

Video RTC • SPLIT

Forget the Technology
It's about Business

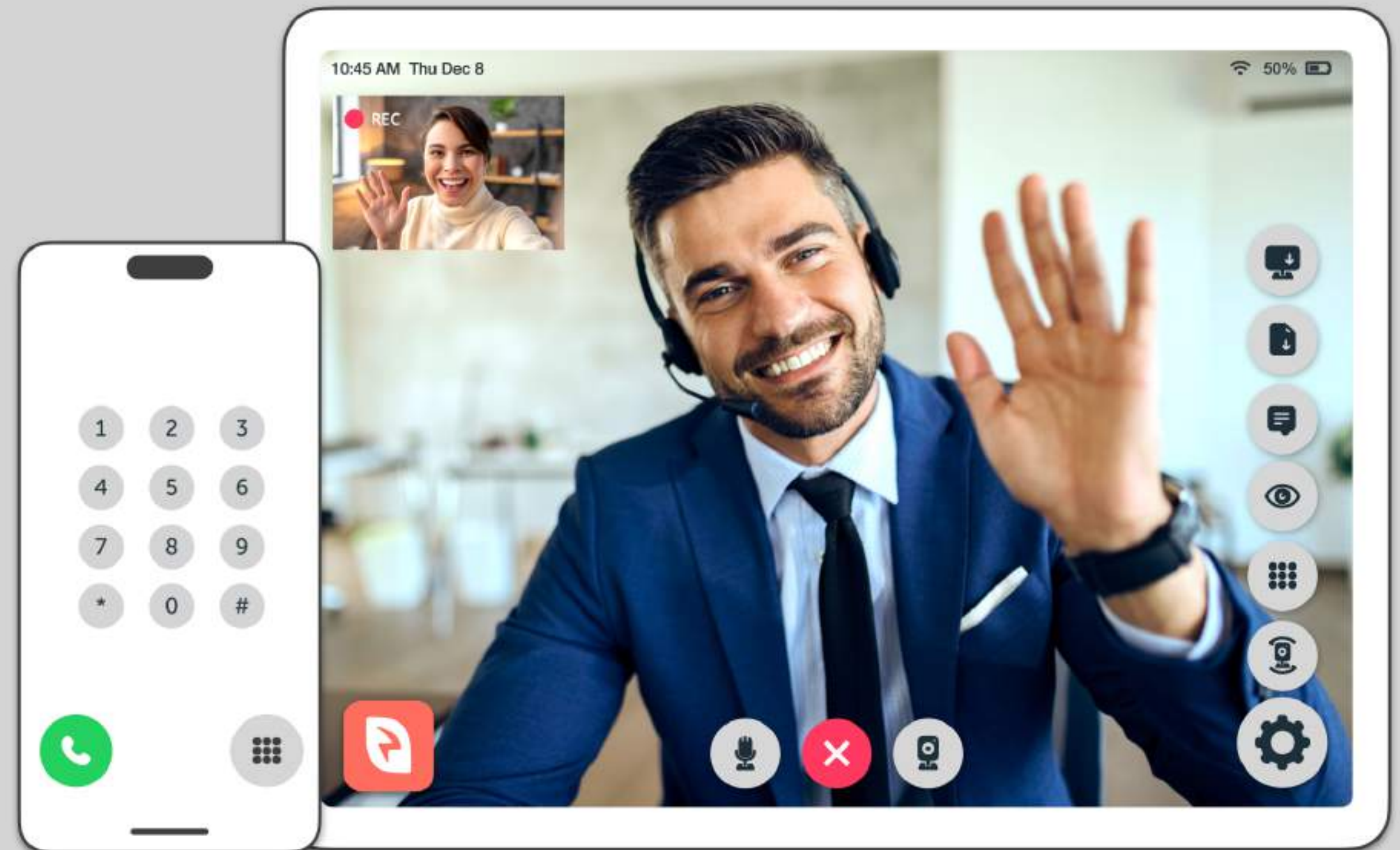


Connect, Reinvent, Empower...

