestration Platform.

To guarantee a successful transformation, the supplier integrated Genesys Cloud into their own contact centre portfolio with additional security and telephony management products to provide a seamless, end to end solution – BT Genesys Cloud CX meets your needs now and in the future.

- Private interconnect between the supplier's voice services and Genesys Cloud CX adding extra security and monitoring.
- Architected as a product and a platform with open APIs.
- Modern Cloud Architecture built on AWS
- Unmatched reliability (99.99% SLA) with Active-Active-Active architecture
- Designed for scale to support the largest global enterprises
- Security - Protecting Cloud serviced data
- Availability - Available anytime anywhere

Protect your customers and your organisation

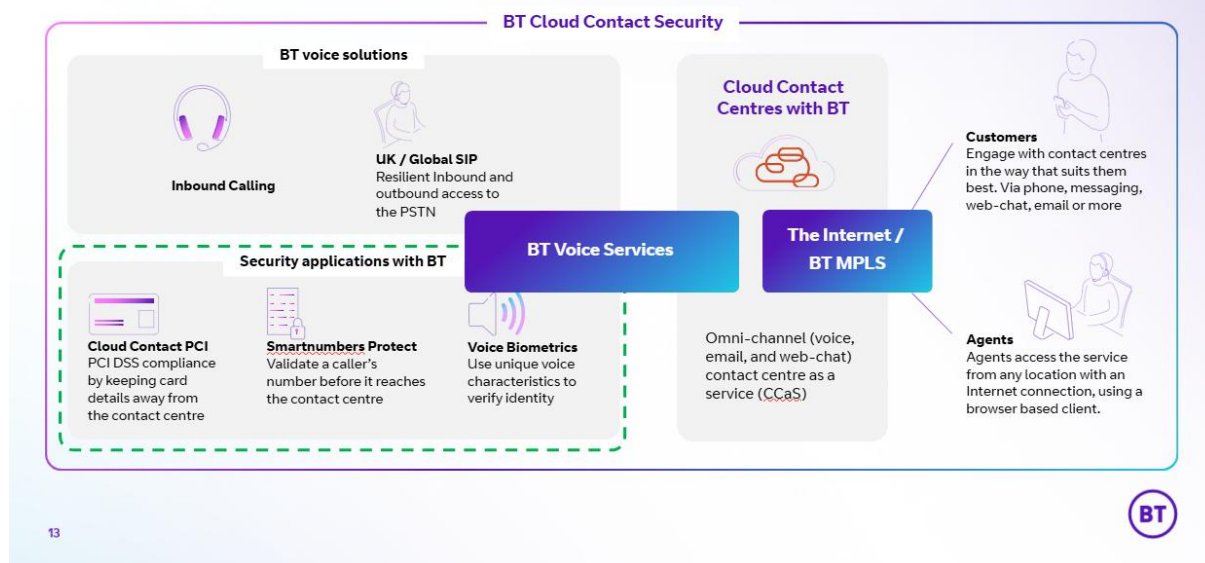


Figure 1: Supplier end to end proposition.

1.3 Why choose the supplier?

The supplier is a global leader in managed networked IT services. By combining global strengths in networks, ICT and innovation with deep expertise and global delivery model the supplier became a trusted partner for our customers.

- With one of the largest security capabilities in our industry
- With a global team of circa 17,000 people, with one of the largest security capabilities in our industry
- Bringing together a broad portfolio of services.
- A track record of delivering customers globally in 180 countries
- Underpinned with a unique breadth of scope, reach and capability
- Recognised as a market leading for customer service and innovation

In the current business climate, the Supplier (BT) understands the critical need for a solution that is flexible to business change. The Supplier service can scale up or down to meet your requirements quickly and without the high costs associated with fixed infrastructure: agents or new services can be provisioned at the optimal operational cost and can be deployed quickly to make sure you offer improved first-time contact resolution and the right scale of service in disaster plan scenarios globally.

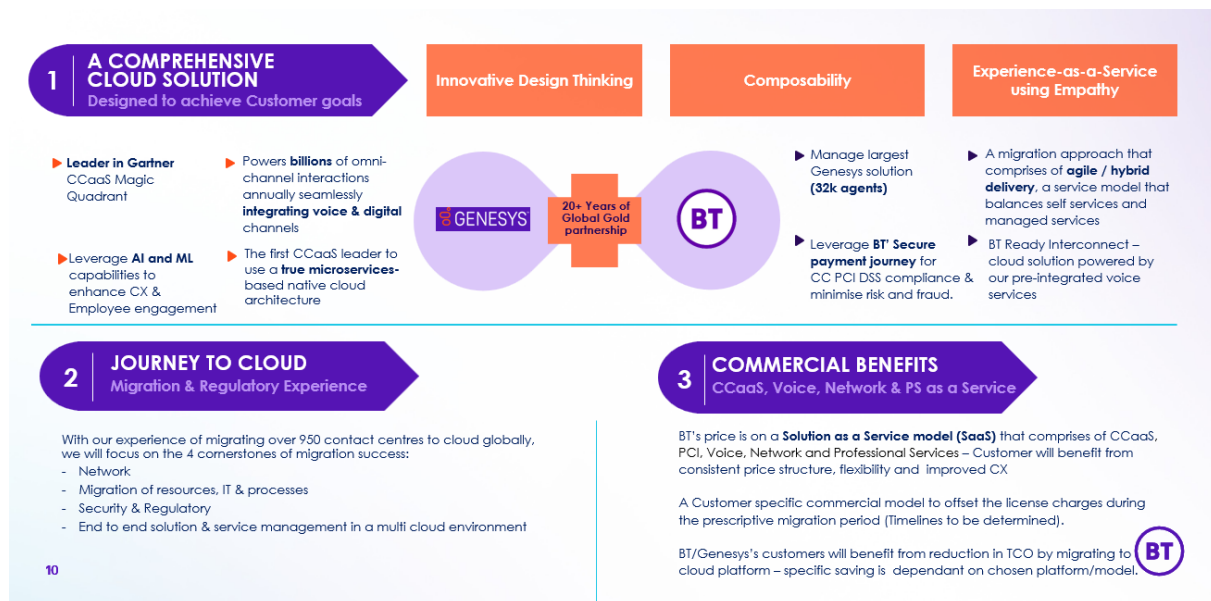


Figure 2: Supplier - Genesys partnership

The supplier is a **Genesys Elite Partner** and will partner with Genesys, the industry's number one provider in Customer Experience platforms. With over 25 billion daily omni-channel transactions with a client base of over 10,000 across 100+ countries Genesys is a true global player. The supplier has over 30 years' experience in implementing and transforming over 4,000+ contact centres with 60,000+ agents globally. The supplier Cloud Contact solutions deliver five million calls and 500,000 messages and chats in 120 countries monthly, and understands the scope, the scale, and the complexity of the buyer's needs.

The supplier is the global leader the Fortune 500 relies on, but we're local too.

The supplier can provide security cleared resources in the UK

The supplier has relationships with more than 80 per cent of the Fortune 500 companies through 17,000 people on the ground, based in 60 countries.

From A to Z, our customers include more than 5,500 multinational organisations worldwide.

We are recognised for our market leading products and services by industry analysts such as Gartner and IDC.

The supplier combines our products and services with industry-specific solutions and consulting expertise.

The supplier has over 2,000 people in his professional services team offering consultancy services and 2,500 security practitioners (the largest cyber security practice in the UK) support our global customers.

The supplier's network reaches 198 countries and territories.

The supplier has 4,900 PoPs+ around the world with a range of access options including Internet, SIP, TDM, broadband, satellite and 4G.

We combine this strength with our IT services capabilities to provide global availability for our customers.

The supplier protects organisations globally.

We address the entire range of cyber security needs – from entry-level security services to complex managed security solutions.

We are able to do that due to our capabilities and expertise accumulated protecting BTs own infrastructure and services and, in the role, we play protecting the UK economy more broadly.

We secure the world's largest cloud used by the financial services industry, in addition to securing more than 20 million credit card payments and over \$360bn in transactions daily.

The supplier is one of the world's biggest telecoms R&D investors.

We have invested more than £3.8bn in R&D over the last five years in the technologies which help our customers embrace the digital age. Innovation improves the products and services we develop and help us do things better.

Working hand in hand with our global partners allows the supplier to design and deliver solutions that meet the needs of our customers.

We have built strong, strategic partnerships because we recognize that proactive partnerships are the future of the IT industry and the cloud.

The supplier puts our customers first.

We operate in a fast, changing and increasingly complex world. It's easy to feel lost. So we're here to help our customers, focusing on what is important to you. Not just the technical performance of networks and devices, the operational impact too.

1.4 Environmental Policy

The supplier is leading our industry sector, targeting net zero carbon emissions business by 2030, twenty years ahead of the original government target. We've made significant advances in our strategy already, transitioning most of our fleet to electric vehicles by 2030 and driving wider action through advocacy and partnerships. We are also pioneering 'Climate Contracts' where key suppliers have a clause in their commercial contracts with BT or Openreach committing them to making measurable carbon savings. We've already reduced the carbon intensity of our operations by 57% and cut supplier emissions by 19% since 2016/17 and we're now using 100% renewable electricity worldwide and taking action to assess and mitigate climate risks to our operations.

We are investing in energy-efficient and climate-resilient networks, reducing our energy needs and decarbonising the energy we buy and use, including through the purchase of renewable electricity, working with suppliers to design products and packaging that minimise energy and materials use, and support reuse and recycling, as well as encouraging them to



reduce their own greenhouse gas emissions. We're developing low carbon products and solutions that enable our customers to reduce their carbon footprints as well, engaging BT colleagues to help them reduce their personal carbon and proactively collaborating with others to accelerate the transition to a low carbon economy.

We're focusing on the circular economy, reducing waste and encouraging re-use. We encourage and incentivise customers to return products for recycling or refurbishment and EE offers a Trade In scheme, and BT customers must return home hubs and set-top boxes at the end of their contract to avoid incurring a fee. In 2020, we refurbished or recycled around 700,000 home hubs and set-top boxes and worked with The Carbon Trust to establish the environmental benefit. We achieved a reduction of 11,400 tonnes of CO₂e, 168 tonnes of waste electronic equipment, and 160 tonnes of plastic. We are also asking our suppliers to innovate on anything from plastic-free packaging to new business models or radical product redesigns. We are eradicating the use of single-use plastics throughout our entire organisation. We are proud to achieve a cut of 29% cut in Carbon emissions over just the last year.

We've expanded our 2045 net zero target to include all of BT's supply chain and Supply chain emissions reduction target to 42% target to the end of March 2031. We'll have Zero waste to landfill by 2025 and 100% of the plastic packaging will be reused, recycled, or composted by 2025. We will cut our carbon intensity by 87% by 2030 & supply chain emissions by 42% by 2030.

