THE BENEFITS OF A GOOGLE + FIVE9, AI FIRST, CX PLATFORM

Context

American Express has built a reputation for consistently providing a high-quality customer experience that drives loyalty and trust and it has truly become a cornerstone of your brand's identity. The purpose of this document is to outline the considerations that American Express needs to evaluate to protect that moat by ensuring that you are future-proofing your ability to build agile, AI powered customer sales and services experiences. Google, Five9 and Syndeo are committed to providing American Express with:

- A solution built with best-of-breed components and providers, **designed to meet American Express' specific needs**, ensuring ease of migration, seamless integration, and the ability to enhance capabilities with Generative AI as and when required.

- A solution **underpinned by Google as an industry's leading AI innovator**, ensuring continuous investment and advancement. This provides cutting-edge AI capabilities from day one and a future-proof foundation for ongoing innovation and evolution – directly from the vendor who owns the AI capability.

- A commitment to **transform with a de-risked approach**, that minimizes disruption and allows American Express to innovate at at their pace

- A **globally scalable platform** that aligns with American Express' data strategy, providing the security, compliance, and flexibility needed to support operations across the globe

Google + Five9 Considerations

Google's Commitment to American Express

- We are successful if you are successful. Google is committed to investing in and partnering with American Express to ensure that you have a seat at the table to help co-create our product roadmap by participating in various roundtables, innovation and feedback sessions with our product managers.

AI-Powered Customer Experience & Agent Empowerment

- The rise of agentic AI is set to revolutionize the business landscape, marking a **significant shift from AI as a tool to AI as a collaborative partner**. Organizations like American Express, need more than just a chatbot or a single powerful large language model (LLM). Google is committed to being that collaborative partner by providing a diverse and broad portfolio of enterprise-ready AI models, tools, and services to deliver conversational AI capabilities — cost efficiently, scalably and safely.

- Customer Engagement Suite (CES) ("CCAI") **helps deliver exceptional customer experiences across all touchpoints in a customer's journey** - from AI-enhanced customer service operations that deliver personalized interactions across every channel, and proactively assisting and coaching human customer service representatives, to analyzing and providing insights that improve performance of the customer care operations. Additionally, Google offers multi-modal capabilities, combining text, voice, and even image in agent interactions

Co-locating the CCaaS + Data/AI Platform in GCP

- Deploying a next generation contact center platform that is co-located in GCP directly next to Lumi (data and AI platform), and is deployed across worldwide regions for reliability and performance, allowing American Express to **move beyond a legacy technology stack that is brittle, expensive, and can't evolve to today's customers' demands**

- Often, much of an enterprise's knowledge is trapped in silos. Contact Center agents spend a significant amount of their time searching for information across the many disparate enterprise systems and then having to synthesize information from them to perform their jobs. **With the data unification effort completed for Lumi, American Express now has the ability to access that seamlessly and deploy AI-powered Next Best Action type capabilities** to support their agents and reduce their ramp to full proficiency

- Data segmentation and fragmentation will become an issue of the past and integration with Lumi and American Express enterprise knowledge stores **will provide a single source of truth for agents and processes alike**. Integrated analytics will enable American Express to make better decisions faster, improve CX, and reduce costs

End to End CCaaS Stack powered by Google & Five9

- The pace of product development continues to accelerate, but now to meet customer expectations, companies like American Express are facing additional competitive pressure to enhance their products and services with the latest AI innovations. A **Google CES & Five9 solution will allow American Express to significantly increase their velocity when it comes to deploying AI** into experiences with the quality and reliability their customers and agents require

- Google CES + Five9's leading CCaaS provides an AI-powered platform that encompasses the entire customer journey with end to end services across omnichannel and AI-first engagements to **simplify contact center operations, consolidate and integrate your GCP technical platforms, drive cost savings, improve CX and employee productivity -** all while integrating into American Express' broader hyper personalization efforts to drive increased top line revenue

- Modernizing the contact center with Google CES & Five9 allows American Express to **unlock tightly coupled business logic allowing easy and rapid evolution of interactions** and multi-channel, highly personalized customer and human agent experiences become a reality with the ability to understanding customer and agent needs and taking action to resolve those needs

- A Google CES + Five9 arrangement **will not lock American Express into a single vendor solution** by allowing a modular approach for future proofing. Unlike some of the challenges being experienced today, this means that you will be able modernize and evolve various parts of the stack to support new and improved experiences

Security, Scalability, & Modernization

- Lumi and the general compute (in progress) cloud environments have been fully enabled on GCP by American Express development teams. As part of this process. American Express' **Infosec and cloud engineering organizations have spent years securing GCP to a higher level than on-premise** and have created a robust set of security policies to ensure a safe and secure environment

- Five9's CCaaS solution is deployed directly on GCP and Google's CES natively fits into American Express' existing GCP security design and architecture and **would require no changes to stay in compliance** with American Express' internal policies

- Enabling CES + Five9 will allow American Express to leverage efficiencies in spend (via GCP Marketplace using existing commit), **take advantage of generous storage and compute operations, eliminate "nickel and dime" toll charge on expensive data transport from GCP to AWS**, connectivity to restricted platforms and concerns around integrations and fair use restrictions defined by others.

- **Modernized CCaaS Architecture with best-in-class reliability** with Google's massive, lightning-fast network that operates at supports a global region deployment for unparalleled business continuity and provides disaster recovery readiness that scales to 100k agents and beyond. The global region deployment is a key differentiator with other cloud providers and allows American Express to provide un-interrupted customer service.

- Unlike other CCaaS vendors who cannot show fail over outside of their primary organization and its associated availability zones within a region (e.g., Virginia to Columbus), we **offer true geographic redundancy and data residency** meaning that if an organization goes down, we provide four to five different layers of redundancy that can pick up and take over the operation

An Offer from Five9 to American Express

The following is an offer from Five9 to visit their HQ for a two-day immersive live site migration:

During our two-day "Path to Partnership" session with key customers at Five9 HQ, we will deliver an engineering and architecture-focused session to showcase Five9's capabilities in real-time infrastructure management. As part of the discussion, Five9's engineering team conducts a live site migration across regions—West to East, demonstrating the resilience and efficiency of our platform.

This migration is designed to showcase:

- **Seamless Agent Experience** – Maintaining uninterrupted service and optimal performance during the transition.
- **Robust Data Replication** – Real-time data synchronization to prevent latency or data loss.
- **Intelligent Traffic Management** – Active/Active Voice

This session underscores Five9's ability to execute complex cloud migrations with precision, a critical capability for financial institutions requiring high availability, security, and compliance. If given the opportunity to host American Express, our engineering team is open to conduct this session with American Express, showcasing how Five9 can support their infrastructure needs with industry-leading reliability and innovation.

Closing Points

For American Express to modernize the way they engage with their customers, improve its cost structure and de-risk its current dependence on legacy technology to address the scale, speed and security demands that are foundational for near-term and sustained business success, and create a new flexible technological engagement architecture that will allow rapid evolution in the future.

The Five9-Google partnership is about more than just technology – it's about enabling enterprises like American Express 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.**