IntPowers × GENESYS

GENESYS APPFOUNDRY PREMIUM PARTNER · CUSTOMERS & PARTNERS

Transactional Video Calling for Genesys Cloud

WebRTC video integrated into Genesys Cloud through the SPLIT protocol: it arrives as a SIP call routed by Architect, with its queues, supervision and reporting. No platform replacement, no duplicated operations.

Video RTC · SPLIT
Video routed by Genesys Cloud

Web ACD
Cross-platform interoperability

Video REC
Bank-grade recording

Phygital · VCCaaS
The branch served by video



Genesys AppFoundry Premium Partner since 2019

IntPowers × GENESYS™

Video RTC for Genesys, on AppFoundry

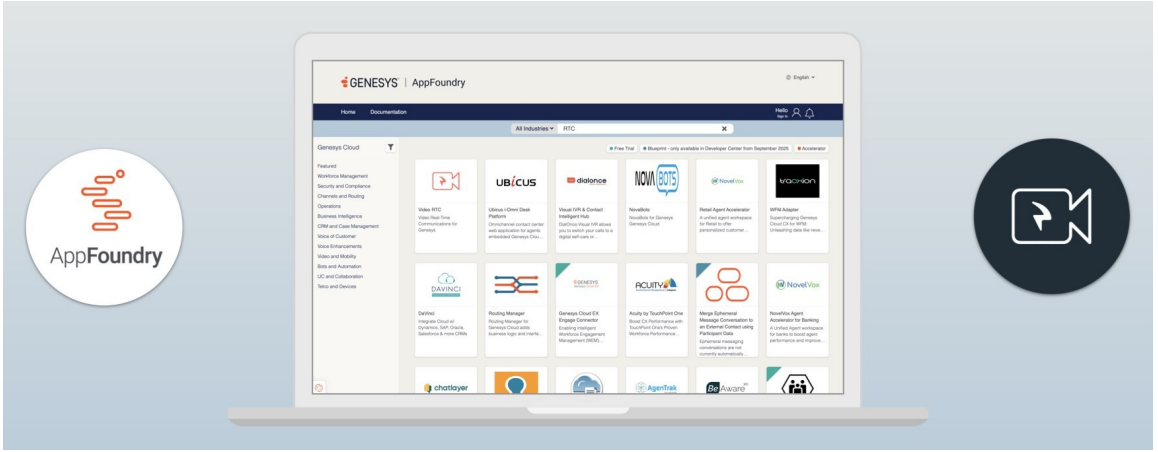
Added to the Genesys Cloud organization the customer already runs.

Native ACD integration

The video call is one more Genesys interaction, with PiP over the desktop.

Genesys Demo Center

Video RTC for Genesys live, for the technical session with your team.



Compatible with
Genesys Cloud CX · Genesys Cloud EX · PureConnect · PureEngage

2015
Video RTC is born (WebRTC + SIP)

2019
Premium Partner on AppFoundry

2020
Video RTC on Genesys Cloud

Today
7 SPLIT modes · Video REC · Phygital

Genesys Cloud runs it. Three platforms add video.

GENESYS

Genesys Cloud

The platform in place

- Architect, queues and skills
- Voice, messaging and WhatsApp
- Bots, Copilot and WEM

The base: video enters its queues, reporting and desktop.

Video RTC

WebRTC + SIP video engine

- SPLIT protocol and 7 modes
- Web, kiosk and QR widgets
- Cloud, on-prem or hybrid

Video arrives as a Genesys ACD interaction, from AppFoundry.

Web ACD

Video ACD for the physical network

- Kiosks, tablets and Remote Advisors
- Desks without a Genesys license
- SIP transfer to Genesys Cloud

Takes Genesys video to branches and desks without a Genesys license.

Video REC

Bank-grade video recording

- Two-tier custody
- SSO, 2FA and dedicated nodes
- Post-processing and metadata

Records the real video call, with auditable custody and access.