We also launched the BT Big Sofa Summit in a bid to get the UK talking about the environment and to demonstrate how small lifestyle changes and smart tech can be used to help aid the fight against climate change at home. This provides the nation with free, practical advice, tips and resources on the small steps everyone can take to cut household emissions, showing that you don't need to be a world leader to play your part in the fight against climate change.

We are partaking in many ambitious initiatives and suffice to say we are relentless in finding ways to improve our footprint and those of our partners, suppliers and customers, so we all have a sustainable future ahead. For supply chain omissions, we originally aimed for a 29% reduction from 2016/17 by end of March 2031: now we're heading to 42% within the same timeframe. We're committed to change.

2 BT Genesys Cloud CX Solution Overview

2.1 Omni channel, all-in-one solution

BT Genesys Cloud CX is an all-in-one cloud-based contact centre software built to improve the user experience. It's a suite of cloud services for enterprise-grade communications, collaboration, and contact centre management.

Genesys Cloud CX is Omnichannel, ...



... Integrated and All-in-One



It comes with powerful functionalities for contact centre operations to optimise conversation management. It's scalable, quick, and easy to set up. Each layer of service integrates with the others for a unified experience. Unprecedented self-service capability at every level, enabling users to manage day-to-day operational tasks and even small service moves / adds / changes on their own while leveraging the technical capabilities of the Supplier for their priority projects.

It is an evergreen platform with rapid innovation, frequent (can be as frequent as weekly) innovation and feature releases, and availability of new features / modules / fixes as per feature bundles purchased.

2.2 Resilience, Scalability and Updates

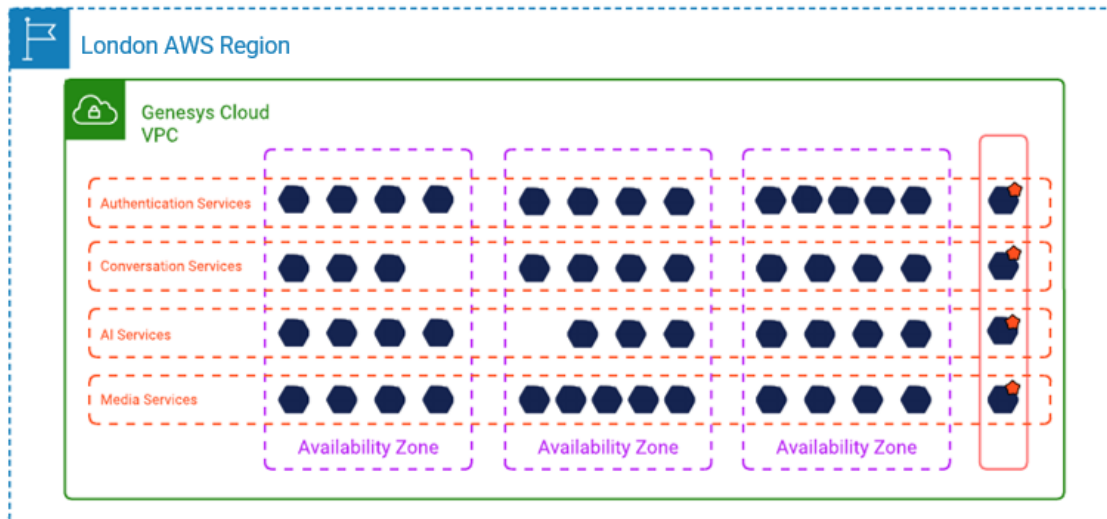
Problems of Older Applications

Many older cloud applications use a monolithic architecture. Even though these legacy apps can serve multiple tenants, they're built as a large and cumbersome set of highly interdependent components. A failure in one component can have devastating impact on another component, resulting in service outages for many or all tenants. Updating these systems requires taking them offline, which limits user access during the upgrade process.

The problems of monolithic services are exacerbated when they are deployed in proprietary data centres with limited hardware because the hardware constraints further limit the availability and scalability of the software resources.

BT Genesys Cloud's Microservices Solution

BT Genesys Cloud CX solves the problems of monolithic architecture with our use of microservices. With microservices, we solve complex problems with simple, stateless objects. Our microservices architecture also provides virtually unlimited scalability across thousands of servers across multiple, geographically diverse data centres.



Instead of using several tightly coupled components, BT Genesys Cloud CX divides its functionality into services, each of which handles a given type of request.

Reliability through Recovery

When an individual server fails, it's automatically detected and detached from the load balancer. If this error isn't transient, additional logic triggers self-healing behaviour, where the errant node is stopped, and a completely new server is created to take its place.

Traffic continues unabated, with other servers in the group seamlessly accommodating the extra work: The service recovers before any user notices a service gap.

2.3 Architecture Overview

The supplier proposition, powered by Genesys Cloud CX is deployed within AWS and provisioned with multiple redundancies with no single point of failure. Its microservices architecture is inherently resilient and presents a new paradigm that exceeds any traditional measures of redundancy.

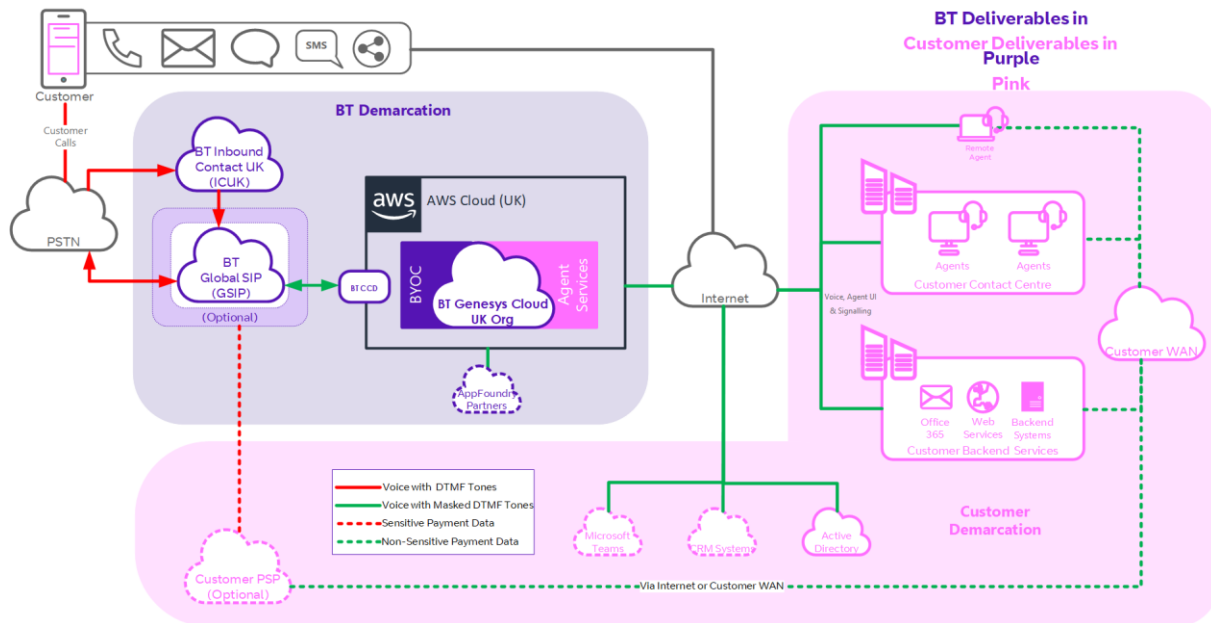


Figure 3: BT Genesys Cloud CX Architecture

BT Genesys Cloud CX uses the power and breadth of AWS to provide communication services capable of meeting the needs of any size organisation.

Amazon has created world-class data centres around the globe that provide services and infrastructure to build reliable, fault-tolerant, and highly available systems in the cloud, including, but not limited to the following:

- BT Genesys Cloud CX uses **availability zones** (AZs) which are geographical locations engineered to be insulated from failures in other AZs. Each AZ consists of one or more discrete data centres, each with redundant power, networking, and connectivity, housed in separate facilities, in the same region e.g. London. All BT Genesys Cloud services are deployed into multiple AZs making them tolerant in the event of a data centre or even an entire AZ failure.
- BT Genesys Cloud CX uses **Elastic Load Balancers** (ELBs) to route internal and external traffic to healthy servers. ELBs are clusters of servers that run in multiple availability zones (AZs). When the ELB detects that a backend instance is either at capacity or has failed, it routes traffic to other instances in seconds to compensate.
- BT Genesys Cloud CX uses **Amazon Simple Storage Service** (S3) providing a durable infrastructure to store important data and is designed to deliver eleven 9s of durability. The buyer's data are redundantly stored across multiple facilities and multiple devices in each facility.
- BT Genesys Cloud has more than **400 microservices** and each microservice has at least two instances running in separate AZs. Amazon ELBs load balance requests across the microservice instances and detect failed instances within seconds, routing requests to other instances.

The solution uses BT OneVoice Global SIP as the SIP Services, interconnected with Genesys Cloud CX through a private interconnect over BT MPLS WAN. The integration is resilient and has no single point of failure.

In summary, BT Genesys Cloud CX delivers a resilient service that is highly available because:

- The solution is designed for the public cloud, distributed and inherently resilient using Microservices with an Amazon Web Services (AWS) Cloud.
- The Recovery Time Objective is Zero.
- There is no single point of failure in the solution consisting of BT Genesys Cloud CX, and BT OneVoice Global SIP.

As a result, BT Genesys Cloud CX can provide customers a highly redundant solution with 99.99% or greater uptime of their cloud applications.

2.4 BT Interconnect with Genesys Cloud CX

The supplier voice services (Inbound Contact Global, OneVoice SIP Trunk UK and OneVoice GSIP) are directly connected to Genesys Cloud CX a pre-provisioned private interconnect to guarantee reliability and security: it means less redesign, fewer changes, better consistency and additional security. It's a private interconnect over the supplier MPLS service, managed and monitored by the supplier operational team.

