

## Greenfield versus brownfield customers





In this module, you learn:

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| 01 | Define greenfield and brownfield    |
| 02 | Greenfield and brownfield use cases |
| 03 | Identify greenfield and brownfield  |

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| 01 | Define greenfield and brownfield customers   |
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## Greenfield and brownfield customers



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**Brownfield customers** are those who are already operating customer contact centers and have existing systems and infrastructure in place.

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## Greenfield example use cases

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A startup company that is building its first chatbot.



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A consumer goods company that is expanding into a new market and having current conversational agent architecture.



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A company that is already a Google Cloud customer but wants to leverage CCB tools for internal POCs.



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## Advantages and disadvantages for

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A company that is already a Google Cloud customer but wants to leverage GCP tools for internal APIs.



### Advantages

- 88. Have a complete clean slate with minimal restrictions.
- 89. Not constrained to legacy business or system requirements.
- 90. Customize and iterate quickly.
- 91. Access larger opportunities.

## Advantages and disadvantages for greenfield customers



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- 01. Have a complete clean slate with minimal restrictions.
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A Fortune 500 company that has an existing Conversational Agent structure already integrated into legacy systems.



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A consumer goods company that wants to upgrade its customer contact center with new brand features and capabilities.



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A large healthcare company that currently has a multi-channel experience outside of Google Cloud products.





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Google Cloud