One engine, three products: the same SPLIT layer powers video, ACD and recording. Adding one is configuration, not migration.

Video is not a room: it is a call Genesys routes

Customer

Web, private area, app, QR or kiosk. Browser, no downloads.

Video RTC · SPLIT

Gateway between WebRTC and SIP. Splits agent and customer media.

Genesys Cloud

Arrives over SPLIT trunking: Architect, queues, skills and priorities.

Genesys agent

Answers from the dialpad, with video in PiP over the desktop.

Conventional video: the room

- The session lives in the video vendor's cloud
- The Genesys ACD cannot see it: no queue, skill or status
- Reporting, supervision and recording kept apart
- The agent switches tools to answer

SPLIT: the channel

- Enters Genesys Cloud as a SIP call routed by Architect
- Genesys queues, skills, agent statuses and priorities
- Native supervision, transfers and reporting
- The agent stays in Genesys: dialpad + video in PiP

Three planes, a single interaction in Genesys Cloud

Video RTC sits between the customer's browser and Genesys Cloud, linked by SPLIT trunking. Video is negotiated in WebRTC; routing, supervision and reporting stay in Genesys.



WebRTC customer

Web, private area, app, QR or kiosk. No plugins.





SPLIT gateway

WebRTC ↔ SIP gateway. Splits agent and customer media.





SPLIT trunking

To Genesys Cloud, over SIP. Context travels in headers.





Genesys Cloud

Architect flow: queues, skills and priorities.





Genesys agent

Voice on the softphone; video in PiP over the desktop.



Signaling

- TLS-encrypted from endpoint to gateway
- SIP to Genesys over SPLIT trunking
- No proprietary connectors in Genesys



Media

- DTLS-SRTP between browser and gateway
- STUN on the gateway; TURN per deployment
- Pre-call test, prioritized reconnect



Context

- Widget parameters: theme and extra
- Passed to Architect in SIP headers
- The agent sees them when the call arrives

Seven touchpoints with Genesys Cloud, and no more

Touchpoint	How it works in Genesys Cloud
1 · SPLIT trunking	The video call enters the Genesys Cloud organization over SPLIT trunking, as one more call.
2 · Routing	Genesys Architect, queues, skills and priorities. Configured like any other call flow.
3 · Agent control	Answer, hold, transfer and consult from the interaction toolbar and the Genesys dialpad.
4 · SPLIT widgets	Video Session, Scheduled, Reverse, Messaging and Remote Viewer, inside the interaction itself.
5 · Agent video	SPLIT Agent window and PiP over the desktop, or on the phone via QR or URL with PIN.
6 · Recording	Voice in the Genesys recording with the interaction. The full video in Video REC, with its own custody.
7 · Context and reporting	Widget data in SIP headers for Architect and the agent. The video call counts in Genesys KPIs and views.

Integration documented step by step in the technical wiki. Purchased on Genesys AppFoundry as Video RTC for Genesys.

The agent never leaves Genesys

The video call reaches the Genesys desktop as one more call: answered, supervised, recorded and measured with the usual tools.

Genesys dialpad

Answer, hold, transfer or add a third party by voice, from the softphone.

Genesys Agent Copilot

The video call's voice runs through Genesys: Copilot assists the agent live.

Genesys reporting

The video call counts in the same queues, KPIs and performance views.



