

Google Cloud



Five9®

# CES Workshop with Five9 On-site

April 15th, 16th, 17th



Google Cloud | Five9

Google Cloud



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Darek

# Day 3: Five9 + Google

April 17th



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# Behold, your humble hosts!



**Gloria Vargas**

AI Sales Specialist III,  
Google Cloud



**Lily Britt**

Account Executive,  
Google Cloud



**Derek Bakker**

Account Executive,  
Five9



# Google Team



Lily Britt - Account Executive



Tomás Coyne - CES Lead for Fin. Services



Gloria Vargas, AI Specialist Financial Services



Tom McGrath - Customer Engineer Manager



Ivan Fernandez - Head of Payments Team



Moni Sallam - Applied AI Customer Engineer



Lala Wallace - Conversational AI Consultant

# Five9 Team



Derek Bakker - Senior Director of Major Accounts



Casey Dunigan - RVP Majors Sales - US and EMEA



Phil Files - SVP of Global Solution Consulting



Bruce Plummer - Principal Solutions Consultant



Martin Jalowiec - EMEA Senior Director of Major Accounts



Chris Silver - SVP Global Majors Sales



Ajay Awatramani - Chief Product Officer



Andy Zazerra - SVP Global Professional Services



AI Modglin - VP Global Professional Services



# Syndeo Team



Oliver Lennon - CEO



Alan Beck - CTO



Gary McGowan - Programme Manager



SYNDEO®



# Agenda

Time (PST)	Topic	Duration	Presenter (suggested)
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# American Express: Voice of the Customer

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Bruce

# Platform Overview

## Partnership with Google



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# The New CX Starts Here

**Five9** is the world's leading AI-powered cloud contact center provider, transforming customer experience through intelligent automation, seamless human-AI collaboration, and enterprise-grade security, scalability and reliability.

## AI INNOVATION

### Adaptive AI.

Smarter automation that boosts efficiency, adapts in real time and keeps data secure.

## INTELLIGENT CX PLATFORM

### Built for Global CX.

Resilient, enterprise-grade foundation designed for seamless integration and uninterrupted service.

## TRUSTED EXPERTISE & PARTNERSHIP

### Agility Through Expertise.

Open integrations and deep CX and AI knowledge help businesses move fast and scale faster.

## Our Mission is Simple yet Transformative:

Where AI Agents and Human Agents work hand in hand to deliver hyper-personalized and effortless customer experiences – delivering a better CX at a lower cost and higher efficiency.



# Google + Five9 – The Power of MORE

## MORE SECURITY & SCALABILITY

- ✓ **Five9 CX embedded within Google Cloud** for unmatched security, compliance & scalability
- ✓ **Built on Google Backbone** – Geo resilient architecture delivering unrivaled, mission-critical reliability
- ✓ **Controlled Data Strategy** – secure, seamless data exchange for enhanced innovation at no risk
- ✓ **Cost-efficient, shared cloud infrastructure** optimizing performance and reducing overhead at scale

## MORE FLEXIBILITY + AGILITY

- ✓ **Seamless collaboration between Google AI + Five9** – Unified CX orchestration with advanced AI & Automation
- ✓ **Best of Breed Ecosystem** – limitless integrations across CC applications, AI and Analytics
- ✓ **No API transaction charges, no rate limits, and no fair use policy** —unlike competitors, full freedom to build and innovate with no hidden costs
- ✓ **Retain control**, extend capabilities and innovate at your own pace

## MORE VISIBILITY & CONTROL

- ✓ **End-to-end global management** with in-region support for seamless oversight and control
- ✓ **Transparent real-time health monitoring** across both Five9 & Google Cloud
- ✓ **Unified Data Insights** across Five9 & Google Cloud for shared predictive intelligence, and proactive decision-making
- ✓ **Regulatory compliance & data sovereignty** ensuring security without compromising performance

## MORE INNOVATION + VALUE REALIZATION

- ✓ **'All in' Five9 + Google GTM strategy** – fully aligned for AMEX's continued success
- ✓ **Joint R&D Approach** driving AI innovation & automation breakthroughs - continuous enhancements in CX technology
- ✓ **Future-proof cost models** – scalable, adaptable, designed to maximize efficiency while reducing operational costs.
- ✓ **Joint strategic roadmap** – driving continuous innovation and long-term competitive advantage.

# Five9 – CX Ecosystem

Five9's CX Open Ecosystem enables **seamless integrations, AI-driven automation, and deep enterprise alliances**, ensuring businesses can build, extend, and innovate on their terms—without limitations.

**Five9 Acqueon** our predictive outbound engagement engine, for revenue generation, and customer retention.

**Syndeo** partnership to accelerate transition from Genesys Engage & Nuance.

**Google** our key strategic CX partner, together powering AI-driven automation and interaction orchestration to transform customer engagement.

**Blackchair** alliance ensures seamless accelerated transition from Genesys Engage & Nuance.

**Agnostic WEM** drives workforce engagement, quality and analytics for operational excellence.



Our extensive network connects **1,450+ global SI, Channel, and Technology partners**, offering **unmatched choice and flexibility**.

**Deloitte**

**PEGA**

**VERINT**

**CALABRIO**

**servicenow**



**Pindrop**



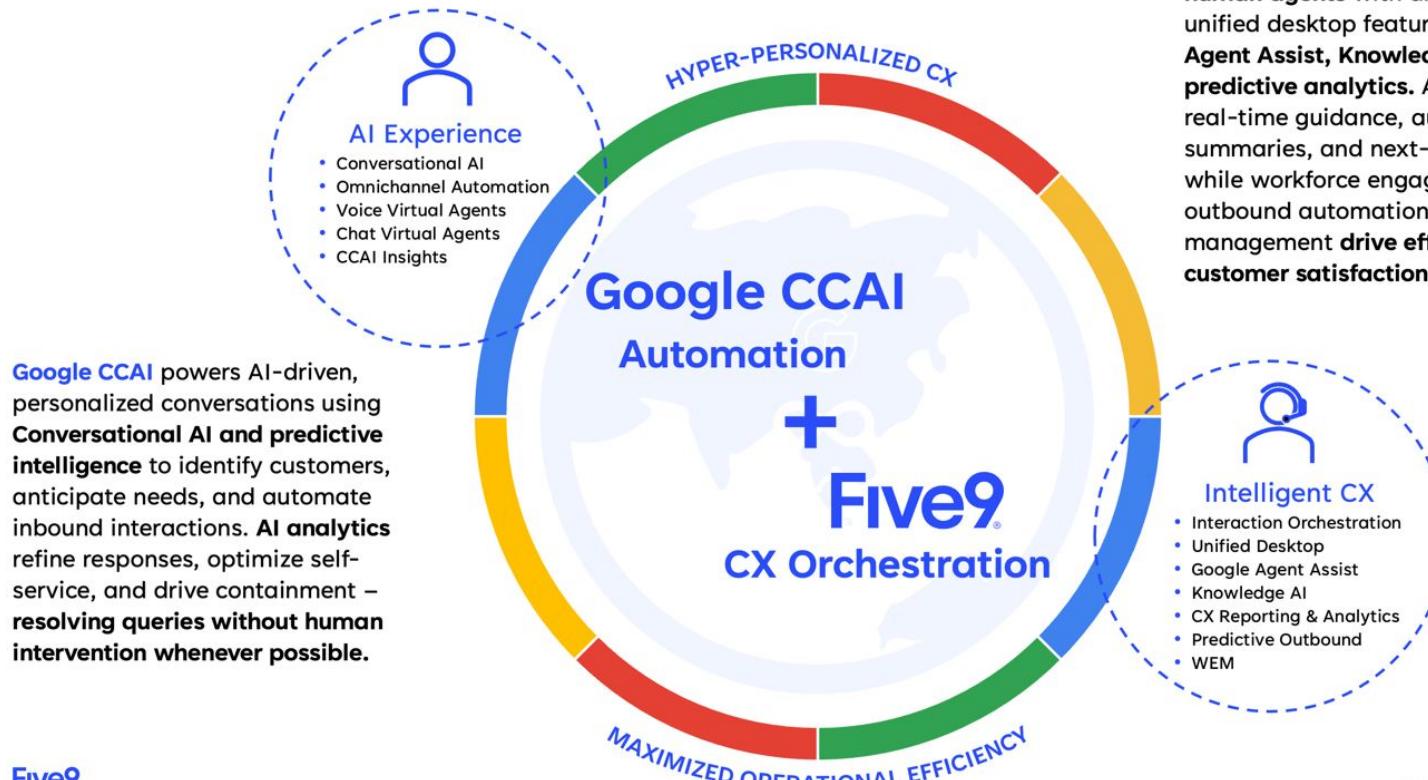
**qualtrics<sup>XM</sup>**



**Google Cloud**

**Five9**

# Google + Five9 – The Unified New CX



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# Collaboration with Five9

## Executive & Product Advisory Board

Top-level relationship with direct access to executive team leaders including CTO, CPO, EVP Engineering, CMO and our President. Product Advisory Board, Success QBRs, Champion Programs and Industry Collaboration.

## Five9 + Google AI

Workshops to fast follow foundational AI innovation from Google Gemini, and integrations with CCAI, DialogFlow products.

## Fast Lane Innovation via Product Pods

Co-innovate in the fast lane with dedicated Product Pods for AMEX - with joint roadmap planning with Google and other partners.

## Roadmap Influence & Co-innovation

Influence on key roadmap areas of investment in Five9; early access to alpha/beta capabilities and co-innovation opportunities.



# Five9 Understands – Global Complexity

As data privacy laws evolve and customer expectations rise, organizations must rethink their CX strategy to stay ahead.



## REGULATORY COMPLEXITY & COMPLIANCE RISKS

Navigating evolving global data laws while ensuring security, flexibility, and regulatory adherence.



## FRAGMENTED TECHNOLOGY & SIOLED SYSTEMS

Disconnected platforms and legacy infrastructure limit agility, increase costs, and create inconsistent customer experiences



## SCALABILITY AND RELIABILITY LIMITATIONS

Hidden constraints, fair usage limits, and unreliable failover, hinder seamless global expansion and always-on operations.



## BALANCING DATA RESIDENCY & CX PERFORMANCE

Ensuring regional data control without sacrificing low-latency, real-time customer interactions globally.



## AI & AUTOMATION ADOPTION BARRIERS

Deploying AI securely and effectively while overcoming compliance challenges and integration complexities

Five9 has helped hundreds of global brands successfully overcome these challenges – balancing security, compliance, AI-driven intelligence, and scalability to enable to unlock a sustainable, agile and future proof customer engagement strategy.



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# Unified Global Visibility & Control

Optimize global operations and eliminate silos with centralized monitoring, management, intelligent reporting, and AI-powered analytics for enhanced decision-making and control.