Your Contact Centers

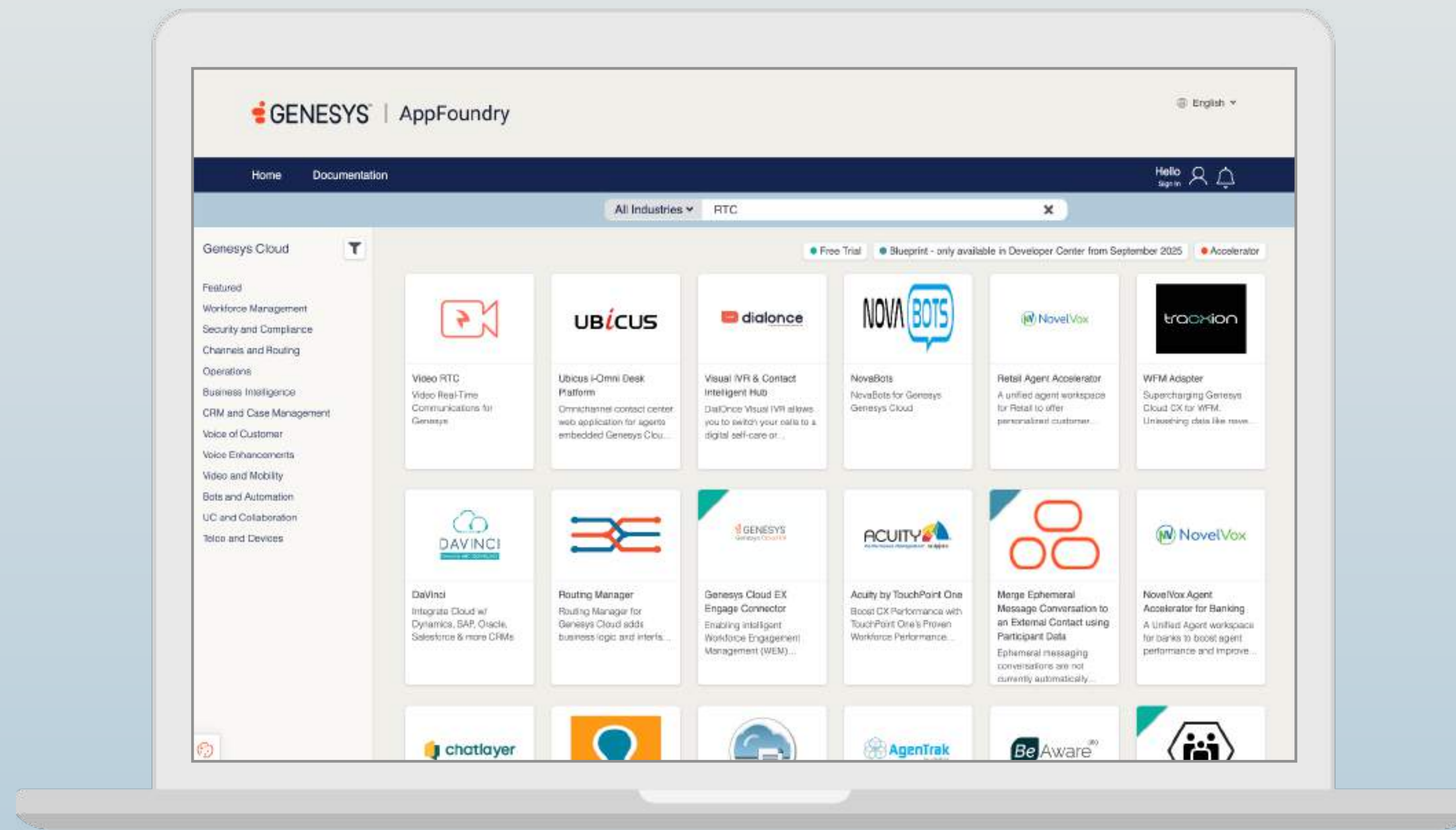
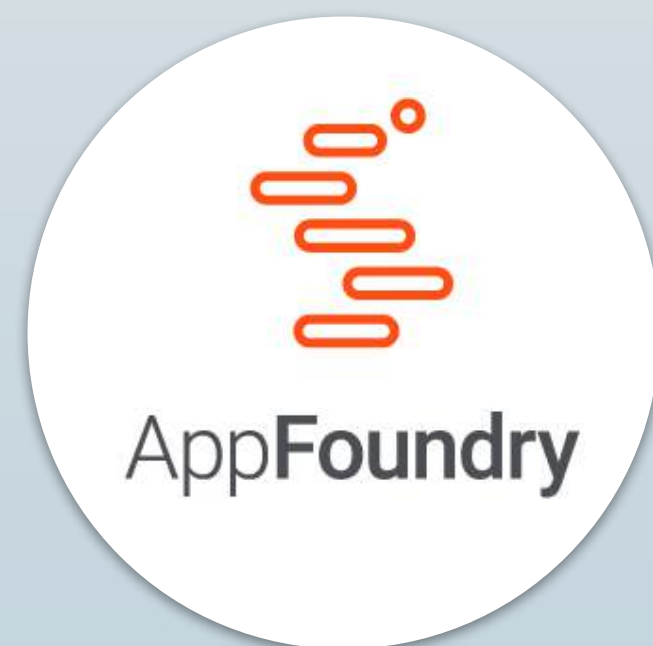
Your Channels

Your Teams



AppFoundry Premium Partner

Video RTC was created in 2015 and available at Genesys Marketplace since **2019**!



Customers and Partners who trust us

70

Businesses



9

Governments



30

Vendors / Partners



About us: Interactive Powers

99,9%

Cloud Uptime



400K

/ month

Video Calls

> **+4 M** min / month

300K

/ month

Video Recordings

> **+600 TB** per year

1000+

Video Agents



The GENESYS™ ACD powered Video Calling

Interactive **Powers**

Real-time video communications
to connect your business

Transactional Video Calls



~~Video Conferencing & Meetings~~

~~Pure WebRTC Sessions~~

SPLIT Hybrid Protocol
SIP+WebRTC

Real Time HD Quality Distribution Transfer Interoperability...