ALL IN GENESYS

Voice

recorded in Genesys, with the interaction

Metadata

from the widget to Genesys and the agent, in SIP headers

Whispering

real-time supervision and listening

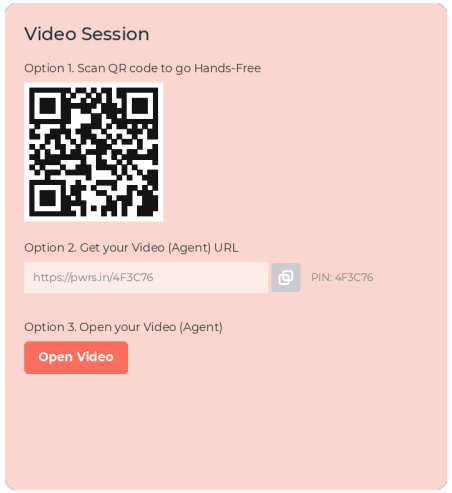
Transfers

to another agent, a voice or a video queue

Five SPLIT widgets inside the Genesys interaction

SPLIT FORWARD

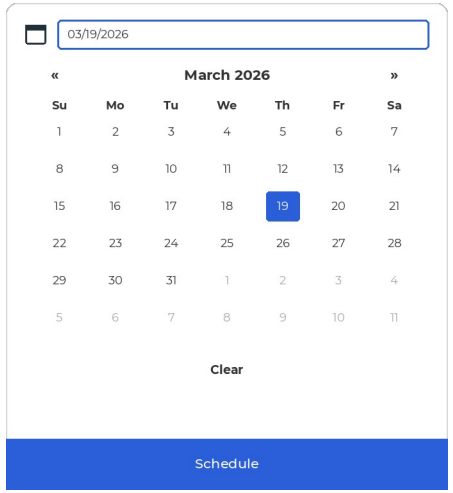
Inbound



The video call enters the queue. The agent opens their video from the desktop, the phone (QR) or a URL with PIN.

SPLIT SCHEDULED

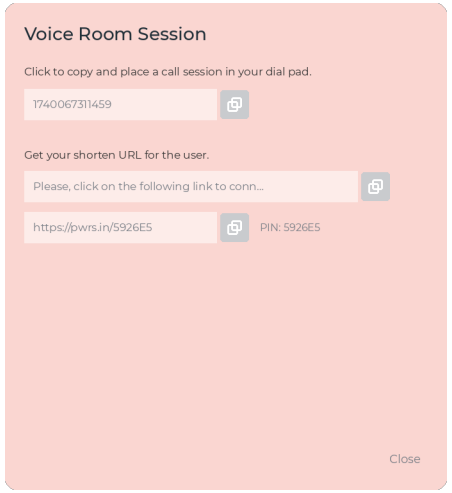
Appointment



The agent books the video appointment from the interaction itself, and it arrives routed on time.

SPLIT REVERSE

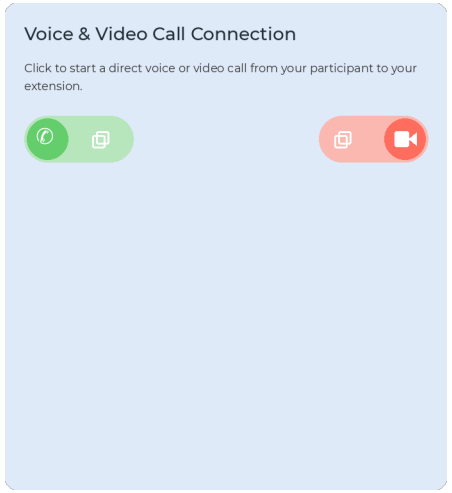
Outbound



The agent creates the room and sends the customer a short link with PIN, by SMS, WhatsApp or email.

SPLIT MESSAGING

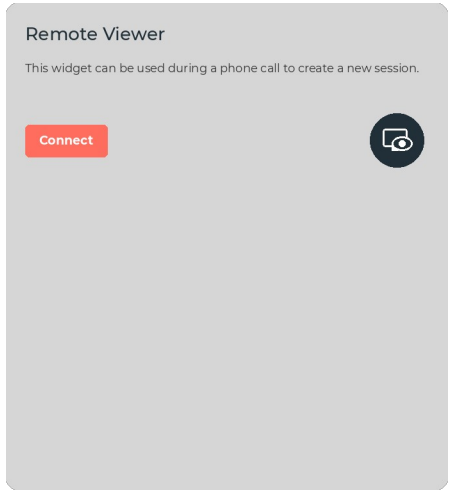
WhatsApp and chat



From any messaging channel, one click launches voice or video to an extension or a queue.