## GLOBAL MONITORING & OPERATIONAL INTELLIGENCE

- ✓ 24/7 proactive issue detection to prevent CX disruptions
- ✓ Real-time telco insights for optimal network performance
- ✓ Instant system health visibility for seamless operations

## GLOBAL REPORTING & UNIFIED ANALYTICS

- ✓ Unified reporting for a single source of truth
- ✓ Drill-down analytics into agent, client, and business performance
- ✓ Customizable dashboards integrating digital, customer and business insights



## CENTRALIZED MANAGEMENT, REGIONAL CONTROL

- ✓ Single, secure platform for multi-region contact center management
- ✓ Streamlined provisioning & access control for efficient operations
- ✓ Regional oversight to enforce consistency and compliance

## AI DRIVEN INSIGHTS FOR STRATEGIC CHANGE

- ✓ AI-driven insights surface trends, anomalies and opportunities
- ✓ AI powered WEM enhances forecasting, scheduling and performance coaching
- ✓ Real-time AI recommendations to drive efficiency and optimize customer interactions

# The Future Is Now

The Five9-Google partnership is about more than just technology – it's about enabling enterprises like AMEX to deliver exceptional, secure, and scalable customer experiences with confidence.

With cloud-native security, AI-driven intelligence, and a flexible buying model, Five9 and Google Cloud together provide the best foundation for the future of customer engagement

## 'ALL IN' FIVE9 + GOOGLE GTM STRATEGY

A fully aligned go-to-market approach, ensuring seamless integration, shared vision, and maximized success for AMEX.

## JOINT R&D DRIVING INNOVATION

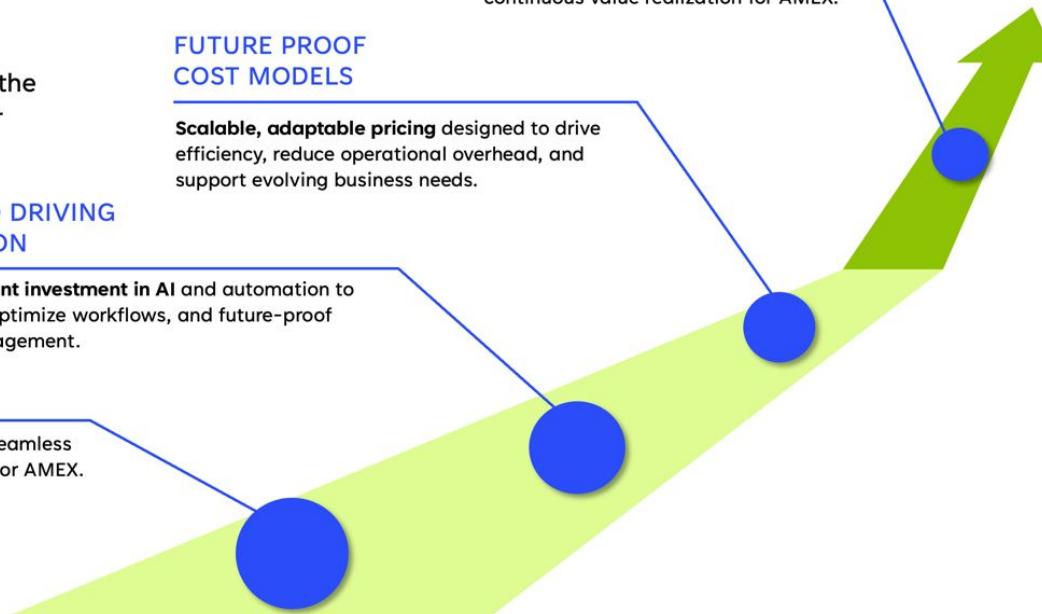
Continuous joint investment in AI and automation to enhance CX, optimize workflows, and future-proof customer engagement.

## FUTURE PROOF COST MODELS

Scalable, adaptable pricing designed to drive efficiency, reduce operational overhead, and support evolving business needs.

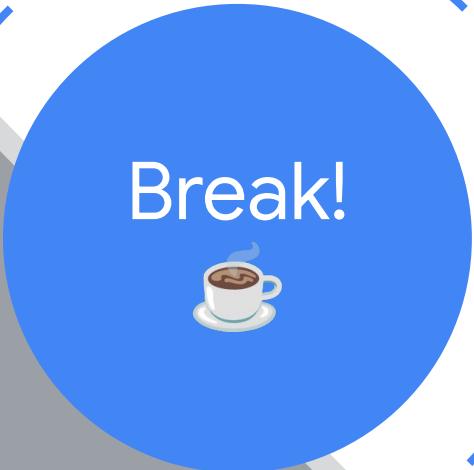
## SHARED STRATEGIC VISION

A Five9 + Google unified vision for ongoing innovation, delivering sustained competitive advantage and continuous value realization for AMEX.



# Thank you!



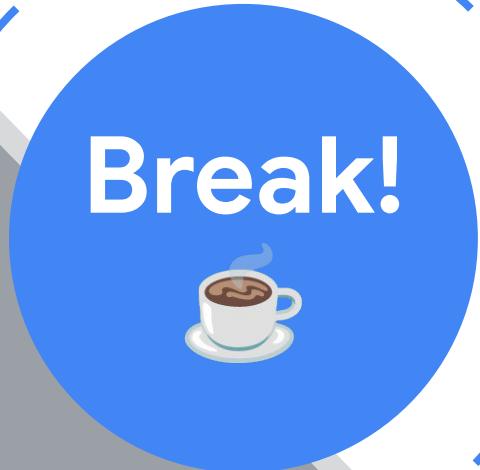


Break!

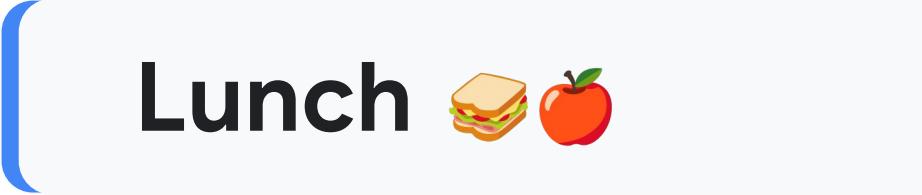


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Lunch



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WEM

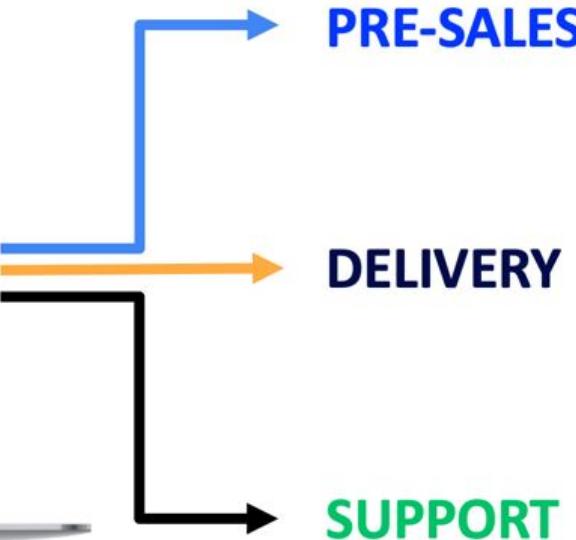
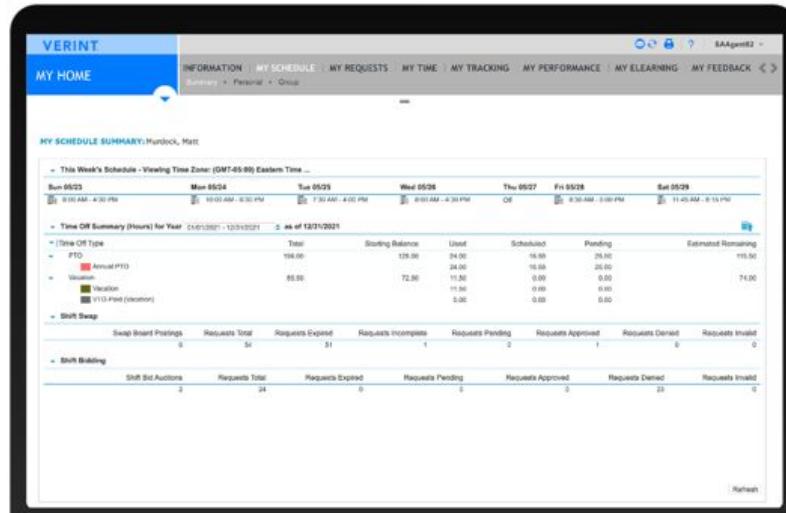


Bruce



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# Five9 WEM - Building a Practice



# Five9 & Verint

## Five9 CCaaS w/ Verint at the Core

- Delivered as one product – Five9 CCaaS
- Always on the latest version
- Complete Workforce Offering
  - Recording/Ingesting Interactions
  - Quality Management (Auto Evaluation, Coaching)
  - Analytics (Speech, Desktop, Structured)
  - Performance Management (Goal Oriented, Auto Coaching, Lesson Management...)
  - Workforce Management (Forecasting, Scheduling, RTA, Intraday...)

9 Dedicated  
Verint Pre  
Sales SMEs

32 Dedicated  
Verint Prof  
Services

8 Dedicated  
Verint  
Operations  
Staff

35 Dedicated  
Verint Support  
Staff

15 Dedicated  
Verint  
Technical Acct  
Mgmt

Dedicated  
Verint Prod  
Mgmt

150K Users  
Across 2000  
Servers

## Five9...

- Implemented
- Supported
- Managed

## Five9 Execution

- +90 PS NPS
- +84 CS NPS

## Five9 & Verint Together

- Largest Verint  
Partner/Customer
- 2019 Partner of the Year
- 2020...
- 2022...
- 2023



# Quality Management

## 3 Things...

- Find
- Evaluate
- Coach

And reports, etc



# Speech Analytics

## 3 Things...

- Categorize
- Analyze
- Feedback loop

And reports, etc



# Workforce Management

## 3 Things...

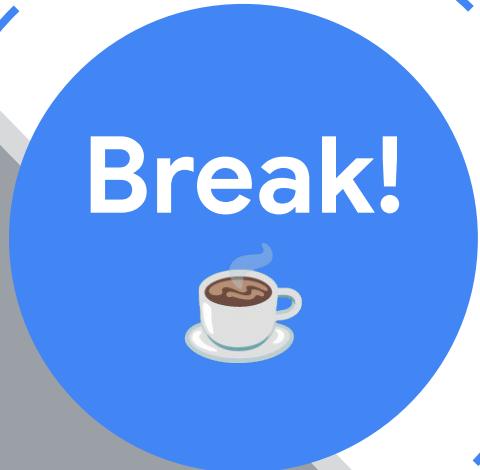
- Forecasting
- Scheduling
- Intraday Management

And reports, etc

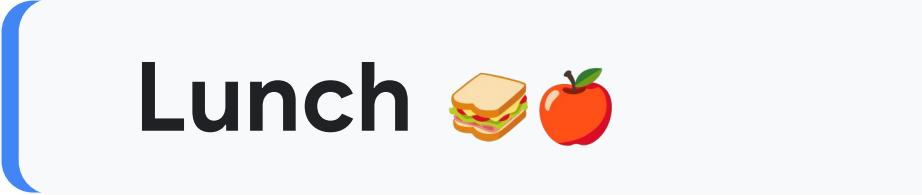




# Migration Showcases



Break!