Key Differentials for Genesys Cloud CX

Key Features	Video RTC	Others
Video Call Routing	✅ Genesys ACD powered (<u>Real Time</u>)	⚠️ Universal Routing (onclick)
Transfer / Call Control	✅ Genesys Dialpad powered	❌ Not possible (WebRTC sessions)
Supervision	✅ Genesys powered (Whispering...)	❌ Not from Genesys
SIP Interoperability	✅ SIP interoperable / Queues / Ext...	❌ Not possible (only WebRTC)
Analytics & Reporting	✅ Genesys Reporting / BI (Standard)	⚠️ Specific Reporting (Product)
Video Recording	✅ Transaccional Video Recording	⚠️ Call Session (no transactional)

Cloud Services Proposal



Subscription Plans

Voice and Video Channel Fees
Agent / Supervisor Fees
Storage Fees



Customizations

Activation and Start-up Fees
Development and Integration Fees
Upgrade Fees



Value Added

Third Party Services Fees
Speech Engine Fees
Consultancy Fees

Managed Services on AWS

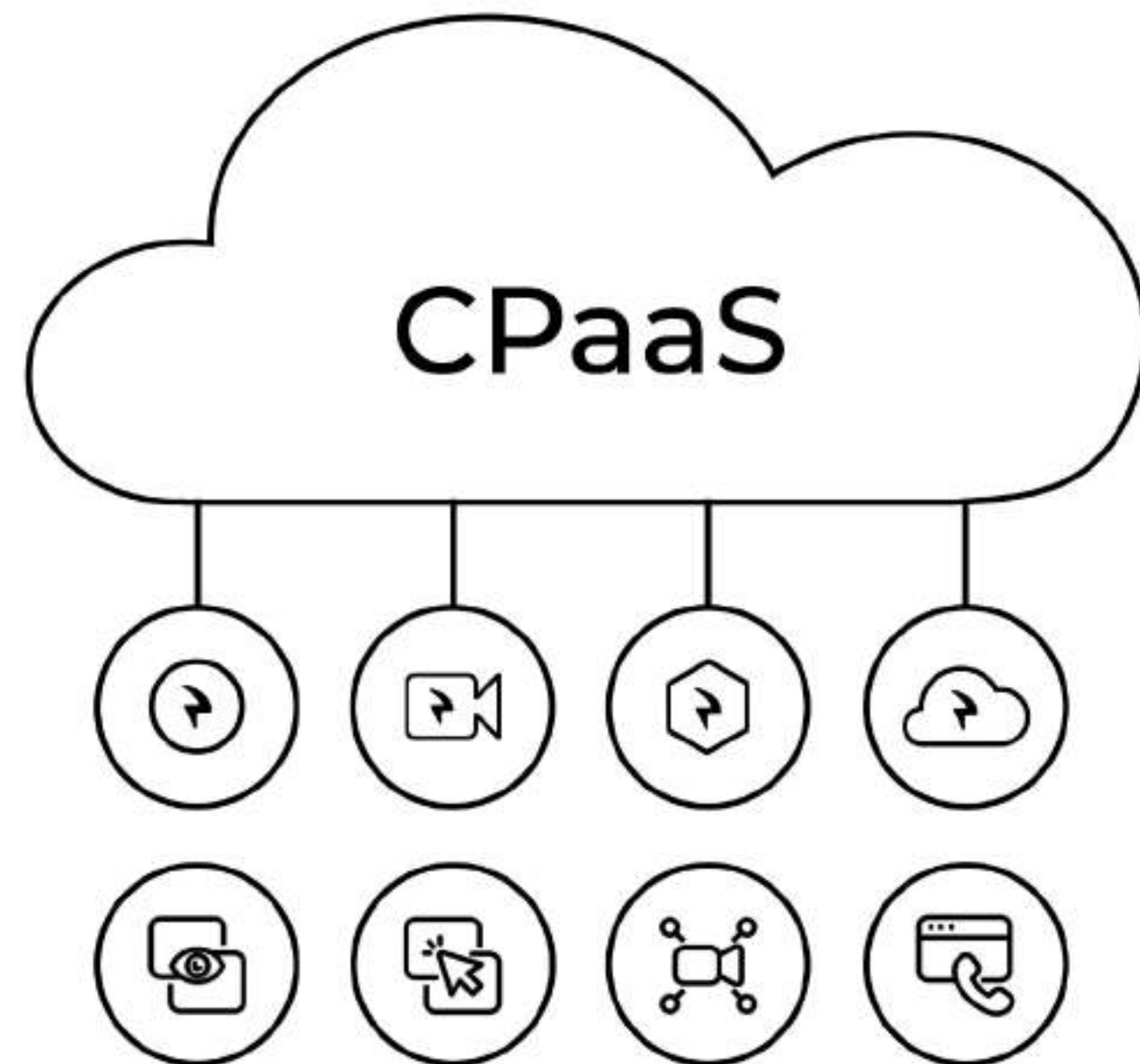
Interactive Powers offers a cloud hosting services environment with AWS with a technical support layer that guarantees transparency, control and efficiency for our customers and partners. We use a special monitoring service to control most ITSM indicators by region, node or service, giving a 99.99% uptime guarantee and traceability of all our cloud operations. This allows our customers and technology partners to have a reliable, efficient experience when using our CPaaS with Genesys Cloud.