SPLIT REMOTE VIEWER

During the call

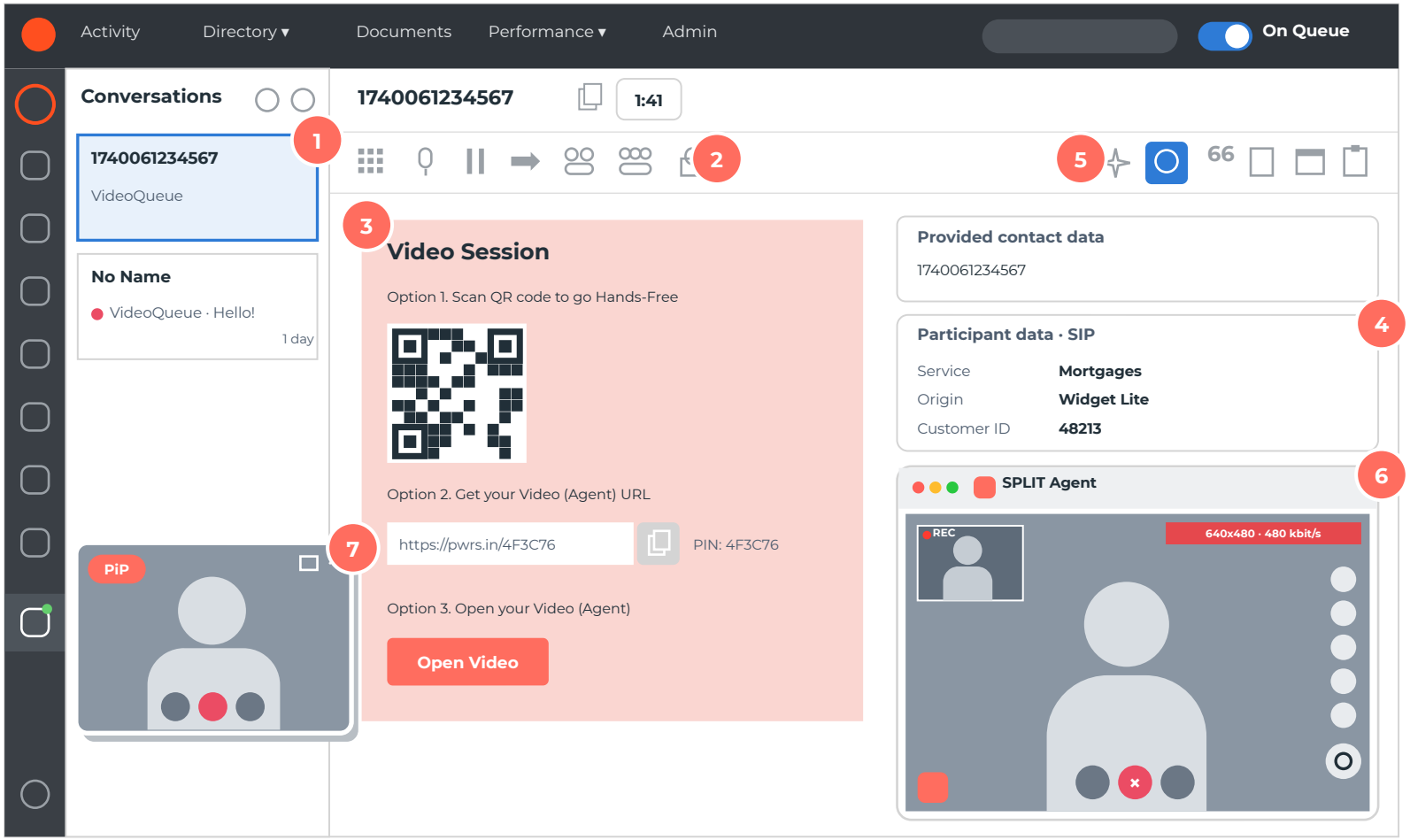


With the voice call in progress, the customer shares camera and screen.