Lunch



# Five9 Architecture

True geographic resiliency with automated, real-time failover across cloud regions

Craig Hanson – VP, Technical Product

Cory Morgart – Director, Solution Architecture



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# Five9 Scale and Availability

## Technical reliability with organizational maturity

Five9 service's availability and scalability are driven as much by culture and discipline as by architecture. Five9 operates with engineering practices rooted in SRE, with a focus on operational excellence as a core principle.

### Scale

- Dedicated Application Performance Management (APM) practice
  - Scale testing
  - Shared components
  - Scale units
- Product scale enhancements
- Investment in scale product roadmap
- Multiple deployment architectures to meet specific needs
- Co-design methodology
  - PS Implementation, APM, OPS Architects

### Availability

- Service Architecture
- Deployment architecture
  - Redundancy, failover, fault isolation , geographic redundancy
- Investment in product reliability on product roadmap
- Rich operational tools
- Capacity management practice
- Release deployment with canary, rollback and guaranteed safe harbor
- Operational rigor
  - Change management
  - Incident management
  - Problem management
  - Service level management

Global Network  
Architecture

Product & Service  
Architecture  
*Global scalability and Reliability*

Infrastructure  
Architecture

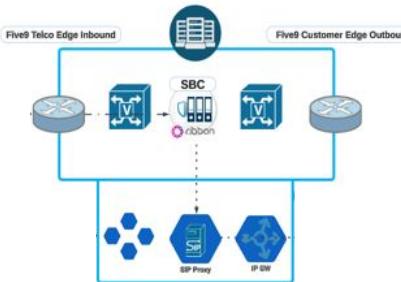


# Five9 Global Scalability and Reliability

Proprietary + Confidential

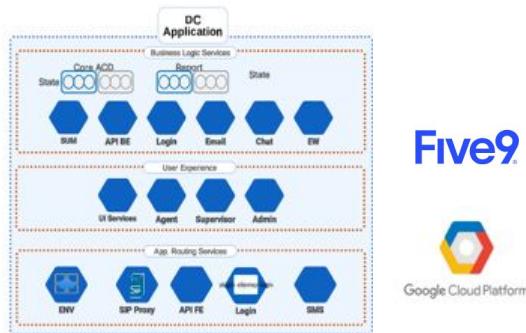
Multi-internet and Inter DC transit providers with Cloud based DDOS Protection

## Global Network Architecture



Global multi-carrier footprint with redundant cross carrier services

## Application Architecture



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Global Points Of Presence with localized voice

Provider & Carrier class edge solutions designed for High Availability

Enterprise-grade infrastructure built on provider and carrier-class equipment, enhanced by GCP's proven reliability, security, and performance—on par with today's leading global service providers.

Application service redundancy, scale units, fault isolation and automatic failover

Rich operational tools for migrating workloads within a DC and cross DC



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# Five9 Global Scalability and Reliability

Proprietary + Confidential

Stateless microservice architecture, hitless upgrades

Microservices deployed in a regional GKE cluster across Availability Zones

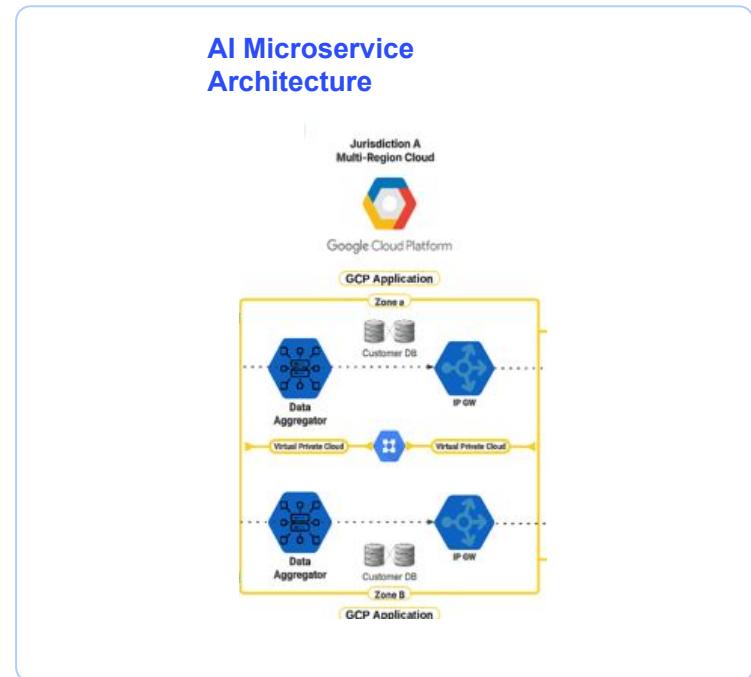
Self-Healing lifecycle management provided by Kubernetes

Configured for auto scale with max limits set by Five9

Multi Region distributed database, data replicated, configured with survival mode of zone to region failures.

Separation of deployment and enablement via feature flags

Continuous Integration and Continuous Delivery (CI/CD)



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# Five9 Cloud: Global Footprint



- Proprietary + Confidential
- Five9 Data Centers (Voice Edge + App)
- Five9 Data Centers (Voice Edge (FGV))

## GEO RESILIENT ARCHITECTURE

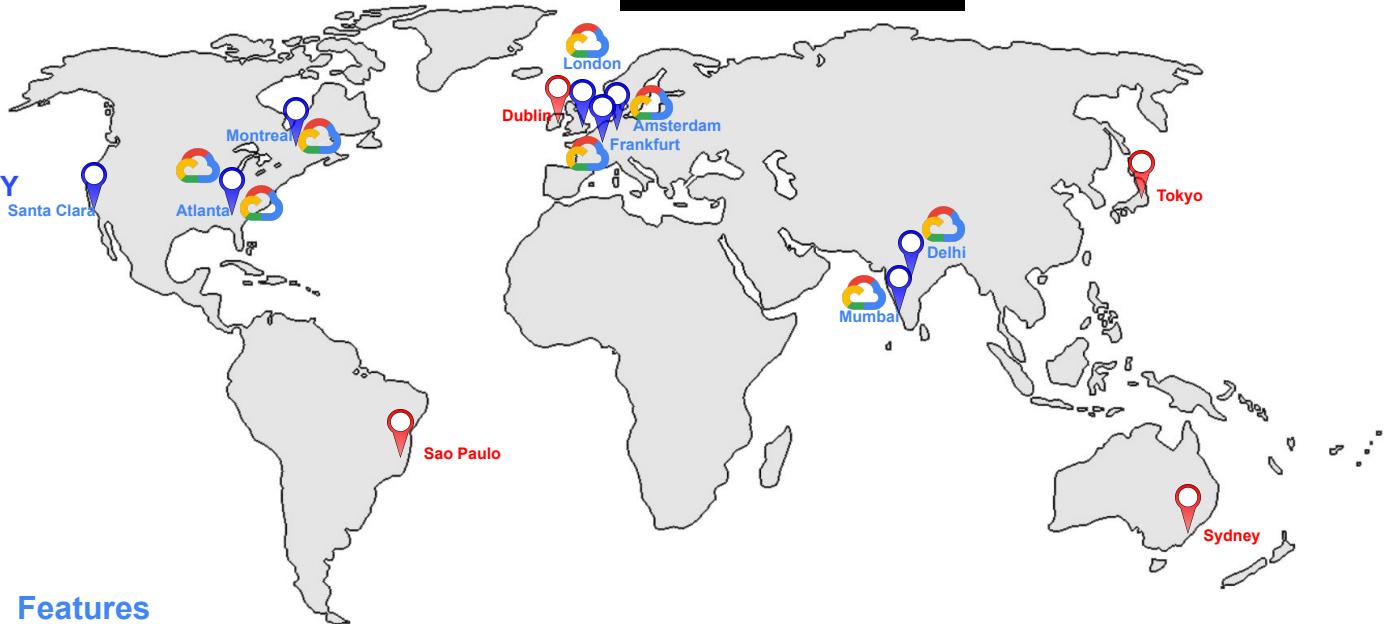
Five9 on Google Backbone delivers true geographic resiliency with automated, real-time failover across independent cloud regions – ensuring uninterrupted CX even during regional outages.

## ENTERPRISE-GRADE CONNECTIVITY

A fully active-active PSTN network across 36+ carrier partners to provide superior voice quality and uninterrupted global reach.

## GLOBAL SCALABILITY & ELASTICITY

Built to scale without limits, Five9 seamlessly expands and adapts across regions and infrastructure layers ensuring mission critical reliability and ultra-low latency CX.X



## Features

- International carrier-grade voice with >30 carriers
- Localized Voice Points of Presence (POPs) complement DCs in the US and Europe
- Follow-the-sun global call routing
- Global enterprise voice scalability — support thousands of concurrent agents on a single domain