Standard
Technology
Partner

AWS Technology Partner

Interactive Powers is an early adopter and partner with Amazon Web Services. Our relationship with Amazon allows us to help our customers leverage the benefits of cost savings, elasticity, and rapid provisioning of Infrastructure-as-a-Service (IaaS).



We globally manage cloud services in all regions

We are a close company in a global world.

We provide our CPaaS services with local follow-up in all countries.





iOS Devices



Web Browsers

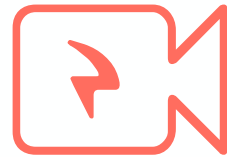


Android Devices



Boxes, Screens & TV

Web & Mobile
Widgets


Video RTC



Voice & Video Channels
Multi-Tenancy / High-Availability

Service 1



Genesys Cloud

Service 2



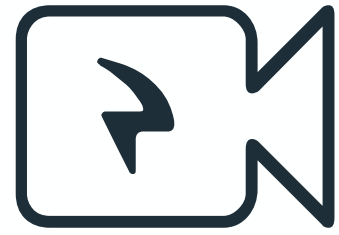
Genesys Cloud

Service 3



Genesys Cloud

 **GENESYS™**



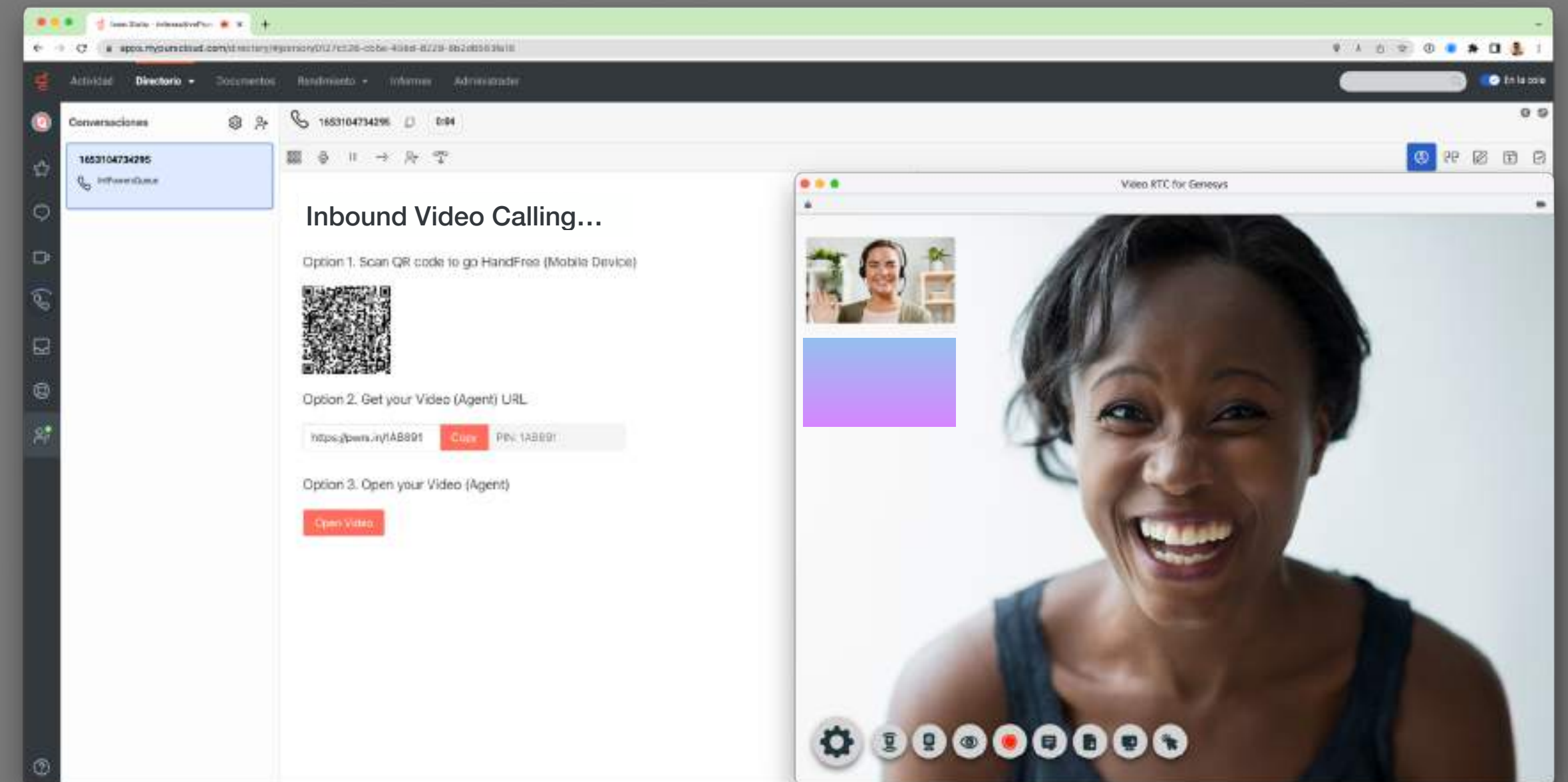
Video RTC

SPLIT Traceability

The SPLIT protocol operates with Genesys Cloud through two types of technologies: WebRTC/JS and SIP. Video calls have the same traceability as telephone calls, the SPLIT protocol produces in Genesys Cloud the same records, recordings, logs, making it easier for the Contact Center to obtain reports with the same level of detail and formats.