In the CRM: the same widgets, in Genesys Cloud for Salesforce and for Zendesk.

Customer side: Widget Lite, QR, Video Kiosk or a link in the chat.

What the video call looks like in Genesys Cloud



1 Queued interaction

Arrives as one more call, with its SPLIT ID, routed by Architect to the agent who is On Queue.

2 Genesys controls

Dialpad, mic, hold, transfer and consult, in the interaction toolbar.

3 SPLIT widget

Video Session: hands-free QR, URL with PIN and copy button, or Open Video.

4 Contact data

Service, origin and widget data arrive in SIP headers.

5 Genesys panels

Copilot, profile, responses, notes and wrap-up stay in place; Copilot works on the voice.

6 SPLIT Agent window

Video with round buttons: audio, hang up, video, screen, files and chat.

7 Video in PiP

Floats over Genesys Cloud: the agent keeps seeing the customer while working in another app.

Illustrative diagram of the agent view, not a screenshot. Fictitious data.

7 SPLIT modes, one ACD

1. **SPLIT Forward**
   The customer starts video to the queue
2. **SPLIT Reverse**
   The agent escalates the interaction to video
3. **SPLIT Scheduled**
   Scheduled and routed video appointment
4. **SPLIT WhatsApp & Messaging**
   From chat to video or voice in one click
5. **SPLIT Remote Viewer**
   The customer shows with their camera
6. **SPLIT Deaf Interpreter**
   Three-way sign language interpreter
7. **SPLIT AI CoPilot**
   Live AI assistance for the agent

All routed by Architect, with Genesys reporting

SPLIT WhatsApp & Messaging

From conversation to transaction

No per-minute cost. The video or voice call does not go through Meta.

No dependence on WhatsApp. The moment that resolves runs on a link on your own domain. WhatsApp Calling gives voice, not video.

Routed in Genesys. Reaches the right queue with the chat or bot context.

Data stays out of Meta. The sensitive session and its recording never travel through the messaging platform.

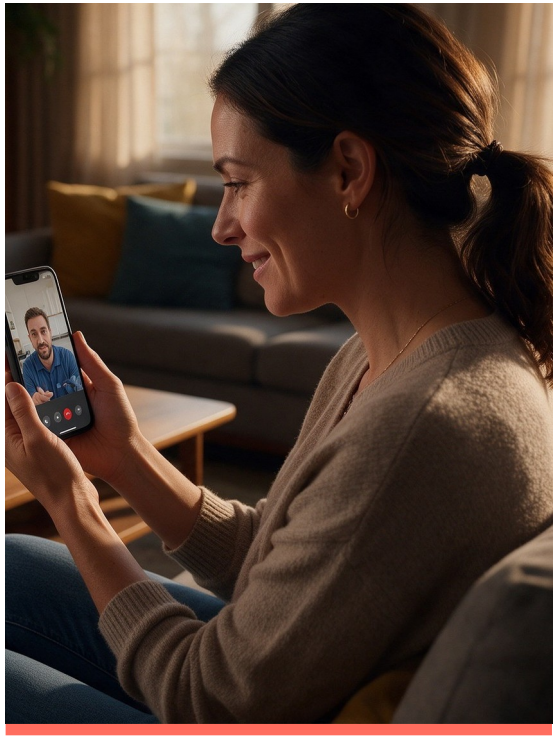
Unresolved messages cost the most.

The specialist reaches the customer wherever they are



At the branch

The specialist joins the desk by video, without traveling.



At home, on the phone

From the private area or app to a video call with their advisor.



After hours

The storefront kiosk serves from the street while the branch is closed.