## Unmatched Security & Compliance

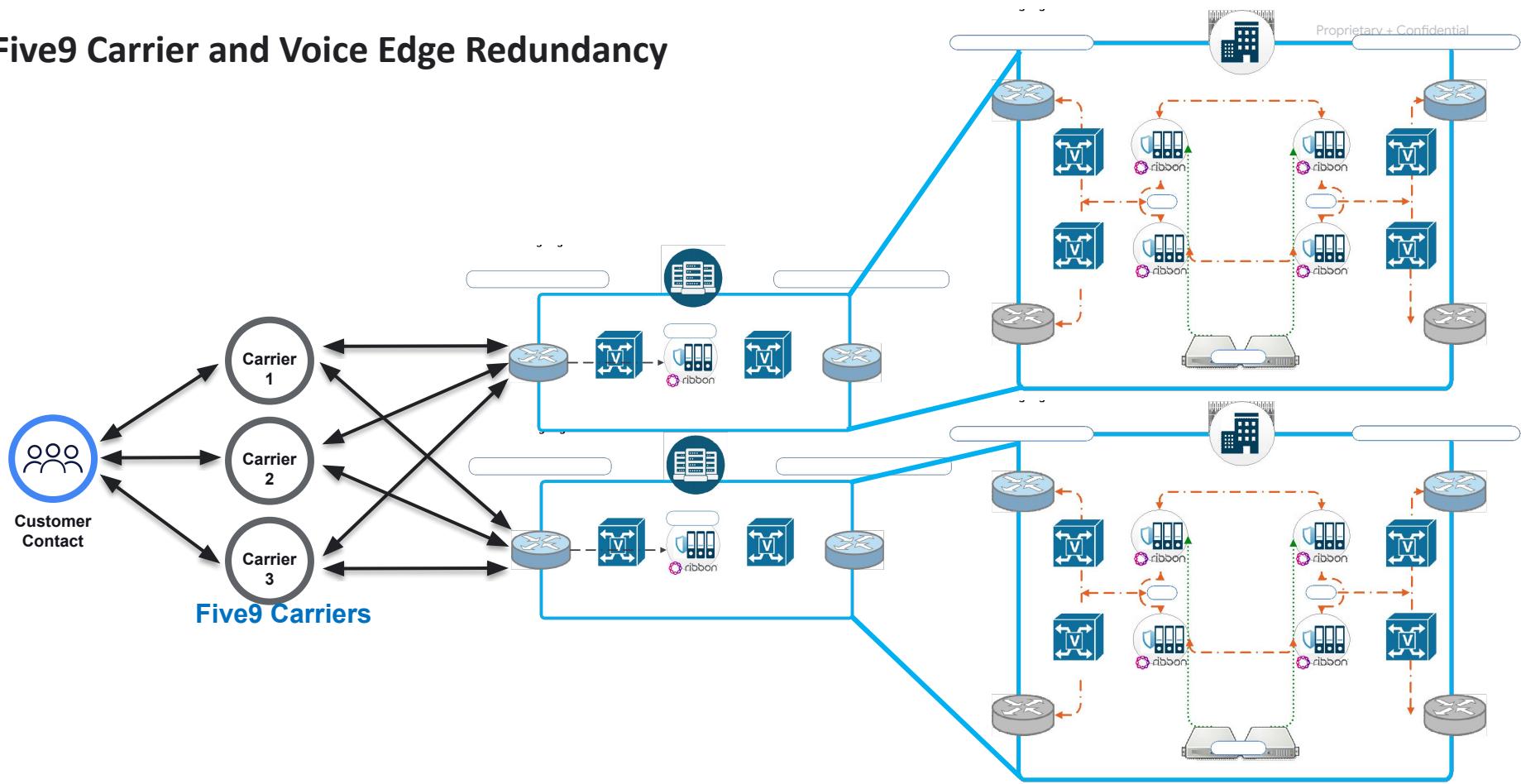


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# Five9 Carrier and Voice Edge Redundancy



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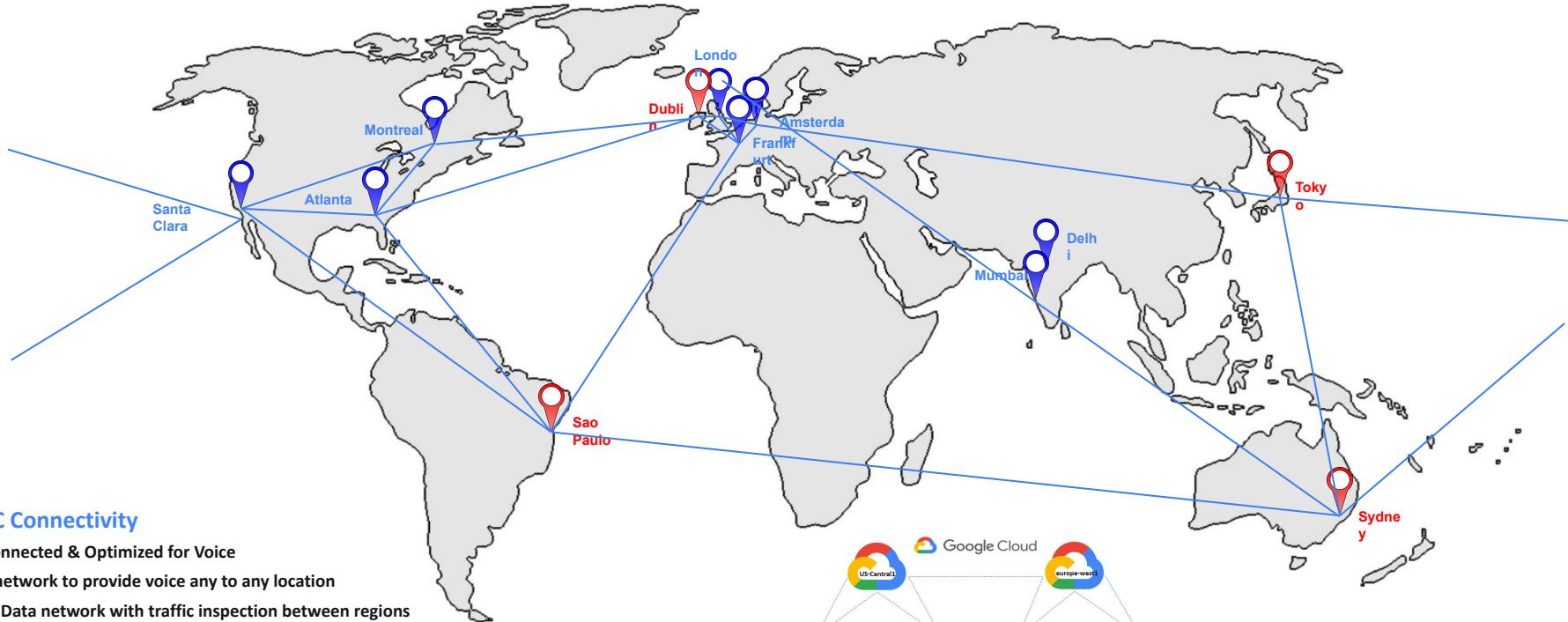


# Five9 Global MPLS Backbone

Proprietary + Confidential

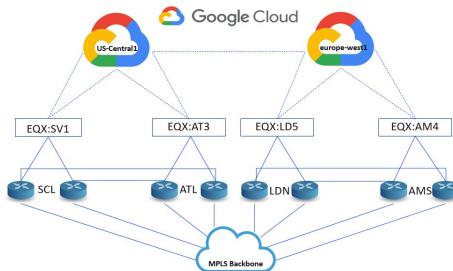
## DYNAMIC LOAD BALANCING

Microservices dynamically scale workloads across regions, optimizing speed, responsiveness and resource efficiency for a frictionless CX.



### Inter DC Connectivity

- Interconnected & Optimized for Voice
- MPLS network to provide voice any to any location
- Global Data network with traffic inspection between regions
- Two global providers and local links in jurisdictions
- Gig Redundant Interconnects
- Synthetic transactions to test link quality

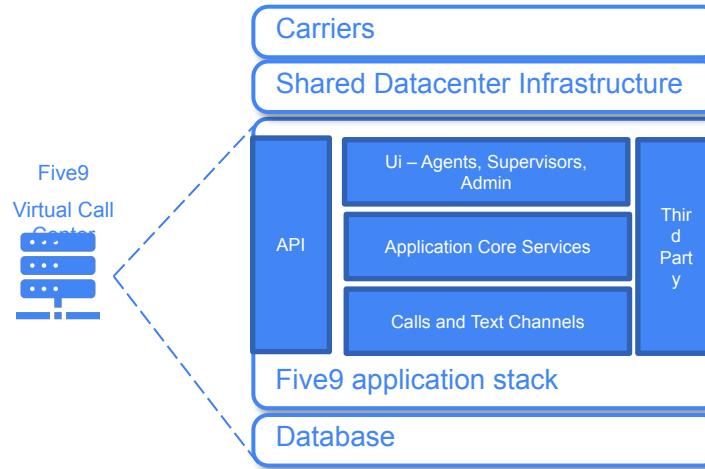


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# Five9 Application Services



## Service types in the Five9 application

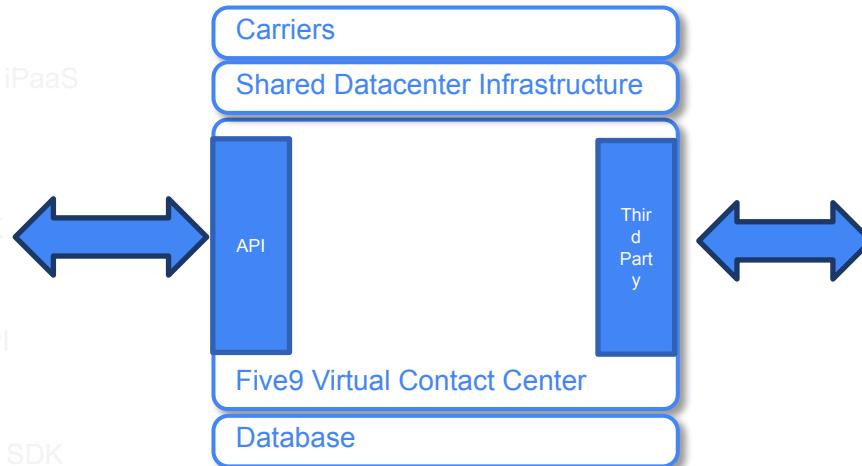
Each application layer has its own

- Redundancy
- Fault Isolation boundaries (bulkheading)
- Scale unit boundaries
  - Horizontal and vertical scaling characteristics
  - Configuration and tuning parameters

# Five9 Application Services

## APIs, SDKs, Integration Methods

- IVR Query
- Workflow Automation iPaaS
- Connectors
- Agent Desktop SDK
- Supervisor SDK
- CRM Integration SDK
- UC Integration SDK
- IVA Integration API
- Recording Upload API
- VoiceStream API
- Messaging API
- Automation Workflow SDK
- List Load API
- Data Query API
- Historical Data API
- Interval Data API
- Event Subscription Service API
- Admin API
- SIP Headers & UUI



Rest API integrations, Five9 provides many options for security, including:

- OAuth
- Tokens
- Basic
- Digests
- Secure Certificates (via SSL)
- Secure Keys

CRM



UC



IVA



WFO



BOT/MSG



ISV

Five9 App Marketplace



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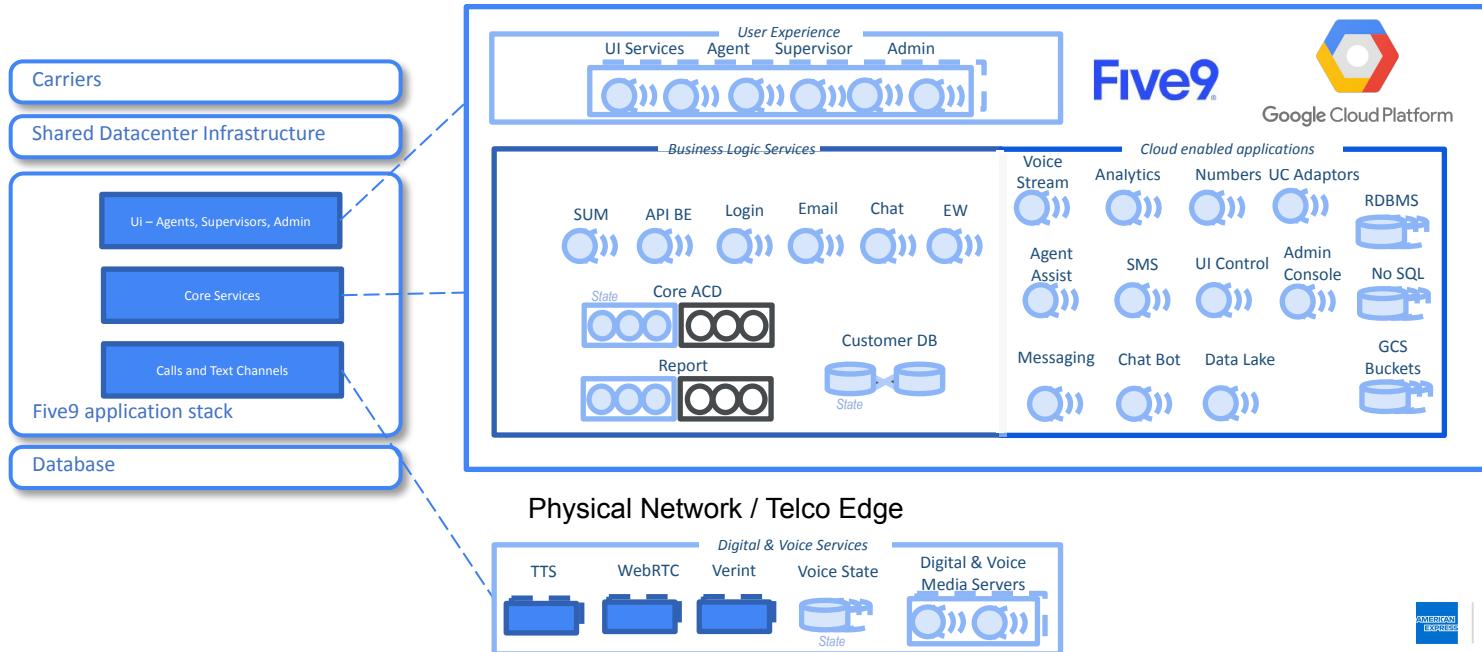
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# Five9 Application Services