BT Voice & Genesys Cloud: Global deployment with Genesys Global Media Fabrik

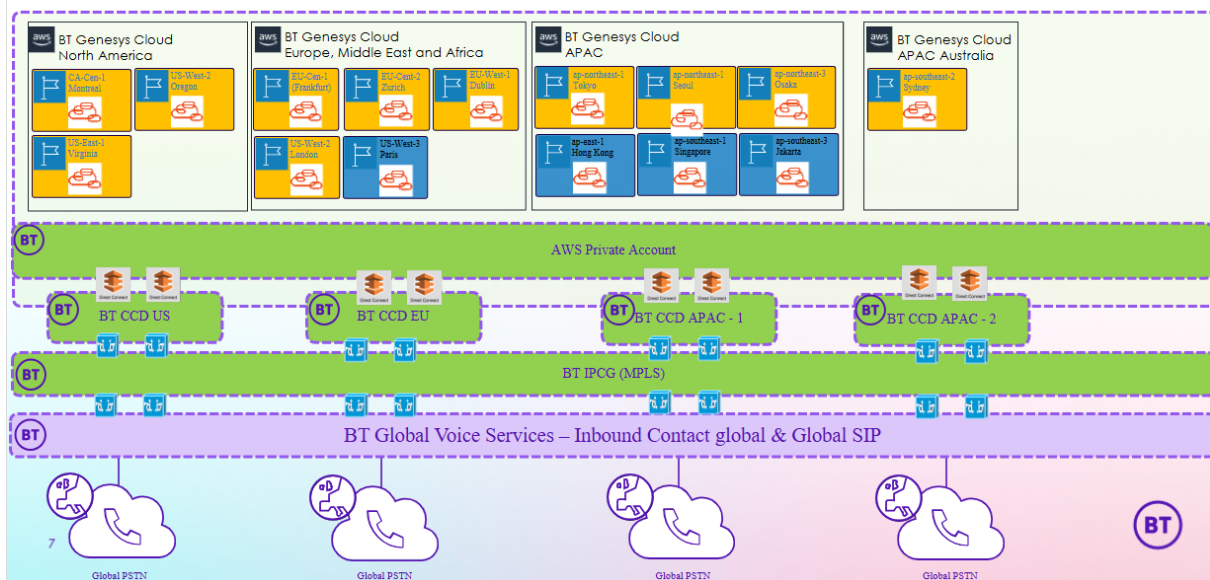


Figure 4: BT Private Interconnect

The immediate benefit for the buyer is an end-to-end service managed by the supplier with additional security and improved voice quality as it runs over a private BT MPLS link.

It also provides the supplier support team with additional monitoring and troubleshooting tools.

2.5 BT Genesys Cloud Highlights

2.5.1 Experience Orchestration platform

BT Genesys Cloud CX is an open, modern composable CCaaS platform coordinating every step of every experience through a full suite of omnichannel options, built-in employee experience, turnkey AI, and end-to-end journey optimization. It helps organizations create connected experiences that meet customer, employee, and business needs.

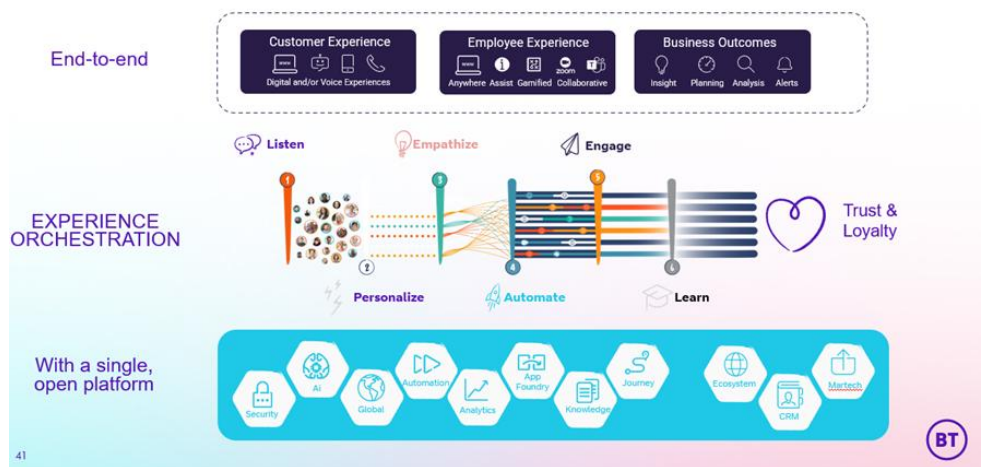


Figure 5: Genesys Cloud: An Experience Orchestration platform

Through Experience Orchestration, Genesys Cloud CX enables organizations to coordinate and optimize across the entire customer lifecycle by delivering Frictionless customer and employee experiences through:

- Comprehensive engagement capabilities across voice, digital, and conversational AI interactions.
- AI to automate continuous, personalized engagements with better outcomes using digital and AI capabilities.
- Connect your customer experience and employee experience with native workforce engagement that taps into employee behaviour to understand, predict, and learn what your employees need, real time.
- Ensure business outcomes are met with journey management that measure, monitor, and identify areas of opportunity or optimization points.

2.5.2 AI experience

Artificial Intelligence (AI) has emerged as a differentiator for delivering exceptional customer and employee experiences and Genesys has a large set of AI-driven capabilities used to drive real-time experience orchestration. It's built to the highest

standard of AI ethics: it's tested, the data is protected, and Genesys AI is recognized by industry analysts as a leading CX AI solution.

This includes applying AI to personalize self-service, achieve deeper customer insights, create better employee utilization plans, improve employee performance and more.

AI-Powered Experience Orchestration Platform



Figure 6: AI-Powered Experience Orchestration Platform

The AI Experience inside Genesys Cloud CX:

Makes predictions

Genesys Predictive Routing leverages AI to analyse data and identify patterns that seamlessly match customers with the right agents, on the right channel, at the right moment – reducing average handle time and increasing first contact resolution and satisfaction.

Genesys Predictive Engagement predicts when your customers need support, which allows agents to proactively resolve issues, and cut contact centre costs. In addition, GPE improves revenue by signalling to agents when to reach out to a customer who needs help converting a purchase.

Enhances customer interactions

Agent Copilot works alongside your agents as they serve customers by automatically surfacing knowledge and keeping notes. Agents who use Copilot can provide better service to more customers, faster.

Voice and Chatbots eliminate wait times for customers and provide true support thanks to their natural language understanding and voice recognition. They work around the clock and never take a sick day, and they know right when to transfer a customer to an agent, and do so with all the context the agent needs to pick things right up

Improves employee outcomes

Speech and text analytics supercharge your insights by allowing you to learn from every interaction and ensure quality and compliance.

Empower employees with streamlined two-way communication tools for performance management. Schedule coaching sessions for targeted training and utilize gamified performance for real-time insights and actionable recommendations, strengthening development initiatives effectively.

Smarter resource planning

AI-powered Quality enhances performance by strategizing employee experiences. Leverage AI analytics and insights in employee-customer interactions for supervisors and managers to identify sentiment trends, track topics, and optimize quality management processes, boosting workforce and business performance.

AI-driven scheduling and forecasting, powered by sophisticated time-series algorithms and data science best practices, delivers accurate forecasts in minutes. This facilitates efficient short- and long-term planning, ensuring optimal staffing, regulatory compliance, and adaptability to unexpected changes.

Design

AI Studio is a centralised workspace in Genesys cloud CX for designing, deploying, and governing your AI-powered experiences.

AI Guides is an easy, versatile no-code interface where you can design agentic flows using prompts, conversation transcripts, or process documents.

2.6 BT Genesys Cloud CX licensing model

2.6.1 Licence packages

BT Genesys Cloud CX comes with core licences and key add-ons.

The Buyer will choose one of the following BT Genesys Cloud CX Service Plans, the features of which will be set out in the Order:

Genesys Cloud 1: For voice - centric call centres

- Inbound and outbound voice services, including routing, callbacks, voicemail, and more.
- Outbound including dialler types and dynamic list management.
- AI can be added via al-a-carte, including voice bots.
- Access to open-API composable architecture for easy extensibility and integration to any system, including CRM, UC, and more.
- Fair-use policy for IVR minutes, data storage, API-requests, and more. a voice only hosted call centre.

Genesys Cloud 2: Complete voice and digital interactions for multichannel service organisation:

- Includes everything in Genesys Cloud 1 +
- Access to digital channels - Email, Web Messaging, SMS, Facebook, WhatsApp, Twitter, LINE, Instagram, Open Messaging
- Knowledge for manual search
- Identity Resolution for single customer view
- Rich media capabilities
- Record each interaction with high quality to ensure regulatory compliance
- Evaluate interactions with a robust and intuitive Quality Management solution
- Extra fair-use policy
- Add AI Experience for turnkey personalization, automation and prediction

Genesys Cloud 3: Level up contact centres with end-to-end experience orchestration

- Includes everything in Genesys Cloud 2 +
- Employee activity dashboard with scorecards, leaderboards, and KPI trackers.
- AI-scheduling and forecasting
- AI-powered speech & text analytics
- Intuitive mobile application (Tempo)
- Gamification
- Built-in coaching & learning modules
- Voice of customer capabilities and surveys
- Maximum fair-use policy for IVR minutes, data storage, API-requests, voice transcription, and more

Genesys Cloud 4: For omnichannel contact centres that want more AI experience

- Includes everything in Genesys Cloud 3 +
- Agent Copilot
- Journey Management
- Bonus AI Tokens per month

Genesys are constantly adding new features so for the latest feature lists for each Genesys Cloud Subscription, see the Genesys website, but currently the Feature List Summary includes:

Features	Genesys Cloud 1	Genesys Cloud 2	Genesys Cloud 3	Genesys Cloud 4
Self-Service				
Speech-enabled IVR	●	●	●	●
Voicebots	●	●	●	●
Chatbots		●	●	●
Digital				
Unlimited chat and email routing		●	●	●
Co-browse and screen share			●	●
SMS and messaging apps routing		●	●	●
Messaging apps		●	●	●
Web messaging		●	●	●
Inbound				
Inbound voice routing	●	●	●	●
Voicemail	●	●	●	●
Callback (IVR and web)	●	●	●	●
Outbound				
Basic outbound campaigns	●	●	●	●
Advanced outbound campaigns		●	●	●
Inbound / outbound blending	●	●	●	●
Workforce				
Unified communications	●	●	●	●
Interaction recording	●	●	●	●
Screen recording		●	●	●
Quality management and compliance		●	●	●
Workforce management			●	●
Employee performance & engagement			●	●
Speech and text analytics			●	●
Integrations				
Access to AppFoundry Marketplace	●	●	●	●
Platform APIs	●	●	●	●
Insights				
Real-time and historical views	●	●	●	●
Historical reporting	●	●	●	●
Performance dashboards	●	●	●	●
Journey Management				●
AI				
Agent Copilot				●

Furthermore, there is a wide range of additional functionality and features developed by other Third Parties that are available in the Genesys AppFoundry.

2.6.2 Licence Model Types

The supplier provides two licensing models:

- **Concurrent Licensing Model** – this is billed as the maximum number (peak) of concurrent (simultaneous) users during a billing period. To support shift changes, peaks shorter than 30 minutes in duration are discarded.
- **Named User Licensing Model** – this is billed as the total number of named (unique) users configured on BT Genesys Cloud CX that logged in during a billable period. The user type billed is the highest-level license assigned to that user during the billing period.
- **Hourly Interacting Model** – This is a count of total amount of “interacting time” (measured in milliseconds) of all designated hourly interacting users.

And two payment terms:

- **Pre-pay Annual** – All BT Genesys Cloud CX user licenses or metering commitment are billed up front based on the customer minimum commitment. Overages of user licenses or metered usage elements are invoiced on a monthly basis. This is the most cost-effective model.
- **Annual Month-to-Month** – All BT Genesys Cloud CX user licenses or metering commitment are billed monthly based on the customer minimum commitment. Overages of users licenses or metered are also invoiced on a monthly basis.