Sign language

Three-way interpreter for deaf customers, from any channel.

Twelve scenarios on the same integration

Remote advisor

The banking, insurance or health specialist, by video and by appointment.

Advised sales

Mortgages, insurance or health plans, when text doesn't convert.

From the private area

From web or app to video, with the customer already authenticated.

From chat or WhatsApp

The conversation escalates to video or voice without losing context.

Video verification

Locked accounts, suspicious transactions, lost passwords.

Transactions with evidence

Sign-ups and key changes, recorded in Video REC.

Sign language

Three-way interpreter for deaf customers, from any channel.

Customer abroad

Voice or video over the internet, no roaming or phone numbers.

Remote Viewer

The customer shows a document or a claim with their camera.

Phygital branch

Kiosk or tablet with a contact center expert.

Expert second line

The agent transfers the video call to the specialist.

AI + human agent

The bot resolves; when needed, a person on video.

The branch served from the contact center

The same agent pool that handles voice and chat in Genesys also serves, by video, whoever is at the branch. Humans, not self-service.

Phygital Video Kiosk

An agent by video at the branch. The customer scans the QR and talks from their phone.

Tablets and desk stations

The remote expert joins the advisory desk: mortgages, insurance, investments.

Remote Advisors (Floating Desk)

No fixed owner: the first available advisor answers. Covers peaks and breaks without closing the desk.



REAL CASE UTILITIES

0–3 min
wait with a Remote Advisor (20–25 min in person)