Redundancy, scale units, fault isolation and automatic failover

All micro-services are either N+1 or leverage Kubernetes for autoscaling

Leveraging multiple zones in each region for service redundancy



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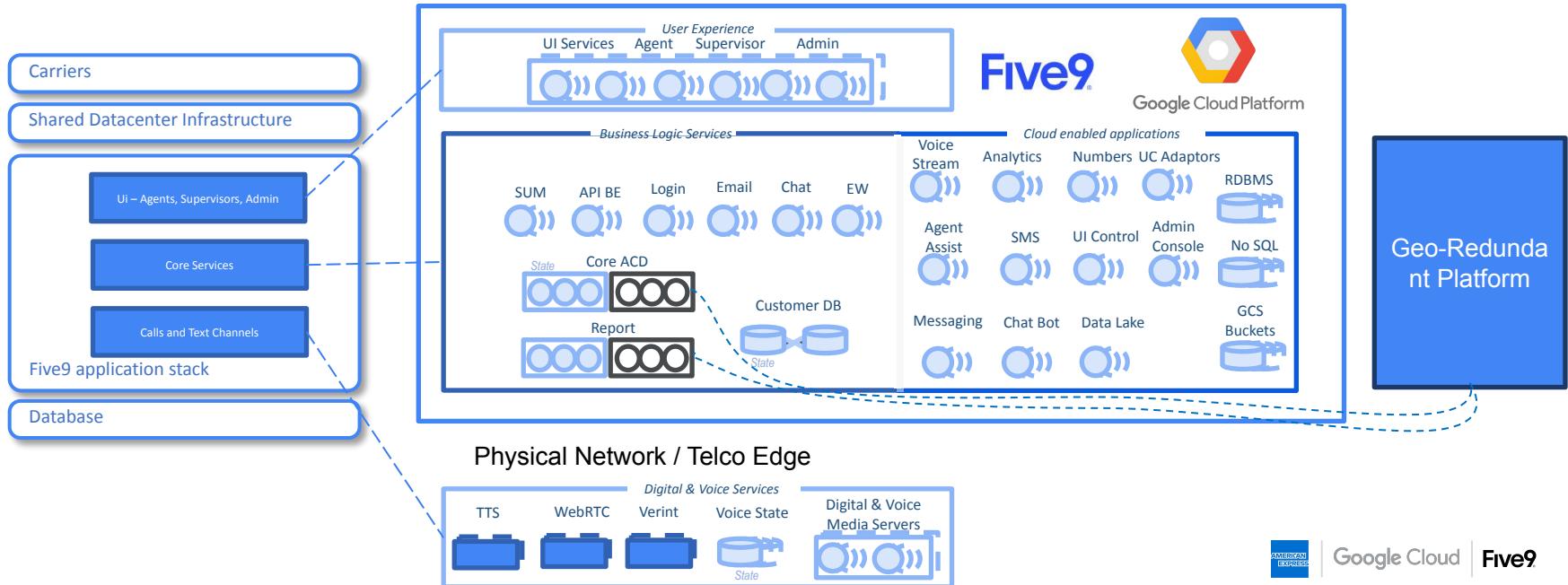
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# Five9 Application Services

Real time replication of data to redundant region

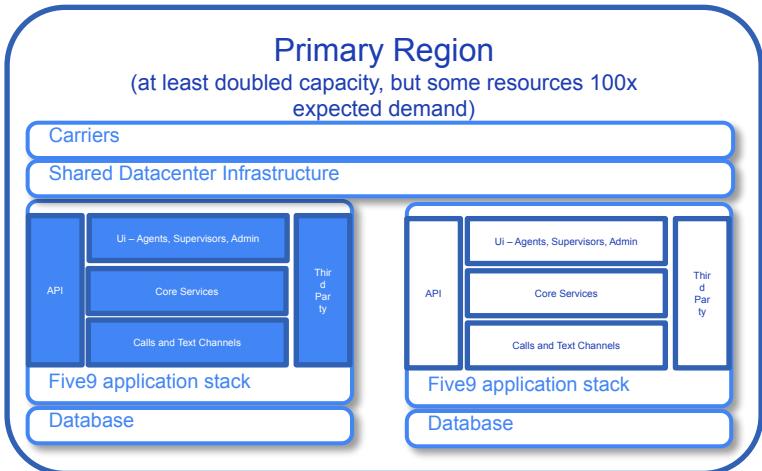
All Services are available in geo region redundancy

1. EU- Frankfurt – Amsterdam
2. US- East (Atlanta)- West (Santa Clara, Ca)
3. India – Mumbai – Delhi

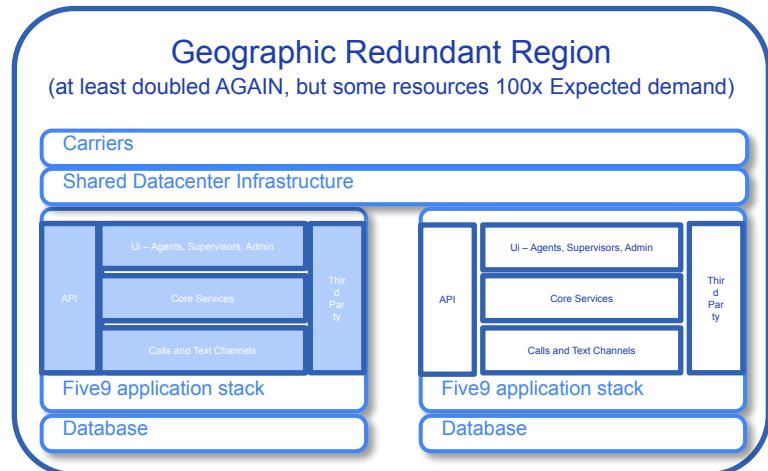


# Business Continuity - Redundancy and Capacity

## High Availability



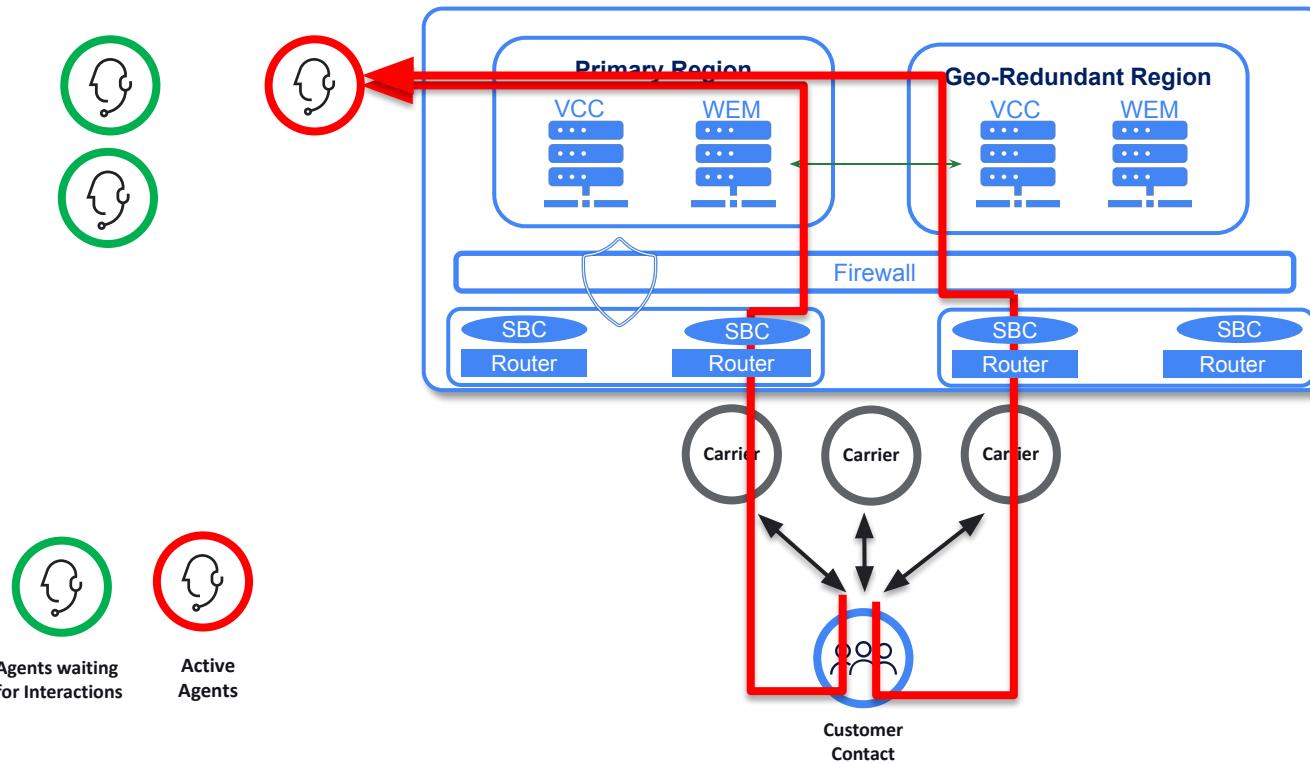
## Hot Standby



- Customers are active in both regions so capability always active and monitored (minimize surprises when failover)
- Regularly exercise moving customers between resources within primary data center, AND between data centers
- Blue/ Green deployments and Rolling upgrades