3 Integration

3.1 Overview

BT Genesys Cloud CX offers a wealth of integration options and methods including:

- A comprehensive API suite
- Integration methods such as Data Actions that can call Web Services and be used by Call/IVR Flows and Agent User Interfaces for screen pops.
- TTS, Voice and Chatbots
- Integrations to all the major CRM systems
- Single Sign On (SSO)
- Third party Transcription and speech analytics
- Webhook integrations to send automated notifications to BT Genesys Cloud group chat rooms from third-party systems.
- The AppFoundry offers BT Genesys Cloud CX customers a marketplace of solutions for all Genesys platforms in a single location. Browse curated applications and integrations from Genesys, our technical partners, and our user community. Some are available for purchase; others are free.

3.2 API First platform – additional innovation

BT Genesys Cloud CX is an 'API First' platform: Every team releasing new capabilities must release an API around it. These are the same APIs available to customer and to the buyer.

Additional innovations are available to the buyers via APIs and the development tools.

There are **three integrations methods**:

- API Integrations – Used to invoke general Genesys Cloud CX functions.
- Data Integration – Used to retrieve or synchronize data.
- User Interface (UI) integration – Used for embedding and building Genesys Cloud CX functionality directly within the application.

The following **development tools** help developers, which can be the buyers, to integrate BT Genesys Cloud CX into their contact centre:

- Software Development Kits (SDKs) – Used to simplify application integration.
- Embedded Framework – a toolkit designed to make developing integrations easy.
- Webhooks – Post notifications about external events into group chat rooms.

- Client Apps – Framework that lets you embed custom web-based applications in the Genesys Cloud web or desktop client (apps displaying in a sidebar)
- CX as Code – a configuration management tool that allows customers to define Genesys Cloud CX configuration objects (queues, skills, users)
- Command-line Interface – allows customers to perform administrative tasks without having to access the Genesys Cloud CX UI.
- Audiohook Monitor - Stream conversation audio to third-party services and then process the audio for voice biometrics, transcription, recording, and agent assistance.
- AI Studio – A centralized workbench within Genesys Cloud CX designed to build, manage, and deploy AI-powered customer experiences.

The **Development Centre** provides insights on Genesys Cloud development topics and resources: Developers will find technical content, new release announcements, blogs, tutorials, how-to guides, and access to dev tools.

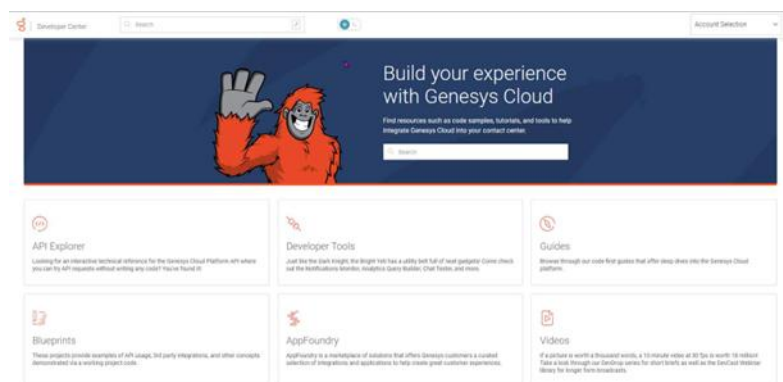


Figure 7: Genesys Cloud Development Centre

If integration using other methods is required, there are many AppFoundry partners providing integration options either to specific solutions or using specific methods not using Web Services.

Furthermore, for more complex integrations or ones where Web Services are not available, the supplier has developed middleware which provides a Web Service interface to more proprietary integration methods.

3.3 Voice and Chat BOTs

BT Genesys Cloud CX offers voice and chat bot integrations for use when building interaction flows. Administrators can use any text-to-speech provider that is available in Architect flows for use with their installed bot integrations:

Current Bot integrations include Agent Assist with Google Cloud, Amazon Lex, Google Cloud Dialogflow CX / ES, Genesys Dialog Engine, Intent Miner, Knowledge Workbench, Nuance Mix.

- BT Genesys Cloud CX includes native as well as 3rd party options for adding bots.
- The primary driver for any technology decision is the use case. Genesys AI can support most if not all use cases for Bots
- 3rd party would be the 1st option if there are insurmountable language barriers, or a strong preference. Mixed AI environments are common (and supported).

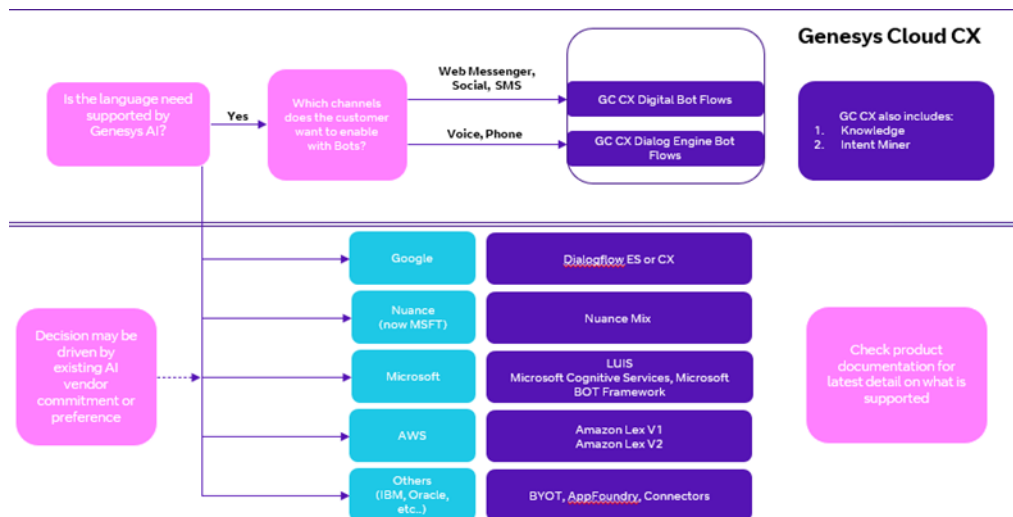


Figure 8: Decision matrix for BOTs: Genesys native or integration.

3.4 Customer Relationship Manager (CRM)

CRM integrations provide advanced call controls inside third-party Customer Relationship Management (CRM) systems. BT Genesys Cloud CX integrations connect with other tools, systems, services, and applications. It provides pre-built integrations either directly or through AppFoundry partners. CRM integrations can also use the Genesys Cloud Embeddable framework to include it into virtually any application.

Current Integrations include Salesforce, SAP, ServiceNow, Sugar CRM, Microsoft Dynamics, Microsoft Dynamics Service Desk, Oracle Siebel CRM, Oracle Service Cloud, Universal CRM Connector, Zendesk.

3.5 Single Sign On

Single Sign-On (SSO) integrations connect BT Genesys Cloud CX with the buyer's SSO service to expand automated login.

Current SSO Integrations include Google G Suited, Microsoft ADFS, Microsoft Azure AD Premium, Okta, OneLogin, Ping Identity, Salesforce.

4 Implementation and Migration

4.1 Background

The supplier has over 30 years' experience in implementing and transforming over 4,000+ contact centres with 60,000+ agents globally. Our Cloud Contact solutions deliver five million calls and 500,000 messages and chats in 120 countries monthly, so we understand the scope, scale, and complexity of our customer's needs and the buyer can have confidence that they are in a trusted and experienced pair of hands.

The supplier is a Genesys Platinum Partner and currently use a Genesys platform to manage Europe's largest hosted contact centre solution, with over 35,000 seats, for a major government organisation.

To ensure the successful delivery of the solution, the supplier will work with the buyer in a mutually agreed way, but typically deploys new project using a hybrid approach which will utilise Project and Programme Management (BT PPM) Method with agile implementation sprints. This allows for a more collaborative approach which better meets the requirements, allows for a more rapid deployment, and allows to get a Minimum Viable Product/Solution (MVP) as quickly as possible.

The supplier PPM method is derived from a number of standards including PRINCE2, MSP, MoP, BS6079 part 1, ISO21500, APM Body of Knowledge, PMI Body of Knowledge (PMBok) and CMMI for Development (project management and quality practices).

This approach allows for customisation to specific requirements without being constrained by a rigid process, and this flexibility will be maintained throughout the project's lifecycle. This methodology has been proven to deliver projects and programmes consistently and successfully for our customers globally for the past decades: We have a track record of delivering projects for a wide range of customers, from small businesses to large global corporations, in both traditional and cloud environments.

Additionally, most of our project professionals hold external accreditations in Prince 2 and APM.

4.2 BT Project and Programme Management Method

The methodology includes three key phases, Inception, Execution, and Closure, which will be applied to both the Transition and Transformation (T&T) elements of the project. This approach provides a controlled delivery while ensuring governance and regular checkpoints throughout the project, allowing for better management, and ensuring that the final solution meets the organisation's goals and objectives.

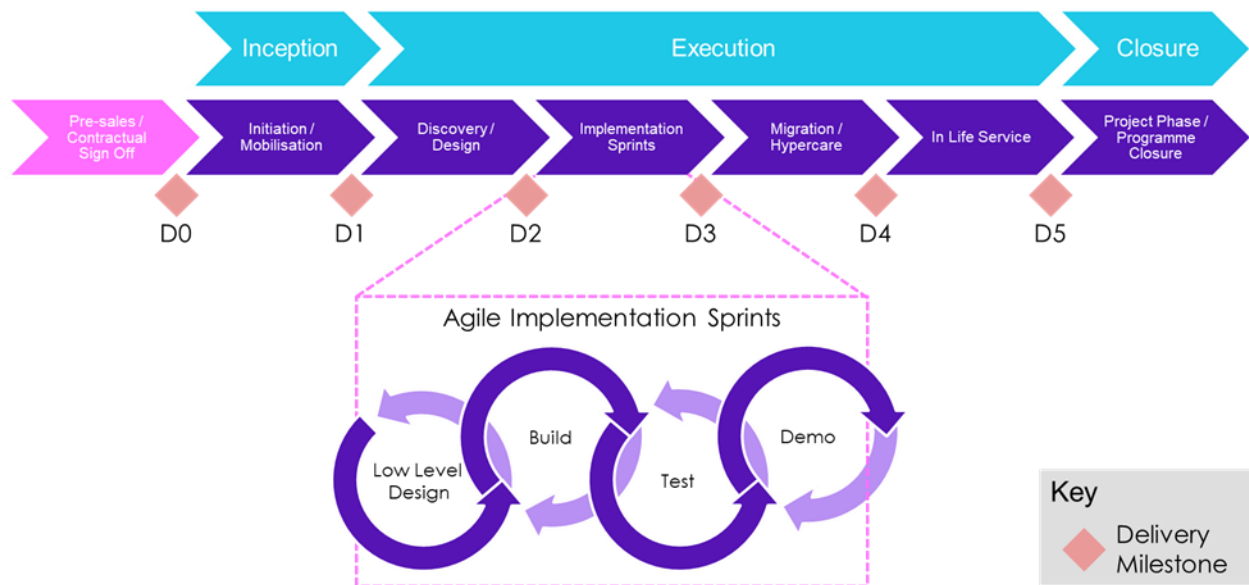


Figure 9: Hybrid Approach (BT PPM with Agile Implementation Sprints)

Pre-sales/Contractual Sign off (Delivery Milestone D0) – During the pre-contract phase, the supplier will support the buyer as they progress through the process and the terms of the final contract. The supplier also uses this time to identify and align internal resources ready for mobilisation.