+50 %
service capacity with no extra floor space

9–10/10
CSAT, above digital channels

95 %
FCR, on par with in-person

PHYGITAL BRANCH · INDOOR AND OUTDOOR

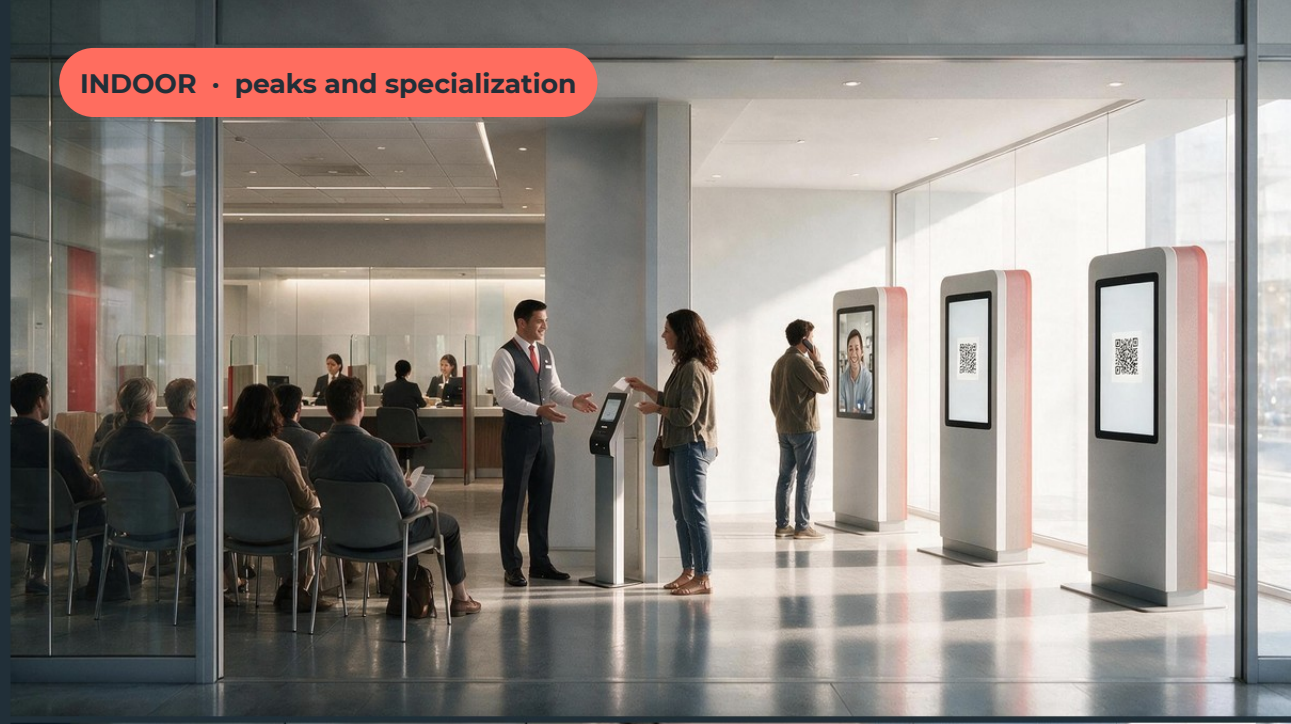
The two ceilings of the branch

Inside, the remote expert absorbs peaks and specialization: the staffing ceiling.

On the storefront, the station serves from the street after hours: the opening-hours ceiling.

And the conversation continues on the customer's phone.

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Video interoperable with Genesys Cloud and other CCaaS

Web ACD is a converged voice and video ACD. Over SIP, it transfers and receives video calls to and from Genesys Cloud and other platforms without losing video or context.

Branches and Remote Desks

Video in areas without a Genesys license, connected to the same flow.

Specialists and back office

The Genesys agent transfers the video call to the expert on another platform.

Multi-country groups and BPOs

One video service for entities on different platforms.

Migrations

Two CCaaS side by side during the transition, with video on both.

Interoperable with

Genesys Cloud CX · Genesys Cloud EX · PureConnect · PureEngage · GoContact · Talkdesk · Five9 · Cisco · Avaya · Enghouse · Vocalcom · inConcert · 3CX · ICR Evolution · Wolkvox

CRM

Salesforce · Zendesk · Dynamics 365

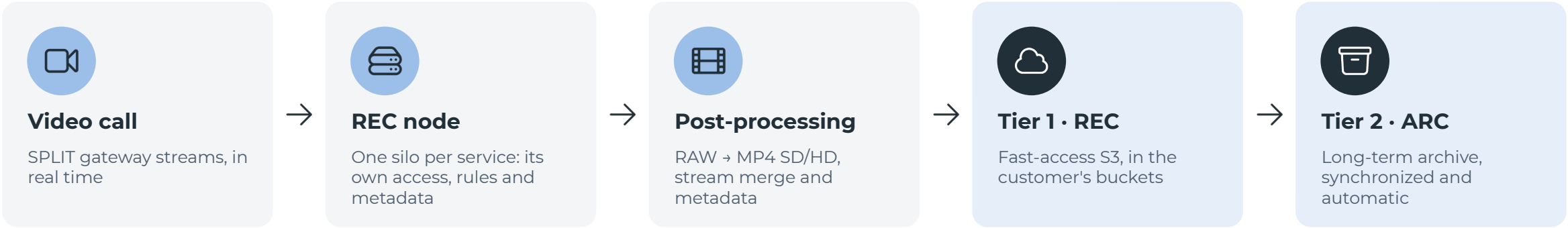
30+
vendors and partners

SIP
standard, no proprietary connectors

4
modes: cloud, on-prem, virtual, hybrid

Bank-grade video recording

Records the real face-to-face video call, not just the audio or the agent's screen. With custody, access and traceability built for audit.



Custody

- The customer's own S3 buckets
- AWS region of choice: data and jurisdiction
- Dedicated nodes or on your own infrastructure

Access

- SSO / SAML
- Two-factor (OTP)
- IP allowlist and audit log

Operations

- Metadata search
- One-click archive retrieval
- Automatic export and API

Built for audit, sized by storage

Proof of the full interaction

Face, voice and documents shown in the session, with timestamp and metadata.