# Seamless Geo Redundancy Process

## Telco Active/Active



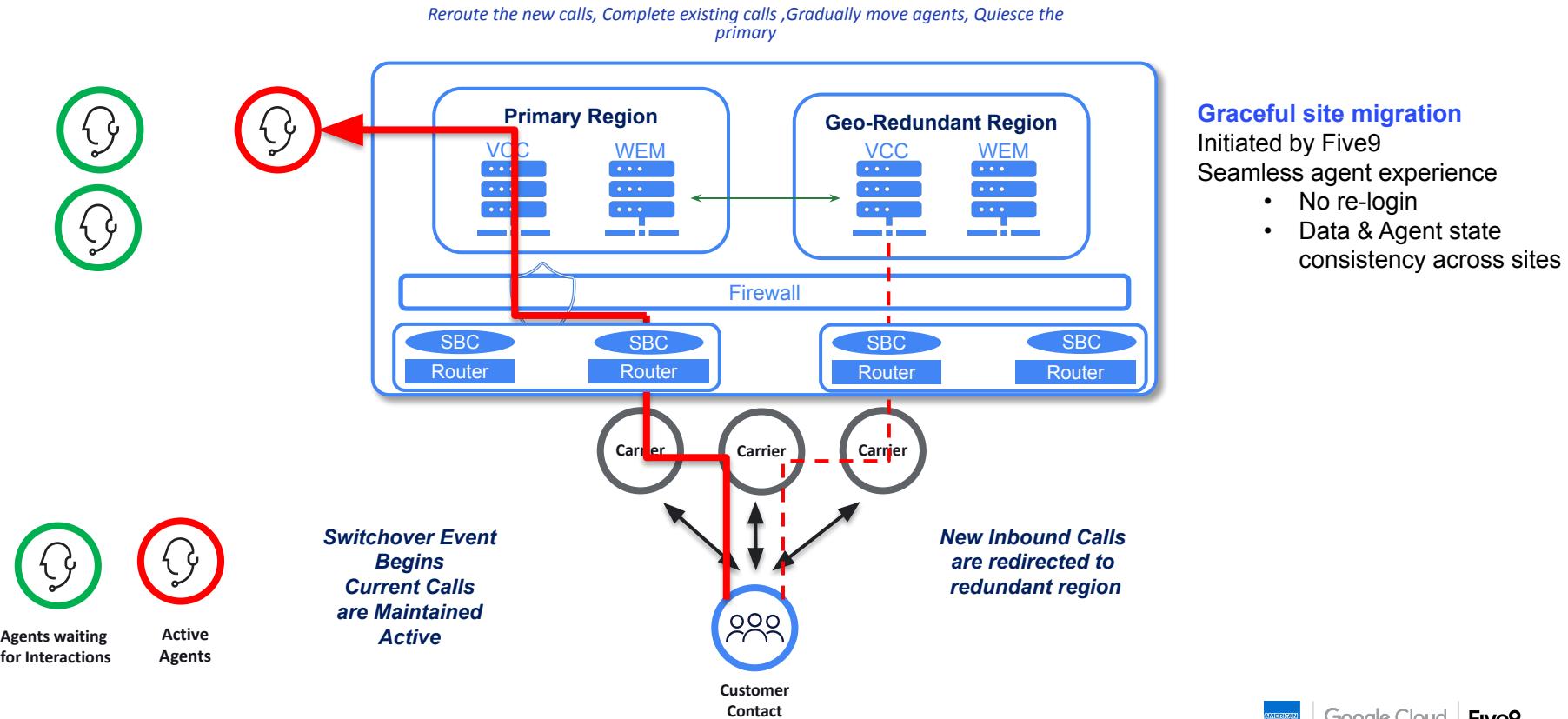
### Active/Active Voice Layer

High Availability (HA) Ribbon 7K SBCs in multiple regions -40% max capacity of SBCs

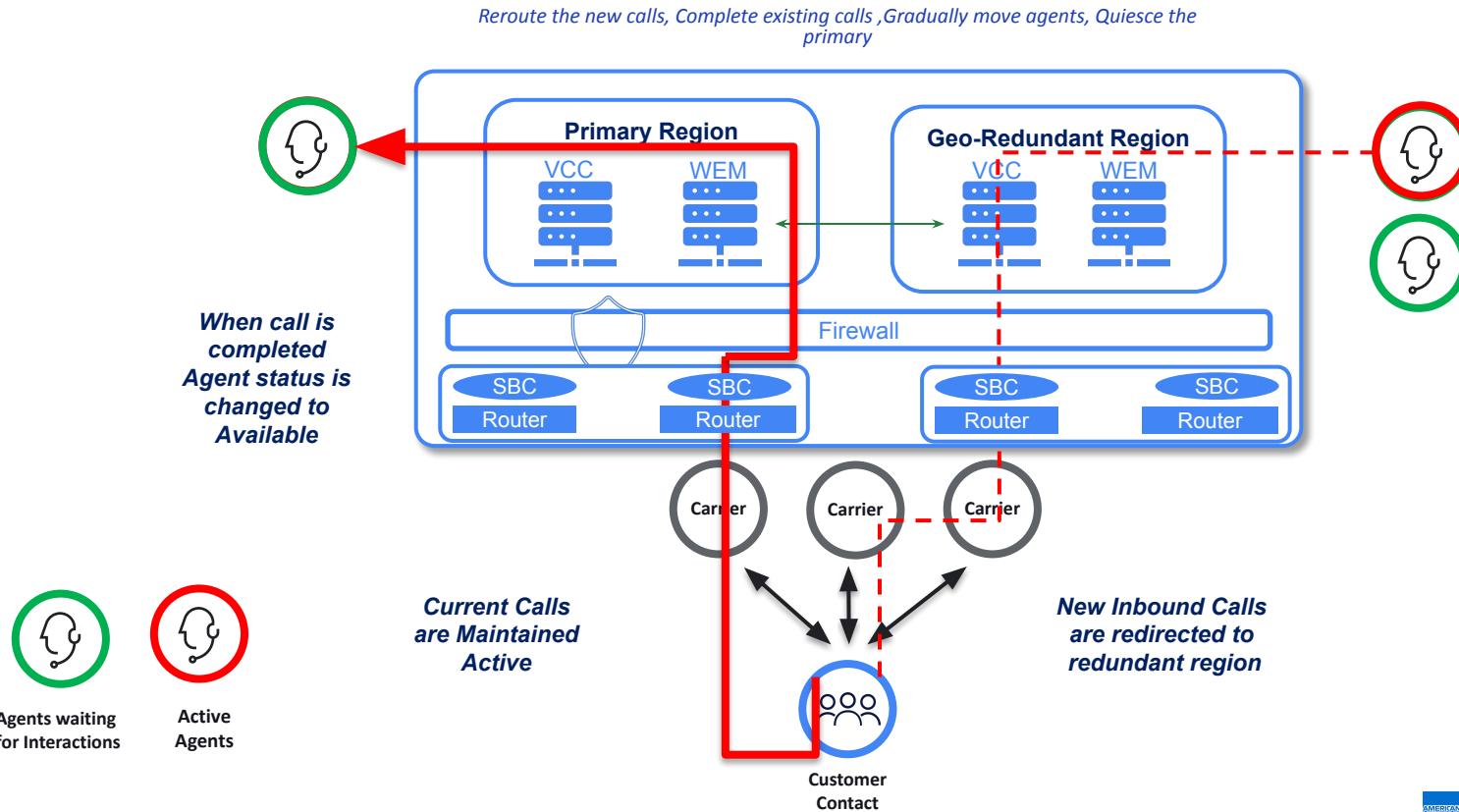
Active-Active Voice edge (intra and inter site redundancy)

Business location routing

# Seamless Geo Redundancy Process



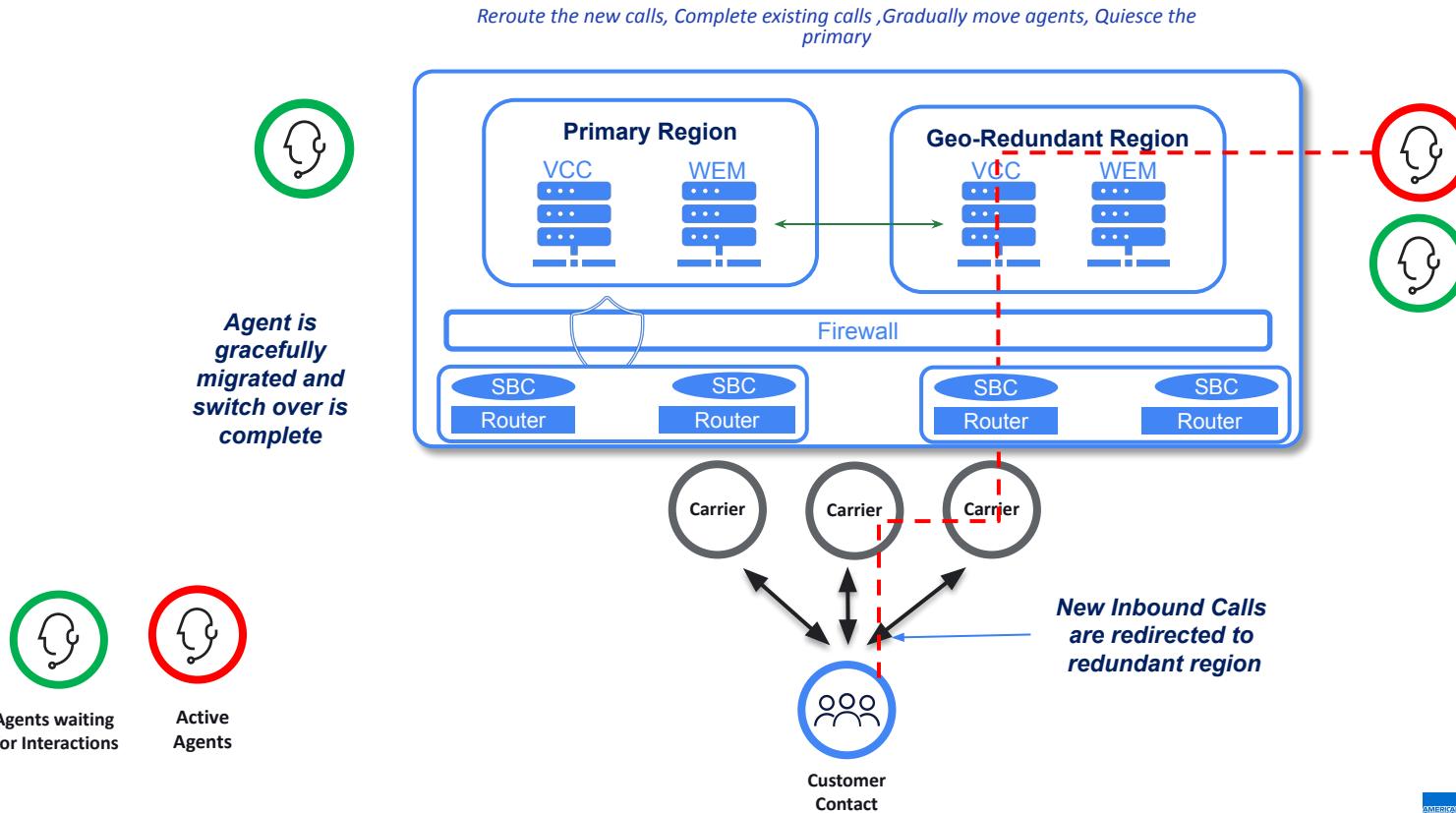
# Seamless Geo Redundancy Process



Agents waiting  
for Interactions

Active  
Agents

# Seamless Geo Redundancy Process



# Five9 Professional Services

Andy Zazzera  
SVP, Global PS

Google Cloud |  | Five9®



# Largest, Most Experienced CCaaS Services Team in the Industry

**1000+ Strong Team  
100+ Service Partners**

## CX Advisory

- Supporting clients as they reimagine their customer experience
- Provide strategic recommendations through Insight to Value Methodology
- Realizing Benefits