A number of documents will be created and maintained during the project:

The standard documentation includes:

- **Project Initiation Document (PID)** - The project initiation documentation is a living product with the current status, plans and controls of the project. The PID will contain a quality log, benefits realisation log and a communication plan.
- **Project Schedule** - The Project Schedule is used to track and manage project progress; identify the critical path and track Project Milestones.
- **Project Control Log** – The Project Control log containing all the events happenings, during the preparation and execution of project. The Project Control Log comprises
 - Risk, Assumptions, Issues, and Dependencies
 - Dependencies
 - Change Control log
 - Defect Log
 - RACI (Responsible, Accountable, Consulted, Informed) and escalation Matrix
 - Communication Log

4.2.1 Inception Phase

Initiation / Mobilisation (Delivery Milestone D1) - The inception phase is the time to formally launch the project with the supplier and with our internal teams. Once resources are aligned, the assigned PM will set up an internal project launch to run through the solution designs, project requirements and benefits and ensure everybody understands their responsibilities to ensure the success of the project. Any ordering is expedited to ensure the project team is not delayed.

The PM will then arrange contact with the buyer and set up a formal project launch meeting.

4.2.2 Execution Phase

The execution phase will deliver the in-scope solution and provide all necessary services from order to implementation and into a managed service environment.

Discovery (Delivery Milestone D2) – This is a key phase which ensures the supplier's requirements are specified to enough detail to allow the solution to be designed and the implementation planned into the achievable sprints.

This Phase allows for knowledge Transfer between the supplier and the buyer. The supplier will demonstrate the capabilities of the new platform, whilst the buyer will transfer requirements from a business and technical aspect. This ensures that the overall solution not only meets the buyer's requirements but makes optimal use of the new platform capabilities and can be implemented in an efficient way.

The Project Plan will be updated with the agreed Implementation Sprints.

Implementation Sprints (Delivery Milestone D3) – A key element to any project is the building and agreement of an implementation approach and plan. This is completed throughout the project from inception to the site implementation. The aim is to provide a documented plan showing the steps, resources, responsibilities, risks and testing required to implement your service. The plan will be agreed and signed off by yourselves prior to implementation.

Throughout the project there will be regular (usually weekly) reviews between the two project teams. The supplier will provide status updates and reports as agreed within the governance model during inception, in particular, tracking benefits realisation against the business case.

Migration / Hypercare (Delivery Milestone D4) – The supplier will produce a Migration Strategy detailing how migrations will be approached and relevant considerations. For each Migration a specific Migration Plan will be produced with all the pre, during and post migration activities with detailed runbooks.

Post migration cutover, Hypercare, a period of enhanced and expedited monitoring and support will be undertaken to ensure the migration is successful.

After the period of hyper care, the solution is handed over to the support teams.

In Life Service (Delivery Milestone D5) – The Service team will get their systems and tools ready to then bring the project into Service Introduction with a handover from the Project Team to the In-life Service Team.

4.2.3 Project / Programme Closure Phase

This phase primarily consists of our PM producing closure documents and completing a formal closure review with the buyer. After each project phase, there will be a set of closure activities, with the final phase closing the whole programme.

4.2.4 Project Team

To minimise risk and ensure no disruption to the buyer's service delivery, the supplier will provide:

- A Professional Project Manager using a tried and test methodology to oversee the project from start to completion.
- A Responsible Design Lead who will oversee the technical aspects of the delivery.
- Implementation Team skilled in Genesys Cloud CX with Subject Matter Experts in different components and features of Genesys as required.
- Test Specialists in Contact Centre Testing.
- Training Specialists in Genesys Cloud CX.
- Service Introduction Specialists to make sure the solution is handed over to in-life service efficiently.
- Global Service Manager to be responsible for the in-life service.

The Buyer Roles

To ensure success of the delivery approach, we will be dependent on the buyer teams to deliver key functions during the delivery phase of the project, working alongside the supplier project team. Typically, we would expect the buyer to provide the following roles:

- The buyer Business / Project Sponsor owning the business vision and to ensure the right resources are aligned and available for the Project Delivery
- The buyer Technical Lead
- The buyer Project Manager
- The buyer Site Single Point of Contact (SPOC)
- The buyer Central IT Team

4.3 High Level Project Plan

The estimated project timelines will be mutually agreed at the start of the project based on the scope, complexity and any internal dependencies identified by the supplier and the buyer.

The migration from the existing service to the new service will require detailed planning and various factors will need to be considered. This will need to be agreed during the Discovery Phase depending on how the migrations will be phased.

The high level plan will be:

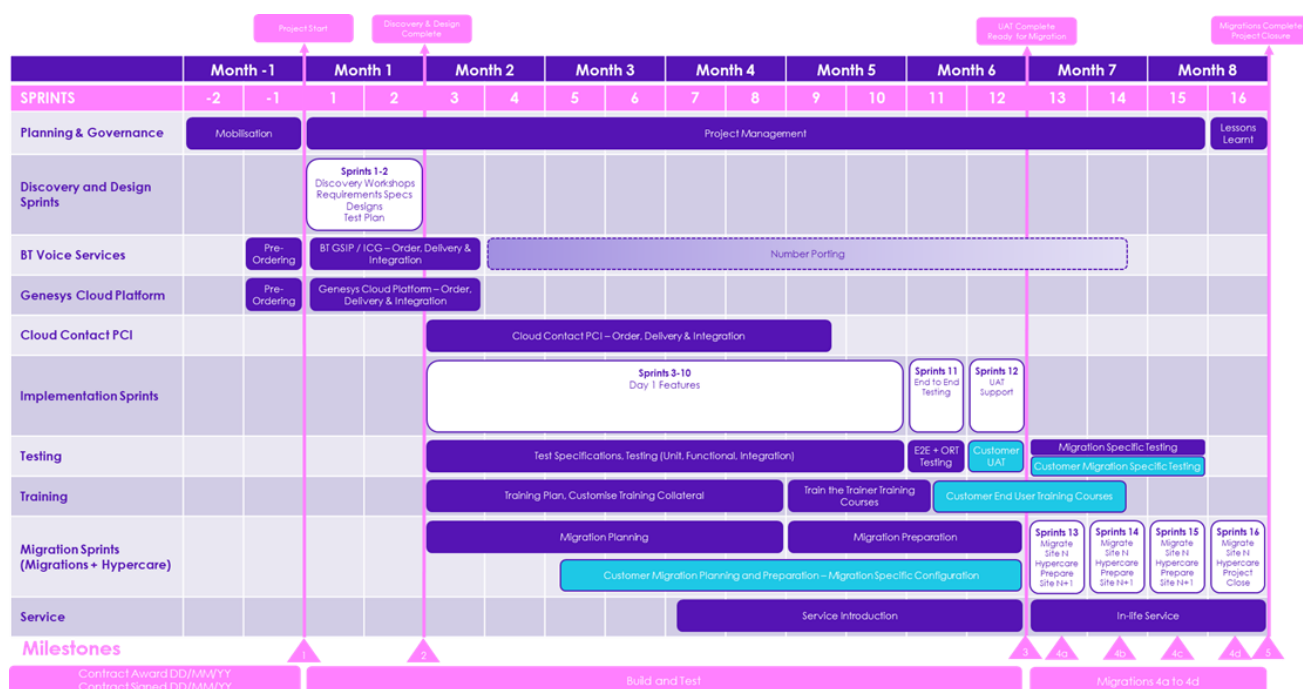


Figure 10: Supplier High Level plan example

The Project Phases are:

Project Phase	Description
Pre-Mobilisation / Mobilisation	This phase will seek to initiate the project and make sure the project is resourced and planned. Any ordering is expedited to ensure the project team is not held up.
Discovery and Design Sprints	This is a key phase which ensures the buyer's requirements are specified to enough detail to allow the solution to be designed and the implementation planned into the achievable sprints. The supplier agrees the scope, requirements, and designs within these sprints so that a backlog can be created, and Sprints can be planned to allow for early delivery of functionality that can be tested and used.

BT Voice Services	This includes ordering, delivery and integration of the PSTN with Genesys Cloud CX.
Implementation Sprints	The Project Team will split the implementation into sprints. BT typically uses 4-week sprints to implement specific deliverables which can be demonstrated at the end of each sprint to allow earlier testing and makes sure that implementation reflects the Customer's requirements. Once the Implementation Sprints have been completed and the service goes into live operation after migration, subsequent Implementation Sprints can be undertaken to enhance functionality for future phases.
Testing	This covers the full range of testing as outlined in the Test Plan.
Migration Sprints	The supplier or the Telco will re-route specific numbers to the Genesys Cloud service and migrations tests conducted to ensure correct operation. For an agreed period, the project team monitors and provides hypercare so that live operation especially at volume has been proven to be successful. After the period of hypercare, the solution is handed over to the support teams

4.4 Testing

The basis of the testing requirements has been taken from agreed requirements that details what the service must be capable of both from a functional and non-functional perspective. These requirements will be the basis of the test scenarios and from these, more detailed test scripts that will increase in complexity as further components are added to the test environment.

As functionality is developed during the Implementation Sprints and Unit Tested, the functionality is demonstrated to the buyer to ensure it is as per the agreed requirements prior to the overall User Acceptance Testing. The approach is designed so that as many defects as possible can be detected as early as possible.

As components and functions are implemented, additional integrations are implemented between components and the buyer's applications, service, third parties etc. This will require Integration Testing which will require both parties responsible for either side of the integration to conduct Integration Tests.

Once a Minimum Viable Product (MVP) has been created which can allow migration, the supplier will conduct end to end System Testing which will then allow the solution to be handed over the buyer for User Acceptance Testing (UAT).

The buyer will specify User Acceptance Tests which the supplier can review as required. As the buyer conducts the tests, the supplier will support by monitoring the solution, fault identification and resolution.

If faults are identified and resolved, Regression Tests are conducted to ensure the fix has not broken any other feature or component.

Operational Readiness Testing (ORT) is conducted to ensure the In-Life Service Management is ready, service introduction activities are complete, systems are ready, Help Desks are trained, ready, and access channels are working.

The service will then be ready for migration and after a migration cutover, Migration Testing will be conducted to ensure the migration has succeeded, the service is ready for Day 1 operation and rollback is not required.

5 In Life Support and Management

5.1 In-life management

Similar to the architecture and design being structured in a modular fashion, the Operational design has also been built by providing flexibility.