Silos per service

Each service or organization with its own REC location and synced ARC.

Open architecture

Exports to the speech and quality analytics the customer already uses, with no lock-in.

By storage, not by minute

Units of 100 GB, 500 GB and 1 TB, expandable.

Storage per recording

Duration	RAW	RAW + SD	RAW + SD + HD
1 min	6 MB	8 MB	16 MB
15 min	100 MB	120 MB	240 MB
1 hour	390 MB	480 MB	950 MB

Example: 100 recordings/day of 15 min ≈ 12 GB/day ≈ 2.9 TB/year → 3 units of 1 TB.

Sizing in the meeting

With daily volume and average duration, the table gives the number of units.

Grows with the operation: units expand as volume rises.

No per-minute cost: you pay for storage.

Deployment, data control and regulation

Deployment freedom

Cloud on AWS, on-premises, virtualized or hybrid. The same product in all four.

Continuity and reversibility

Proven in banking. Key for third-party ICT risk frameworks such as DORA.

Mandatory accessibility

Sign language video interpreting, as accessibility rules require (e.g. LeySAC).

Access and traceability

SSO/SAML, two-factor, IP allowlist, logs, CDRs and session records.

Deployment models

Model	Media	Recording	Fit
Cloud	AWS (region)	Customer S3	Fast start
On-prem	Own DC	Dedicated	Data in-house
Hybrid	On-site	Archive in S3	Scale

Debian 12 LTS core · 2026 security dossier under NDA.

Security, stated precisely

AWS infrastructure: ISO 27001, SOC 1/2/3, PCI, among others.
Interactive Powers: GDPR and HIPAA.
Encryption: TLS for signaling, SRTP for media, AES-256.

Over ten years bringing video to the contact center

The channel, not the room

Video enters Genesys Cloud as one more interaction: the Architect, queues, supervision and reporting you already run.

Full suite, one vendor

Video, interoperable ACD and bank-grade recording on the same media layer. No third-party pieces to stitch together.

Deployment you decide

Cloud, on-premises or hybrid, with data and keys under your control.

In production on Genesys Cloud

Banco Pichincha · Ecuador. Escalation to video from online banking, fully recorded.

Banmédica and Help Seguros · Chile. Virtual branch by video; migrated from Web ACD to Genesys Cloud without interrupting service.

Grupo Atlantigo and World2Meet · Spain. From chat and WhatsApp to voice and video, no roaming.

Renfe · Spain. Sign language video interpreting.

Cooperativa Policía Nacional · Ecuador · TDBM · Mongolia. Video banking nationwide.

GENESYS

AppFoundry Premium Partner since 2019

Your video partner on Genesys

1 — You register the deal
Exclusivity per customer or project

2 — Genesys Demo Center
Your presales, with SPLIT live

3 — Technical onboarding
SPLIT, Web ACD and Video REC

4 — Purchase via AppFoundry
The standard path for Genesys customers

5 — Per-project terms
IntPowers quote and partner PO

6 — Material for your customer
EN/ES brochures and security dossier

7 — Phygital in the project
Kiosks, tablets and Remote Desks

One partner per customer. No territorial exclusivity.

What the partner gains

Integrators, consultancies and BPOs

More value per account. Video, recording and Phygital on the Genesys Cloud organization you already integrate.

No migrations. Added via AppFoundry and SPLIT; your customer keeps their platform.

An edge in tenders. Transactional video and bank-grade recording where the RFP asks for it.

One framework agreement. Standard partner terms; anything special, per project.

More value in accounts you integrate.

NEXT STEPS

From the priority scenario to the demo

1

Your scenarios

The services and channels where video adds most, with their requirements.

2

Technical session

With your technical team or integrator: SPLIT, architecture and security.

3

Tailored demo

Video RTC for Genesys in the Demo Center, with the scenario you prioritize.

400K+ video calls/month · 300K+ recordings/month · 1,000+ video agents · 9 governments