In addition to the conventional (telephone) call information, SPLIT transactional video calls incorporate input parameters and metadata that Genesys Cloud can read using the unique SPLIT ID identifier. This data can be used to pull information into a back-office system such as a CRM, ERP, or any type of script for customer service agents.

High Performance Video Calls require at least the same transactional functions as Phone Calls.



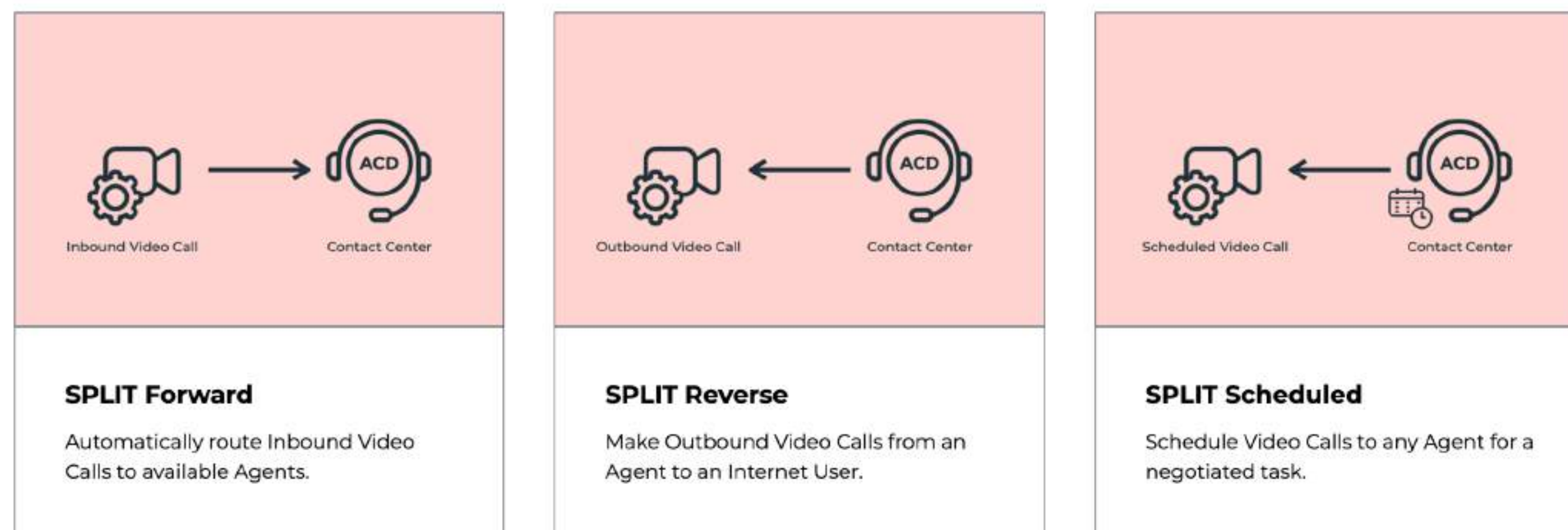


Video RTC

SPLIT Protocol

Video RTC platforms operate with a special protocol called SPLIT that allows connecting transactional video communication channels to any Contact Center system. There are three types of operating modes: **SPLIT Forward** (Inbound) video call with inbound distribution / **SPLIT Reverse** (Outbound) video call from agent to user / **SPLIT Scheduled** (Outbound) scheduled video call with expiration date.

The SPLIT protocol consists of SIP / WebRTC links synchronously combining both technologies and enabling a standards-based hybrid connection that is compatible and interoperable with most contact centers and also CCaaS platforms such as Genesys Cloud.