5.1.1 Change management

Standard with the service, the Buyer has admin access on their own Genesys tenant to provide their users with the flexibility to carry out day to day changes via user friendly interfaces.

If and when needed, a team of the Supplier's professionals, Genesys certified engineers, are available to support complex changes.

5.2 Operational service model

The Supplier is providing end-end support with a managed service and a single point of contact for all services. BT's ITIL based service framework ensures that the solution is managed and maintained to the highest standards throughout the lifecycle.

The BT Service Desk will perform proactive monitoring and will be the single point of contact responsible for all Incident resolution and escalation (including into 3rd Party suppliers) for the Supplier's services.

The BT Service Desk will be interfacing on a Service Desk to Service Desk Model with the Buyer's Service Desk which in turn will act as the Single Point of Contact for all Buyer contact centre consultants and/or any other end user. The Buyer's Service Desk is responsible for the initial triaging of any reactively reported incident and passing them onto the BT Service Desk.

Incidents received (reactive) or identified by the Service Assurance Group (proactive) will be logged in the Supplier's Incident logging tool and managed through to resolution. Progress updates to the Buyer's Service Desk will be defined and agreed and in accordance with governance policies. Records of numbers of incidents, causes and resolution times will be maintained and reported as part of the regular reporting process. These records will form the basis of problem management trend analysis, and proposals for improvements to network infrastructures.

5.2.1 Level 1 Support

The supplier Service Desk will be providing 24 x 7 support to the buyer. This desk will be the Single Point of Contact responsible for all Incident Resolution and escalation (including into 3rd Party Suppliers) within the scope of the Supplier services. For this proposal, the Supplier has designed a model in which desk shall be the first point of contact for the Buyer's Service Operations desk for any trouble ticket.

The highly recommended mode of contacting these resources in case registering any trouble ticket or request, should be via phone, Email or through GS Portal, to make sure the log time gets documented.

5.2.2 Level 2 and Level 3 Support

A certain percentage of incidents requires a higher technical skill set in order to achieve remote resolution. Where the 1st level is unable to resolve the incident, it is forwarded to 2nd level. This happens within a certain time trigger and according to procedures.

The 2nd Level focuses on providing resolutions to known errors to support 1st line proactively monitoring and managing the Buyer's services, systems, and applications.

Should 2nd level Support require in depth expertise in the resolution of an Incident, then they shall engage with 3rd level. This must happen within a certain time trigger and according to procedures.

The 3rd level Support provides additional, in-depth expertise on a variety of technologies including the Supplier's standard products and services. The main function of the group is to trouble shoot highly complex Incidents or Problems. Depending on the product, the 3rd level can also be our supplier, typically Genesys for the Genesys Cloud Contact Centre service.

5.2.3 Incident reporting and Incident repair

When the Buyer reports an incident in the Service, the Service Centre will categorise the incident in accordance with one of the following categories:

Severity Level	Description
P1 - Critical	A severe problem, other than planned outages or as a direct result of a customer-initiated change, resulting in an inability to perform a critical business function such as inbound or outbound voice, email or web chat. There is no workaround.
P2 – High Impact	A severe problem, other than planned outages or as a direct result of a customer-initiated change. Customer is able to perform job function but performance is degraded or limited.
P3 – Medium Impact	Incident, other than planned outages or as a direct result of a customer-initiated change, affecting non-critical functions or procedures are unusable or hard to use. Customer's ability to perform job functions is largely unaffected. A workaround is available.
P4 – Low Impact	The Genesys Cloud Service is available and operational; trivial impact to Customer's business operations or Customer requires information or assistance on the Genesys Cloud Service capabilities or configuration.

Notes:

1. Incident progression for all P1 and P2 Incidents will occur on a 24x7x365 basis.
2. For P3 and P4 Incidents progression will occur between 08:00 and 22:00 (GMT) on a UK Business day. In the event of a P3 and/or P4 incident report received on a UK Public/Bank Holiday, the incident will be progressed on the next Business Day.

5.2.4 Target Response Time

The supplier Help Desk will be targeted to respond to incoming Buyer contacts by telephone or email and depending on the incident severity keep the Buyer updated on progress within the timescales outlined below.

The table below specifies, for each level of incident as defined, the target response times and the frequency of update communications.

Category	P1	P2	P3	P4
Response to call to BT's 1st line support	80% within 15 seconds	80% within 15 seconds	80% within 15 seconds	80% within 15 seconds
Response to email to BT's 1st line support	Not recommended as a means of communicating P1 faults.	Not recommended as a means of communicating P2 faults.	4 hours	4 hours
Response Time i.e. Update communication frequency until fixed	30 minutes	1 Hour	4 Hours	8 Hours

5.2.5 Time to Restore Service

Time to Restore Service (TRS) means the time interval from the point in time when a fault ticket is opened until the Services are restored i.e. is again available.

The table below specifies, for each level of Incident as defined the TRS target time.

Category	P1	P2	P3	P4
Fix Time i.e. Incident resolved or work around provided	4 hours	2 business days	5 business days	N/A

The Service Centre that accepts the initial problem call from the Buyer will use structured questions and available diagnostic mechanisms, to establish the cause of the incident which could include but is not restricted to the following:

- The Buyer's configuration, e.g. Firewall, PC, LAN router, database;
- The Buyer's local network provider e.g. internet access;
- A local network provided by BT network;
- The supplier voice and data services
- Within the BT Genesys Cloud CX platform or any other additional service provided by the Supplier.

When the incident has been classified then the ticket will be transferred to the relevant 2nd and 3rd level technical support team for further analysis.

If it is identified that the reported incident is being caused by the Buyer's environment it will be Buyer's responsibility to rectify.

In all instances the Service Centre will issue an initial fault ticket. In relation to incidents that are identified as the Supplier's responsibility the Supplier will track progress from the initial recording of the problem, through to closure and ultimately service restoration, regardless of whether retained or passed on to another service entity for progression.

5.3 Escalation Management process – service assurance

Escalation Management process underpins the service assurance and entails committing top-level resources and focused management to assist in the resolution of Incidents.

The Service Assurance Group is responsible for executing an escalation in line with the Service Level Agreement and according to an agreed escalation path throughout the escalation process, Service Assurance Group remains the owner of the Incident and single point of contact for the Buyer.

The Operational Escalation process is invoked by the Service Assurance Group, or by the Buyer, whenever agreed Incident Management targets are jeopardized, and engages the supplier Customer Support Centre management to agree an action-plan with all involved parties.

5.3.1 Hosted Platform Availability

BT Genesys Cloud CX Service is available 24 hours a day, 7 days a week.

Hosted Platform Availability is defined as the percentage of time during a Month that the BT Genesys Cloud CX platform was functional, i.e. the amount of time without any official P1 incidents.

The Supplier will use commercially reasonable best efforts to provide 100% uptime, except for the following "Uptime Exclusions":

- Occasional planned downtime at non-peak hours (for which Genesys will provide advance notice)
- Any unavailability caused by circumstances beyond our reasonable control, including failure or delay of your Internet connection, misconfiguration by you or any third party acting on your behalf, issues on your network, or telecommunications services contracted directly by you.

5.3.2 Exclusion and Exceptions

Following exclusions and exceptions apply:

- Incidents on the Buyer's equipment, network, or services outside the Service Management Boundary;

- Calls blocked due to insufficient capacity on components outside the Service Management Boundary;
- Outages and/or delay caused by third party telecom or hardware vendors that are not managed by the Supplier;
- Incidents on the Service and/or Service equipment due to the Buyer's action unless approved by the Supplier;
- Any failure caused by the Buyer due to (i) action, (ii) inaction, (iii) unavailability of the Buyer's personnel in order to determine and/or isolate the problem including "Customer Pending Status", or (iv) the Buyer's delays in installations, or (v) failure caused by the Buyer's applications, equipment, or supplier.
- Incidents reported by the Buyer not confirmed by the Supplier after conducting reasonable tests;
- Disruptions occurring within pre-notified engineering works window.
- Outages due to scheduled maintenance or otherwise communicated in the Buyer's contract documentation.
- Outages due to unscheduled upgrades, requested by the Buyer that cannot be performed during a scheduled maintenance window, provided such outages are electronically communicated by the Supplier, to the Buyer, at least 2 working days prior to the outage.
- Outages due to incidents of Force Majeure.
- Service failure following suspension of service due to a material breach by the Buyer.
- Unavailability of the Service and/or Network as a result of problems with environmental conditions (power, climate, housing, switch off) at the Buyer's premises, the Buyer's failure to follow agreed procedures, the introduction of unauthorised changes to CPE (if applicable) or the Buyer's Equipment failure.
- If the calls cannot be routed by the Service using the Buyer's defined routing but are routed using default routing.
- In addition, only those Orders which have a committed Operational Service Date falling within the Measurement Period are included in the calculations.

The Supplier reserves the right to make changes to the operation and technical definition of the measurements in the event that the topology of the solution is altered. Such Changes shall be agreed by a change Order in accordance with the change control procedure.

6 Information Security Management

6.1 Overall Approach

BT's mature and practiced approach reflects the fact that we handle vast amounts of information about our customers and their businesses, our employees, and our company every day. Our processes have been designed to meet these stringent requirements, with:

- An information security management strategy that explains how we protect information,
- A governance structure that sets out accountability and has a clear path for reporting all the way up to the BT Board.

As a mature solution, provided by highly experienced and specialised personnel, you can be assured that BT information security management will support delivering the contact centre services to an excellent standard, underpinned by products and services, which have been subject to several independent certifications and attestations.

6.2 BT Security Policy Framework

BT's Security Policy Framework begins with a high-level Security Directive, ratified by our CEO and the BT Board, which is supported by a series of detailed Security Policies, which are designed to align with the objectives of ISO 27001 and ISO 27002 and provide a framework for their implementation within BT.

The Security Policy Framework describes the Policy, Standards, Best Practices and Approaches that are required to protect BT and BT's customers from a Security perspective. It focuses on the outcomes required to achieve a Risk-based and proportionate approach to Security that enables all entities within BT Group to operate securely.

BT has extensive experience of managing risk across a wide range of internal and customer programmes and uses a variety of risk assessment methodologies across the business, each tailored to the type of service being assessed. All risks are ultimately assessed with the involvement of all key stakeholders.

Our CEO and BT Security MD have overall responsibility for the Information Security Policy and are supported by a large team of professionals including the Head of Security Policy and Compliance. BT Security approves, publishes, and communicates the Security Policies on-line via the 'BT Security' website on BT's Intranet, and the development and maintenance of these policies is certified to ISO2701:2013. All BT people have access to these policies, which are supported by mandatory annual training, including additional training for those working on HMG programmes, and supplemented where necessary by specific guidance.