## Professional Services

- Program Management
- AI & Analytics
- Design & Engineering
- Configuration, Migration & Testing

## Customer Support

- Tailored Managed Services

## Proven Expertise

### Global Scale

- 1000+ PS & CS Team Members
- 100+ Service Partners
- Global Service Model

## Specialist Experience

### Domain Expertise

- Five9 VCC, WFO, Data & Analytics
- AI & NLU Analytics & Design
- Iterative Program Delivery

## Accelerated Time to Value

### Digital Transformation

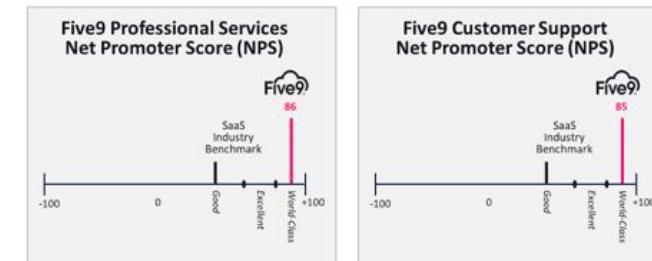
- Accelerate move to cloud to gain rapid access to innovation, workflows and new tools

### Five9 University

- Accelerate the training for Client teams to take on deliver and day 2 support functions

### AI, Data-Driven CX

- Incorporate AI, analytics, business intelligence, and real-time decision making



## Establishing a long-term Partnership

1

Gain **Insight** into your current operational challenges and goals

Technology Blueprint  
Strategic Roadmap

2

Build **Alignment** and achieve commitments on delivery and business value

Commercial Framework  
Statement of Work

3

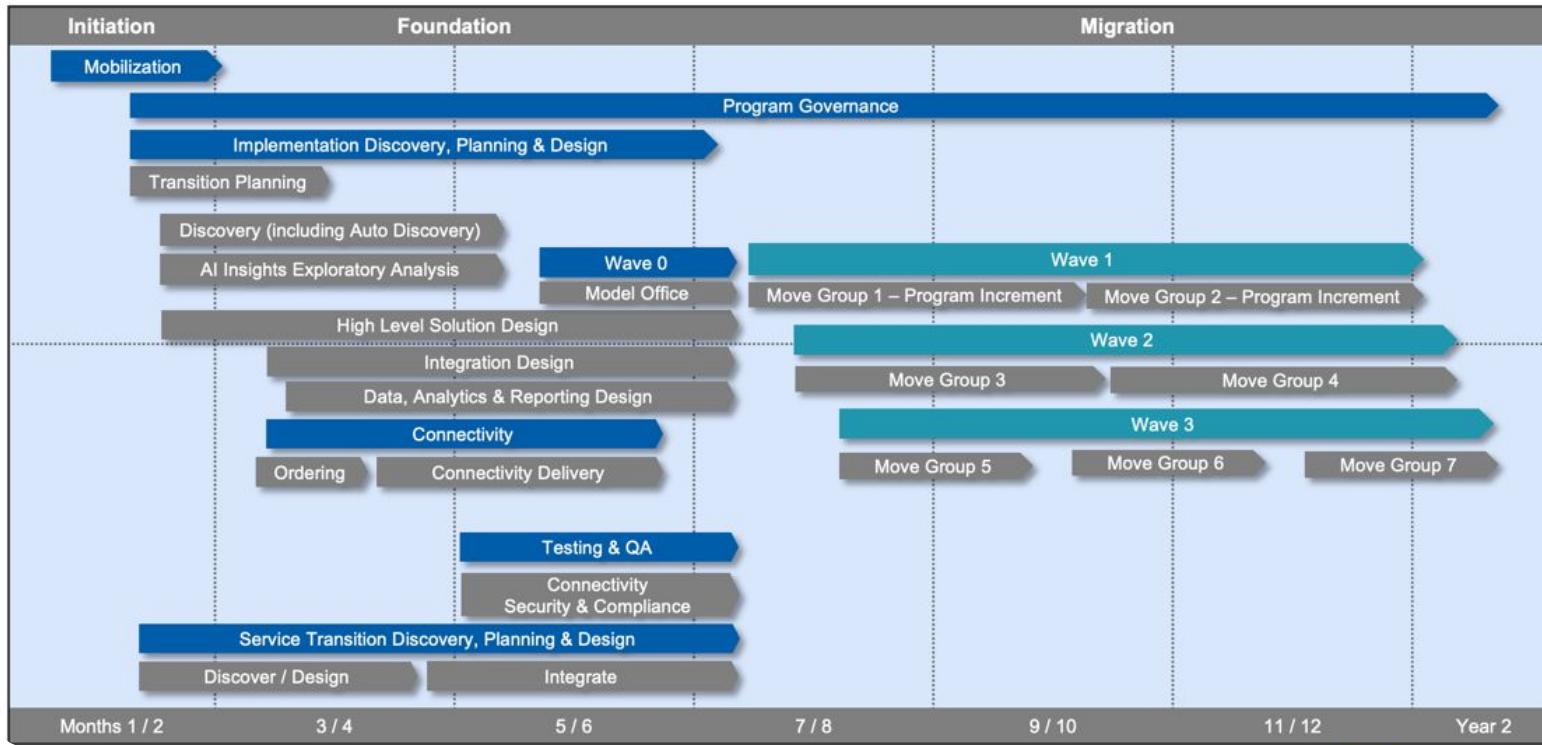
Build **Trust** establishing relationships

Business Alignment  
Personal Relationships

# Five9 Team Structure



# Implementation Program Approach – 1<sup>st</sup> Year



# De-Risking Migration

## Clarity Automated Discovery

1

- Reduce Manual Discovery
- Clean legacy config extracts
- Orchestration of Project Delivery
- Behavioural Insights
- Data Driven Transformation

## Migration Assurance

2

- Establish the Migration Profile
- Translate relevant legacy configuration
- Automated delivery of legacy CX config into Five9 VCC , with precision
- End-2-End migration project governance and compliance on BOTH Legacy and Five9 platform
- Manage multi-vendor environments from one cohesive and central UI

## Symphony

3

- Change Tracking
- Automated Configuration Management
- Minimize defects from Change Management
- Rollback
- Reduces Manual Error



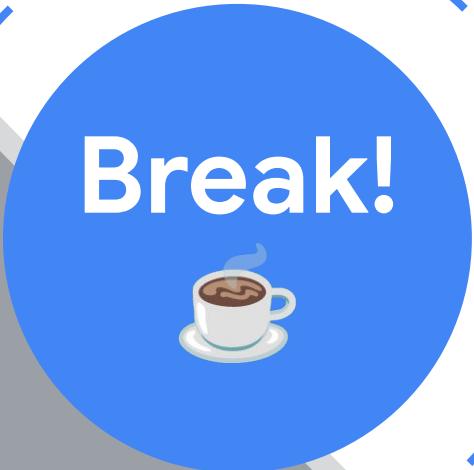
Forensic Analysis

Translation Automation



# Path to Partnership





Break!



Google Cloud



# Symphony & Factory Floor Accelerate Delivery



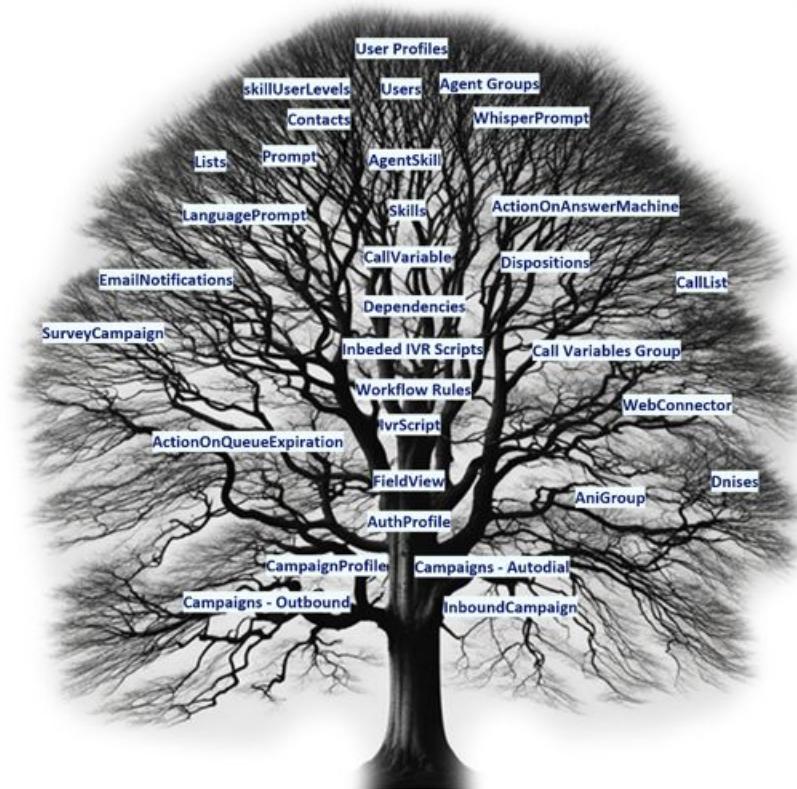
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# CCaaS Development Strategies

- Green Field – Change Management Impact
- Lift and Shift – Migrate Complexity
- Factory Floor – Build from Standards