Video REC

Active Directory - SSO

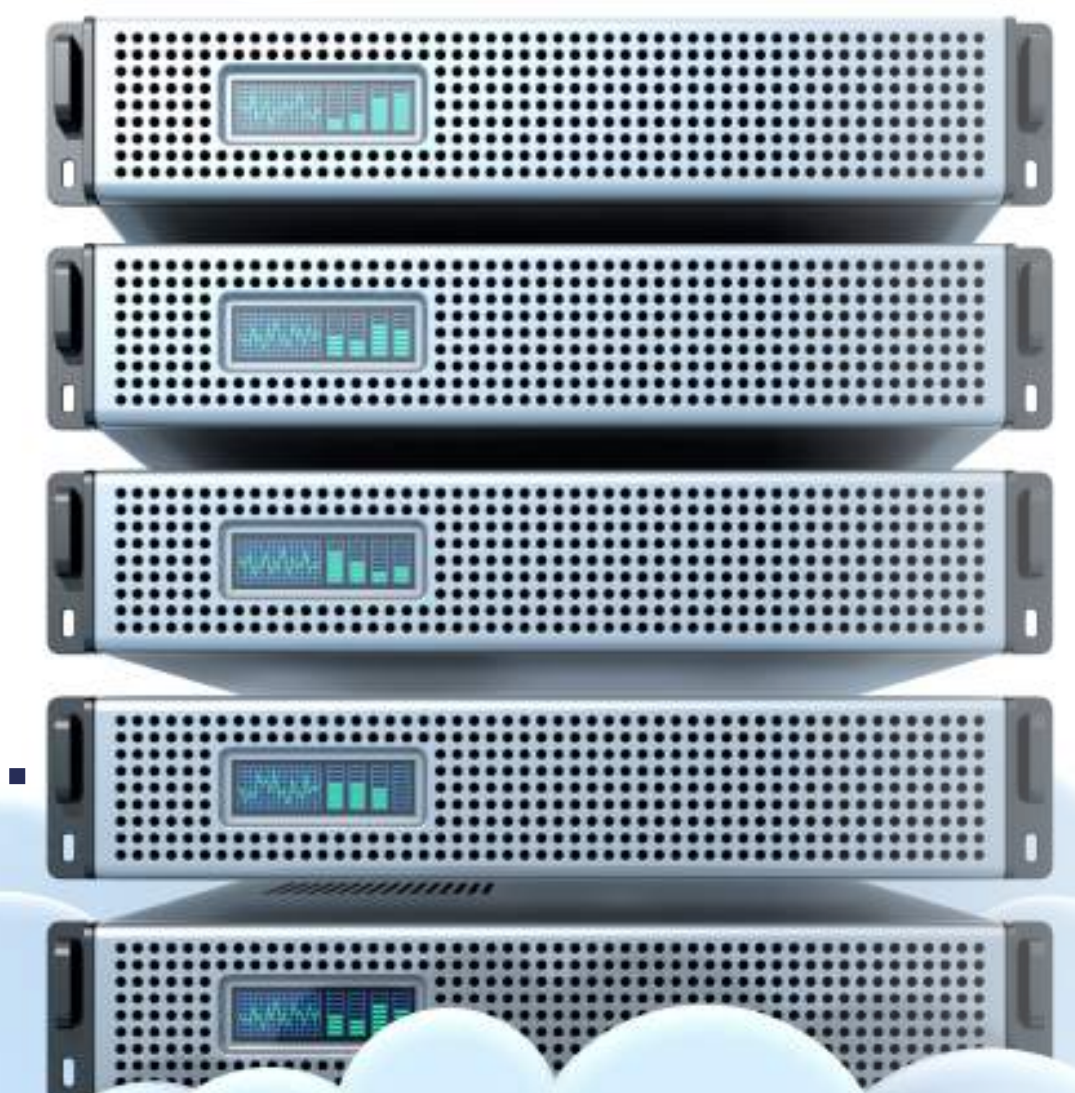
Our Video REC recording environment allows connecting customer Active Directory services in the standard CPaaS configuration by region (EU, US,...).

For customer-specific Active Directory environments, the configuration is implemented using the SAML 2.x protocol. This separate authentication by Active Directory can maintain additional REC-compliant rules, such as filtering by IP ranges for users.