BT's policy is to ensure that all BT assets and those entrusted to us by our customers are properly safeguarded, considering legal and regulatory requirements, the needs of our customers, our commercial interests and deployment of sound business practices. This approach applies to all aspects of BT's operations including networks and switching systems, products and services, administration procedures and systems, security of buildings, our people and the workplace, and all internal communications. This also applies regardless of whether a product or process is developed by BT or acquired from an external supplier and to BT operations at all locations including customer premises and international operations.

Our detailed policy and standards cover a wide range of issues including, screening and vetting, training and education requirements, virus protection, disaster protection, communications security, systems installations, PC security, access control, information marking and responding to security breaches and incidents. Our approach to security management has been employed on a wide range of programmes, both commercial and government, including for HMRC, DWP, a variety of police forces and NHS organisations.

As a service formed from existing shared, cloud-based services, the service can hold customer data up to Official-Sensitive. Within BT's proposed solution for the Contact Centre programme all service components are subject to security and penetration testing, as follows:

- Genesys performs internal and external security testing on its services on an annual basis and can make a highlight report available under a non-disclosure agreement.
- BT performs security testing of its Inbound Connect and GSIP services on an annual basis, performed by its Ethical Hacking Team.

6.2.1 Security Assessment & Compliance

SACS (Security Assessment & Compliance System) supports the BT Security process and ensures systems, networks, products & external services/systems are built and maintained securely.

Registration approval will only be given once all acceptance criteria in scope within SACS have been completed.

SACS registrations are reviewed annually with the Operational Owners to ensure applications remain compliant with all security policies in scope.

BT Genesys Cloud CX, as all other of the Supplier's products and services, complies with the BT Security policies.

6.2.2 Supplier Security Capability

- The Supplier operates in 180 countries, with offices in over 70: from every corner of the UK to Hungary, Brazil, India, Switzerland, the US, middle east, etc.

- 8 of the top 10 global stock exchanges operate thanks to the Supplier's secure connectivity and networking solutions
- The Supplier serves more than half of the FTSE 350
- The Supplier handles 4000 cyber-attacks every single day
- The Supplier has long-standing research partnerships with over 40 leading universities and business schools around the world

6.3 Evidence of Information Security Accreditations and Certifications

BT has one of the largest portfolios of ISO27001 certificates in the world, covering many sites and functions, including, Data Centres, Secure Network Operating Centres, Managed Security Sites, Customer Service Centres, BT Security Policy maintenance, Special functions such as various product specific certifications (Satellite Services, Trust Services, ServiceDesk, Global Financial Services, Telephony Switch Management, BT IT Services) and various customer specific certifications.

BT and our third-party supplier Genesys hold ISO/IEC 27001 certification that covers the Services and their implementation across BT and our third-parties estate. These certificates have been included as requested. Additionally, Eckoh, which provides the PCI aspect of the service is ISO27001 certified and is PCI-DSS compliant. The applicable ISO27001 certificates are as follows:

- BT Contact and BT One Certificate: #LRQ00000267
- BT Enterprise Managed Service Certificate: #LRQ4004218
- Genesys ISO27001: Certificate: Coalfire #2022-072201

Our Security Management Plan will fully describe the scope of our service and demonstrate the complete coverage of the service by ISO27001 certification.

As the service is certificated to policies consistent with the buyer Security Policies and to maintain this certification, the buyer can be assured that the ISMS, processes, and policies are already independently audited, tested, and assessed annually by a qualified external third-party authority.

BT has SOC2 Type II attestation reports cover several products, including Internet Connect Global (ICG) and One Voice global SIP trunking as well as BT Genesys Cloud. Genesys also has SOC2 Type II attestation. BT attestation reports would be available to be viewed if an NDA is in place. Additionally, the components of our service are currently certified to Cyber Essentials Plus.

6.4 Ofcom Regulations

BT Genesys Cloud enables the buyer to comply with Ofcom regulations when you use the appropriate combination of configuration settings. For example:

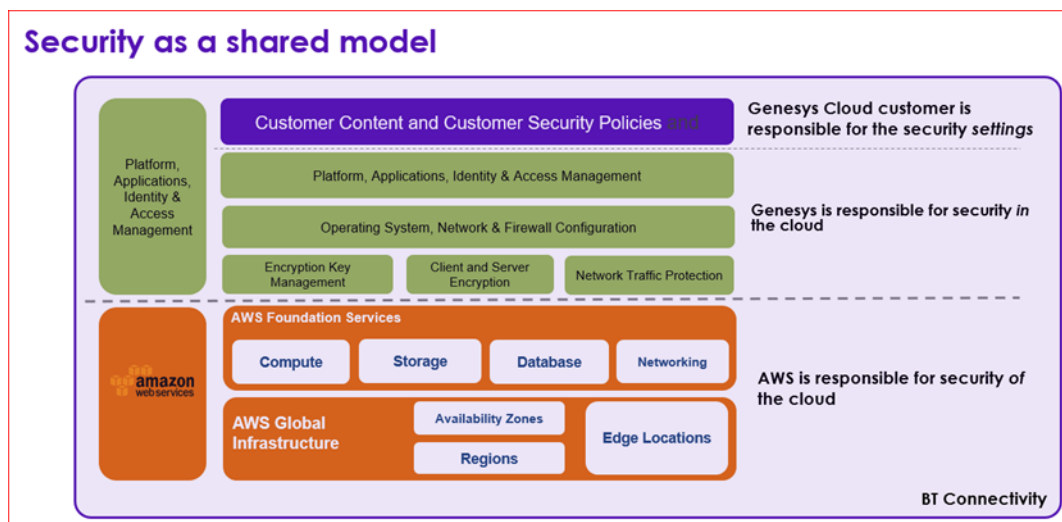
- Disable Answering Machine Detection (AMD)

- Configure agents with auto answer and persistent connections so that the system can deliver calls to agents within two seconds of a connection event
- Configure the system to abandon calls if no agent is available within 2 seconds and play a message to the customer that states who called, why, and leave a number to call back.
- Configure callback rules for abandoned calls as Ofcom requires outbound call campaigns to not call a record that was previously abandoned (either by the system or by the customer) within 72 hours, unless an agent dials the number directly and the agent is reserved.

6.5 BT Genesys Cloud CX: Security as a shared model

BT Genesys Cloud CX is deployed within AWS, in the UK availability zone. The service is managed as a shared responsibility, between all parties:

- AWS manages security of the cloud
- Genesys is responsible for security in the Genesys Cloud environment
- The Buyer is responsible for their own organisation settings i.e.
- User management and housekeeping
- Roles and profile
- Password management



6.5.1 AWS Security overview

The IT infrastructure that AWS provides to its customers is designed and managed in alignment with best security practices and a variety of IT security standards. The following is a partial list of assurance programs with which AWS complies:

- SOC 1/ISAE 3402, SOC 2, SOC 3
- FISMA, DIACAP, and FedRAMP

- PCI DSS Level 1
- ISO 9001, ISO 27001, ISO 27017, ISO 27018

AWS provides customers a wide range of information on its IT control environment in whitepapers, reports, certifications, accreditations, and other third-party attestations.

6.5.2 Genesys Security overview

Being in the public cloud, Genesys Cloud CX is built with compliance in mind. Below is a brief summary of a few important global regulations to which Genesys Cloud CX is either compliant or provides all technical enablers for compliance. Genesys cloud security policy applies to Genesys cloud service.

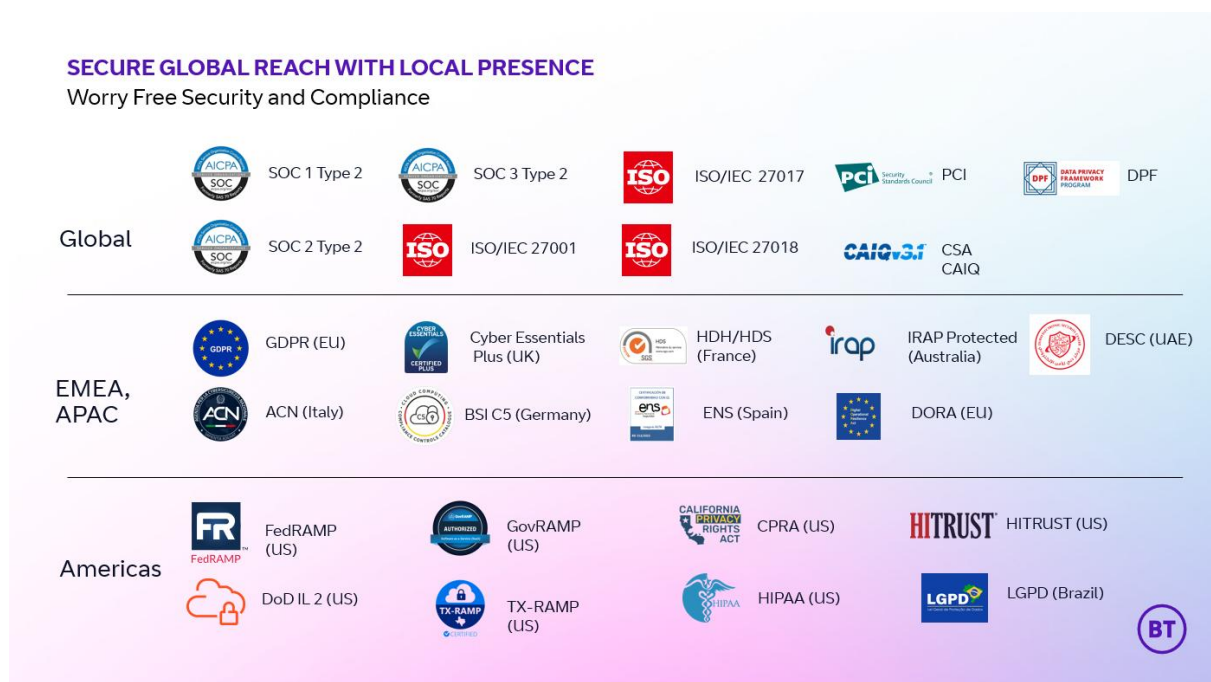


Figure 11: Genesys Cloud CX security certification

7 Security Requirements

Due to the nature of the service within scope of this service offer, optional Call-Off Schedules 9A (Security: Short Form), 9B (Security: Consultancy), 9C (Security: Development), 9D (Security: Supplier-led Assurance) and 9E (Security: Buyer-led Assurance) are excluded and the **Suppliers standard Security Management Plan applies only**.

Additionally, BUYER'S SECURITY REQUIREMENTS AND ICT POLICY SECURITY REQUIREMENTS within the Call-Off Order Form will be marked with the option **There are no Security Requirements for the purposes of this Call-Off Contract** and SECURITY ASPECTS LETTER will be marked as **not applicable**.

7.1 The Security Management Plan

The Security Management Plan (SMP) defines the security measures that are implemented, and maintained, by BT. BT will maintain the adherence to the contracted security measures.