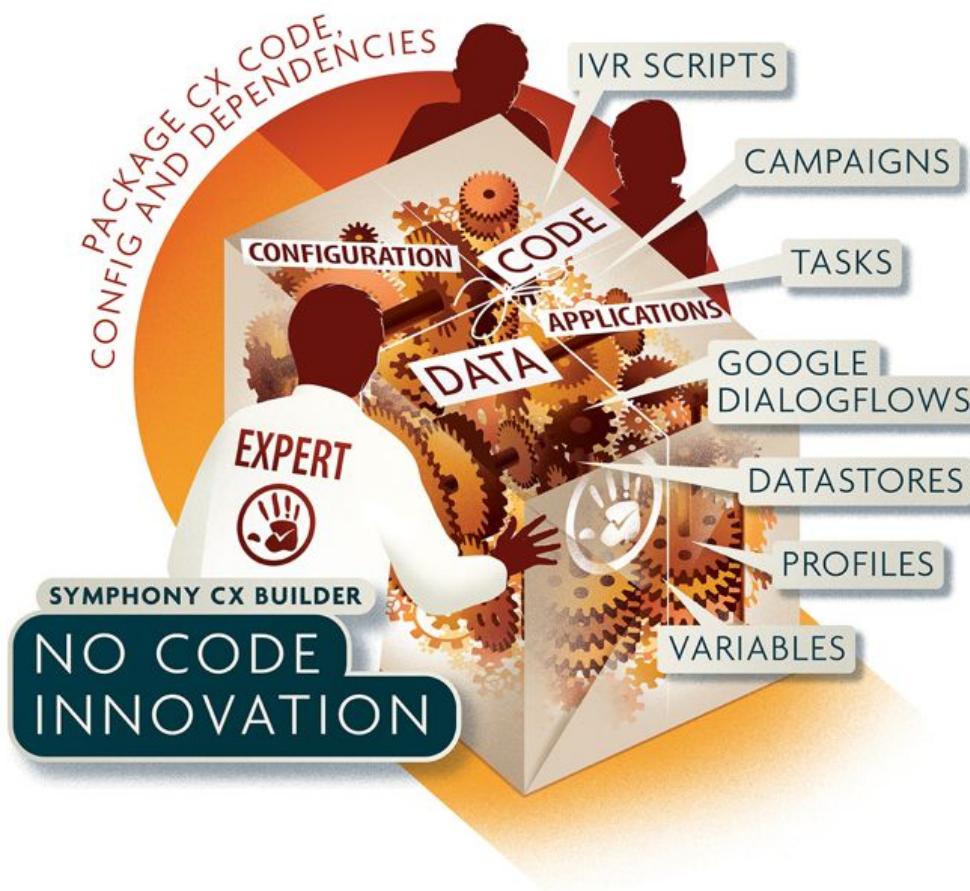
Don't let complexity mushroom

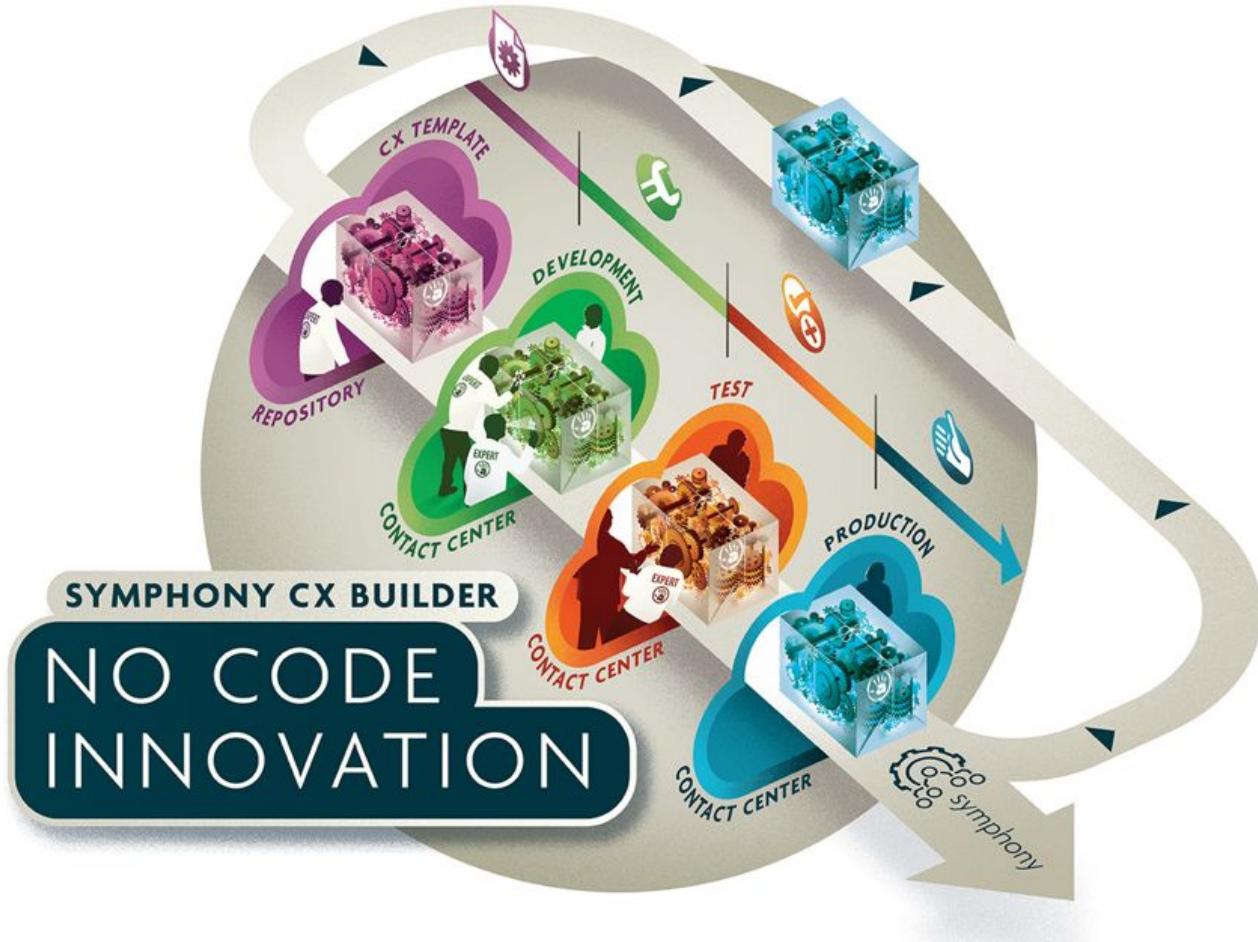


## Build out LOB requirements from standard templates

- Enterprise has an innovation goal that 70% of all “work” is complete from an approved template, if no = new template
- Always building from a CX Catalogue of Templates



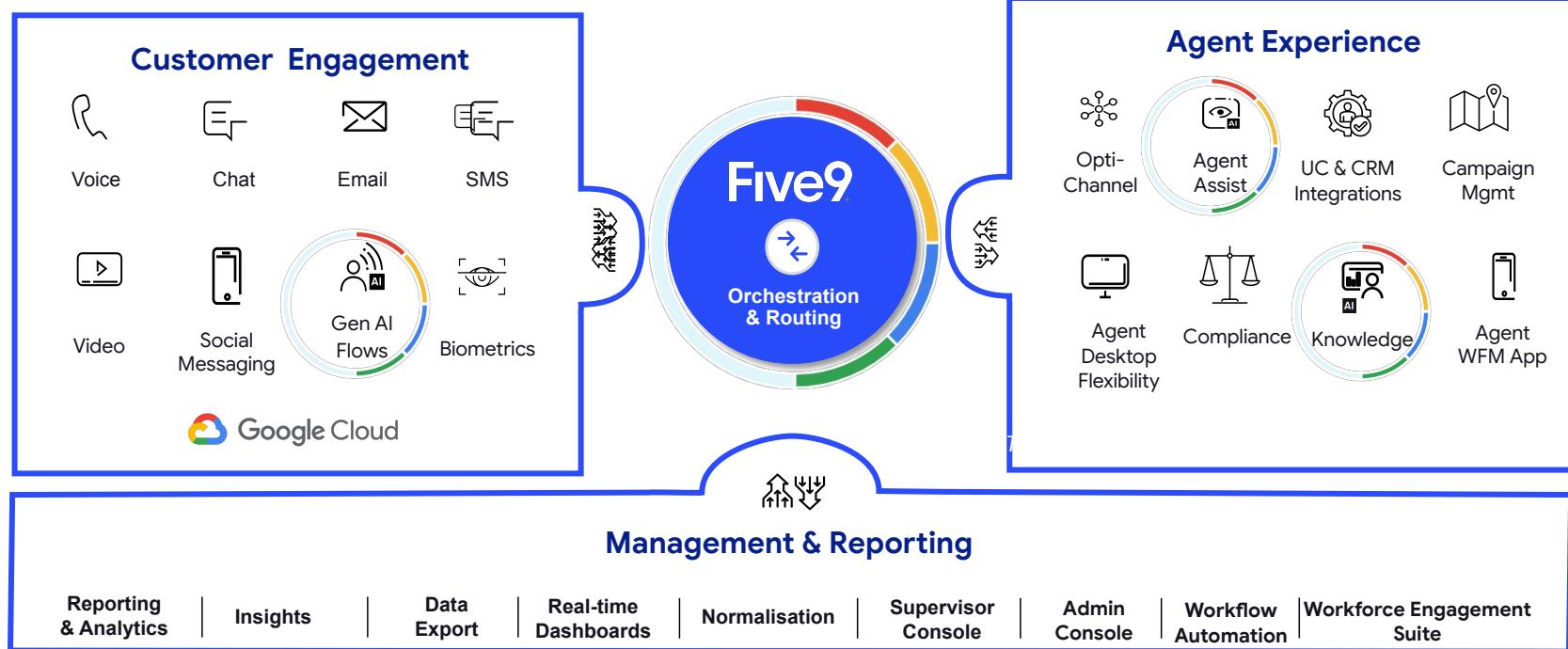




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Five9

# Google + FIVE9 - THE INTELLIGENT CX PLATFORM



SYNDEO

VERINT

blackchair

servicenow

Pindrop



Global Infrastructure



Carrier Grade Voice



Data Integrations

Five9

Google Cloud



APIs/SDKs



Security

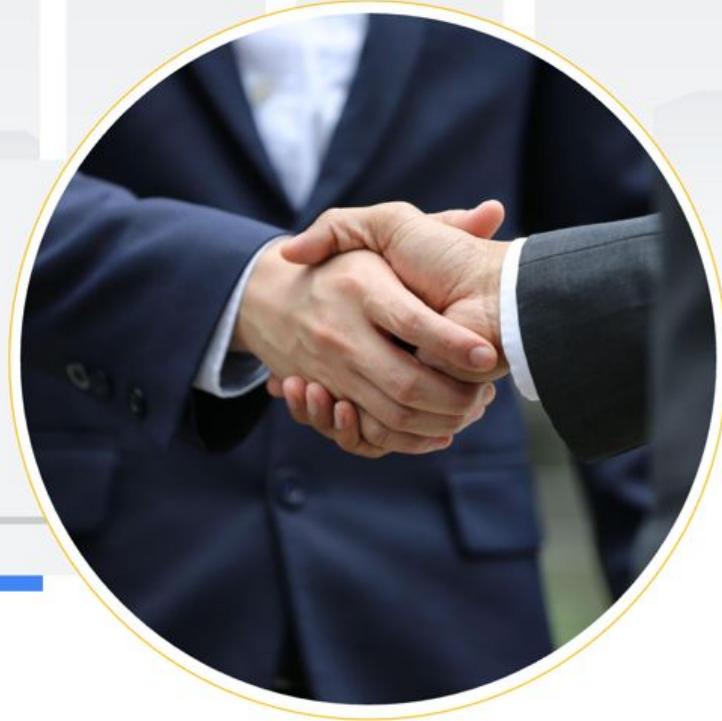


Compliance



| Five9 | Google Cloud

# Thank you!



# WHAT WE HEARD: PRIORITIES FOR TRANSFORMATION



Tomás





&

Google Cloud Five9®



# Thank you!