Active Directory



SSO / SAML



Cloud Ready & High Availability by Region

Unlimited Elastic ECS Processing Nodes Capacity



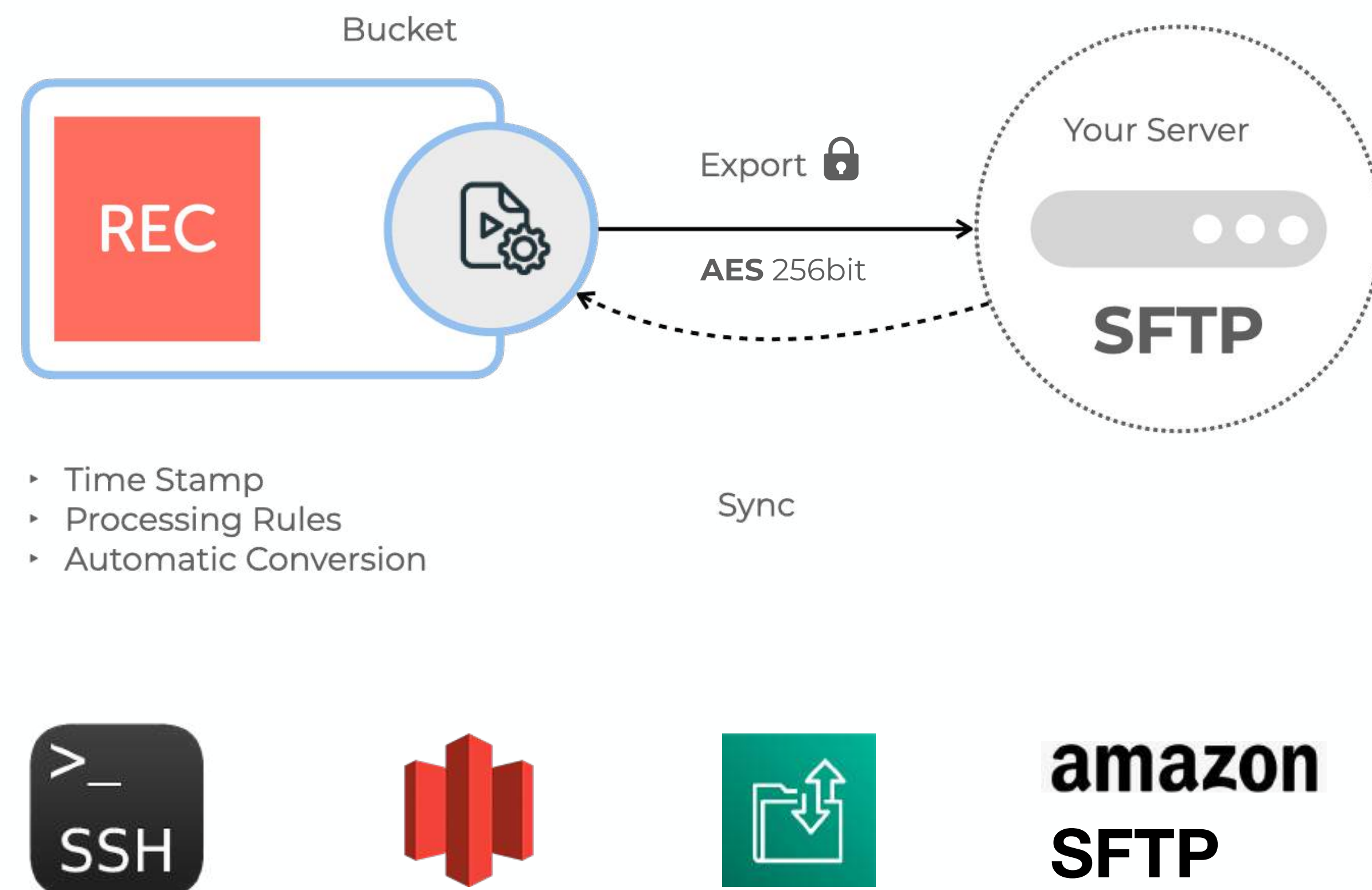
Video REC

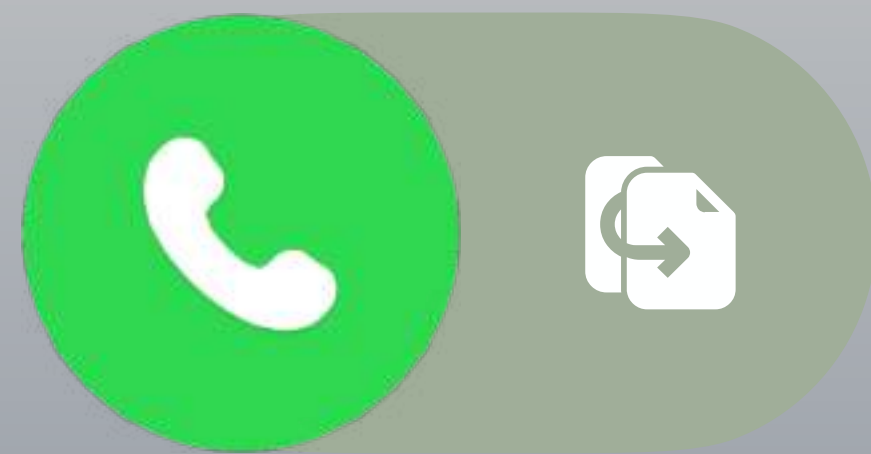
Post-Processing / Exportation

Video REC platforms allow programmable and automatic export of recordings according to advanced data management policies and storage times.