The plan supports the provision of the services in scope of this service offer and covers the following:

- Our approach to security
- Our information security policy
- External parties
- Human resource security
- Physical and environment security
- Asset management
- Operation of the plan
- The security lifecycle

7.2 Security Accreditation and Governance Standards

Security accreditation and governance standards will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

7.3 Operational Security

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

7.4 Asset Protection

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

7.5 Cyber Essentials Certification

Cyber essentials certification was a mandatory requirement to secure a place on the framework as a Supplier and to maintain our place on the agreement, all Suppliers must present evidence to Crown Commercial Service (CCS) of their continued certification.

Therefor the option under CYBER ESSENTIALS CERTIFICATION within the Call-Off Order Form under is marked as not applicable and for the purposes of Call-Off Schedule 27 (Cyber Essentials Scheme), clauses 2.1 to 2.4 are not used.

7.6 Staff Vetting Requirements and Background Checks

Staff vetting requirements will be in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document and STAFF VETTING REQUIREMENTS within the Call-Off Order Form will be marked accordingly.

Our recruitment process includes pre-employment screening and vetting prior to placement to ensure adequate levels of confidentiality are maintained, screening includes:

- Application for a criminal record check
- Giving us contact details for reference checks
- Health declaration
- CIFAS- Staff Fraud Database check.

Additional checks are made when dealing with particularly sensitive positions (such those involved with sensitive contracts). The normal undertakings signed by individuals at recruitment include non-disclosure provisions and it is a disciplinary offence to misuse any information obtained from Supplier systems. Offenders are subject to disciplinary action up to and including dismissal and may be subject to prosecution, while ensuring compliance with local legislation.

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 18 (Background Checks) is excluded and in the event that Supplier Staff do not have the necessary clearance required, the Parties will agree an acceptable alternative such as escorted access.

8 Personal Data

Personal data in relation to services in scope of this service offer is divided into 2 areas:

- Managing the contract
- Managing the services

Personal data, where required to be managed, complies with the requirements of clause 17 Data protection and security, within the Framework Core Terms including new Clause 17.7 included via Framework Special Term 13

8.1 Managing the Contract

Joint Schedule 10 (Processing Data) will be completed to define what types of personal data in relation to managing the contract may be held, the nature and purposes of the processing and will confirm The Parties are Independent Controllers of Personal Data.

8.2 Managing the Service

Where personal data is held as part of delivering the service, how this will be managed will be defined, where applicable, within the Suppliers product specific Terms and Conditions that are attached to the Suppliers Digital Marketplace entry for this service offer. The Suppliers Digital Marketplace entry also confirms details of data storage and processing locations specific to this service.

The Supplier, including any Sub-processors of the Supplier, may from time to time use back-office support and system functions which are located or can be accessed by Users from outside of the UK and/or the European Economic Area. Any such processing will be in accordance with Joint Schedule 10 Paragraph 5.5.2, and for the purpose of clause 5.5.2 (a), the Buyer consents to the disclosure and transfer of Data, including Personal Data, as required in order to provide the Service.

8.3 Sub-processing

The Buyer consents to the Supplier's use of Sub-processors in accordance with the Framework Agreement. The Supplier will ensure that data protection obligations in respect of Processing Buyer Personal Data that are broadly comparable to those set out in the Framework Agreement and will be agreed with any Sub-processors.

The Supplier will inform the Buyer of intended changes to its Sub-processors from time to time, either by providing the Buyer with online access to intended changes or by such other means as the Supplier may determine. If the Buyer does not object to the proposed change within 30 days of this notice, the Buyer will be deemed to have authorised the use of the new Sub-processors.

9 Other Service Considerations

The service described in this Service Definition is based on the Supplier's standard offering for this cloud service and the contract is not defined as a Critical Service Contract. It should be noted that the G Cloud 15 Call-Off Order Form has a number of mandatory schedules, optional schedules and Call-Off Order Form options, and this section clarifies the position of these options for this service as provided by the Supplier. The service will additionally be delivered in line with the Supplier Terms and Conditions included within the Suppliers Digital Marketplace submission.

9.1 Modern Slavery, Environmental Requirements and Sustainability

To comply with the reporting requirements to the Buyer as defined within Joint Schedule 5 (Sustainability) the Buyers can access the Suppliers annual Modern Slavery Report, and where required (for lots 1a and 1b only) its Carbon Reduction Plan here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 25 (Additional Sustainability Requirements) is excluded. The Suppliers approach to sustainability, managing our environment, and our modern slavery policies can be found here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 26 (Carbon Reduction) is excluded. The Suppliers approach to carbon reduction and our carbon reduction plans can be found here [Our reports & policies - Responsible business | BT Plc](#)

9.2 Financial Difficulties

For the purpose of Joint Schedule 7 (Financial Difficulties), the Ratings Agencies listed within Annex 1 (Rating Agencies and their standard Rating System) will be Standard & Poor and Moody's and for Annex 2 (Credit Rating Thresholds) these will be BB+ for Standard and Poor and Ba1 for Moody's.

BT's published ratings are available [here](#)

9.3 Guarantee

For the purpose of Joint Schedule 8 (Guarantee), the Buyer does not require a Guarantee from the Supplier to award the contract.

9.4 IPR

For the purpose of Call-Off Schedule 1 (Intellectual Property Rights) **Part A Option A3: Supplier ownership of all New IPR with Buyer rights for the current contract only;** applies and is not further amended on the Call-Off Order Form under INTELLECTUAL PROPERTY RIGHTS.

9.5 Staff Transfer

No staff transfer is required and for the purposes of Call-Off Schedule 2 (Staff Transfer) **Part C: No Staff Transfer on the Start Date** only applies.

9.6 ICT Services

ICT services, where applicable, will be managed in line with the details defined within the Suppliers Digital Marketplace submission and supporting Supplier Terms, and where applicable within this Service Definition document and optional Call-Off Schedule 6 (ICT Services) is excluded, and the option under ICT POLICY within the order form will be marked as not applicable. Any maintenance of the ICT environment, where applicable, will be defined within this Service Definition document and the option under MAINTENANCE OF THE ICT ENVIRONMENT within the Call-Off Order Form will be marked as not applicable.

9.7 Business Continuity and Disaster Recovery

As noted by CCS guidance provided within Framework Schedule 6 (Order Form Template), optional Call-Off Schedule 8 (Business Continuity and Disaster Recovery) is not applicable for services under lots 2a and 2b and is excluded.

9.8 Corporate Resolution Planning

Due to the nature of the services within scope of this service offer, , which is available only when the Call-Off Contract is not a Critical Service Contract, optional Call-Off Schedule 24 (Corporate Resolution Planning) is excluded.

9.9 Exit Management

Optional Call-Off Schedule 10 (Exit Management) is excluded and at the end of the Call Off Contract Period, the offboarding process will be managed in line with the details defined within the Suppliers Digital Marketplace submission and where applicable within this Service Definition document. The Call-Off Order Form SPECIFIC EXIT MANAGEMENT ASSISTANCE (LOT 1A AND LOT 1B ONLY) and VIRTUAL LIBRARY will both also marked as not applicable.

9.10 Clustering and Leasing

Services will be contracted and invoiced to the Buyers detailed within Framework Schedule 6 (Order Form Template) and as such optional Call-Off Schedule 12 (Clustering) is excluded.

Due to the nature of the services within scope of this service offer, leasing of services is not applicable and as such, optional Call-Off Schedule 22 (Lease Terms) is also excluded.

9.11 Implementation Plan and Testing

Due to the nature of the services within scope of this service offer, optional Call-Off Schedule 13 (Implementation Plan and Testing) is excluded and the services in scope will be implemented and tested in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document.

9.12 Performance Levels

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 14 (Performance Levels) is excluded and the service levels provided are as defined within the Suppliers Digital Marketplace submission and this Service Definition document.

9.13 Service Credits

Any service credits for the services within scope of this service offer will be as detailed, where applicable, within this Service Definition document and SERVICE CREDITS within the Call-Off Order Form will be marked accordingly.

9.14 Call Off Schedule 17 (MOD Terms)

Where optional Call-Off Schedule 17 (MOD Terms) is required, this will be based on no additional DEFCONS or DEFFORMS being added within Annex 1 which incurs additional costs to the Supplier.

9.15 Call Off Specification and Deliverables

The services will be delivered in line with the Suppliers Digital Marketplace submission and this Service Definition document and as such, optional Call-Off Schedule 20 (Call-Off Specification) is excluded.

9.16 Call Off Special Terms

Due to the nature of the services within scope of this service offer based on the Supplier's standard offering for this cloud service, no additional call off special terms are introduced into the Call-Off Order Form under CALL OFF SPECIAL TERMS

9.17 Service Request Process

The service request process will be as defined within the Suppliers Digital Marketplace submission and this Service Definition document and SERVICE REQUEST PROCESS within the Call-Off Order Form will be marked accordingly.

9.18 Minimum Commitments

Any MINIMUM COMMITMENT(S) where applicable noted within Call-Off Order Form will be aligned to those as defined within the Suppliers Digital Marketplace submission and Suppliers Price Card where applicable and MINIMUM COMMITMENT(S) within the Call-Off Order Form will be marked accordingly.

9.19 Maximum Liability

The limitation of liability for this Call-Off Contract remains as stated in Clause 14.2 of the General Terms (as that Clause 14.2 has been amended pursuant to Framework Special Term 12 as set out in the Framework Award Form) and is not further amended on the Call-Off Order Form under MAXIMUM LIABILITY.

9.20 Additional Insurances

There is no requirement for additional insurances which will remain as defined within Joint Schedule 3 (Insurance Requirements) and ADDITIONAL INSURANCES on the Call-Off Order Form will be marked as not applicable.

9.21 Product Roadmaps

Any defined product roadmaps, where applicable, will be defined within this Service Definition document and PRODUCT ROADMAP (IF APPLICABLE) within the Call-Off Order Form will be marked as not used.

9.22 Quality Plans

Any defined quality maps, where applicable, will be defined within this Service Definition document and the option under QUALITY PLANS within the Call-Off Order Form will be marked as not applicable.

9.23 Social Value Commitment

Social value is at the heart of our purpose, driving impactful initiatives that address the needs of diverse communities across the UK. Our dedicated Social Value team have a focus on sustainability, community, sponsorship, charity, and the environment.

We're increasing digital inclusion and giving back to local communities through on-the-ground initiatives that make real-world positive changes.

The five pillars of social value at BT are:

- Outreach: no one is forgotten in our social value delivery.
- Improvement: continuous improvement in our delivery.
- Sustainability: our incentives are built to last.
- Engagement: user voice at the forefront and not an afterthought.
- Equity: leveraging our power to mobilise individuals, institutions, and communities

Details and reporting on what we are doing around social value can be found here [Social Value At BT | About Us](#) and SOCIAL VALUE COMMITMENT within the Call-Off Order Form will be marked accordingly and no additional bespoke commitments or reporting will be included.



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Registered office: One Braham, Braham Street, London, E1 8EE

Registered in England no. 1800000

BT is an ISO 9001 Registered Company

Company information

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