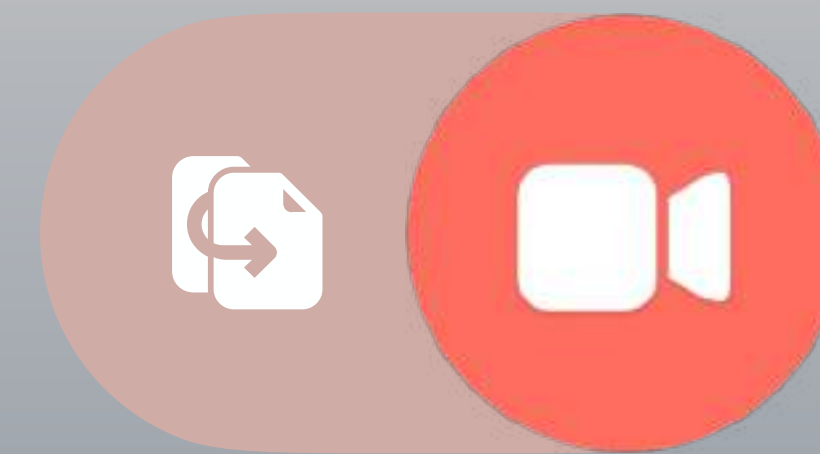
Post-Processing functions correspond to script-like instructions that are executed when a recording record is received from the Video RTC systems. Some features of this Post-Processing functionality allow programming complex processes for dates, periods, or storage times:

- Automatic deletion
- Automatic SFTP export
- Automatic archiving
- Automatic backup export





Voice Calling



Video Calling



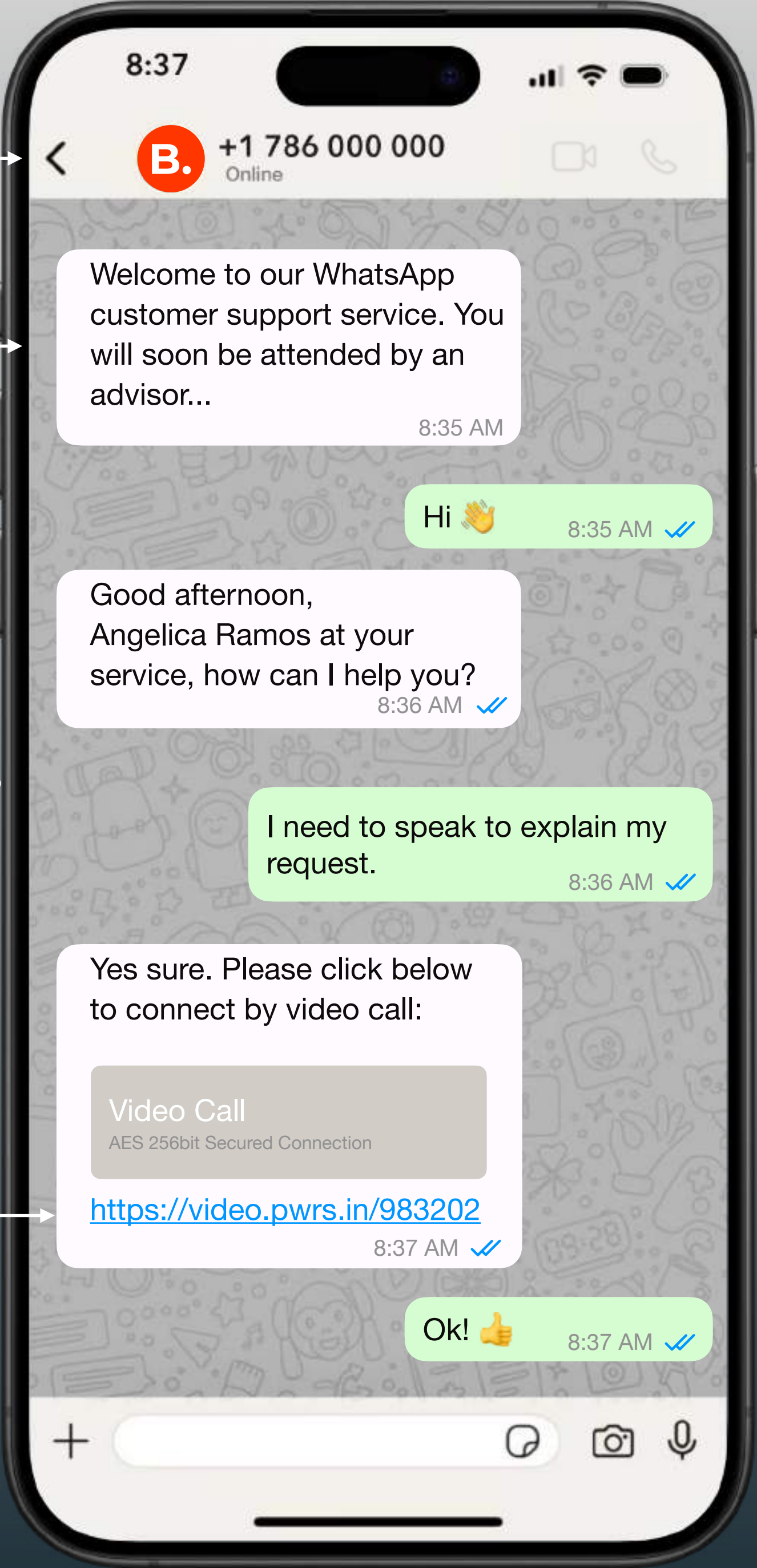
WhatsApp



WhatsApp Business | API

Agent Distribution

Click-to-video



SPLIT



Agent Name

Video Recording

Local Video

Remote Video

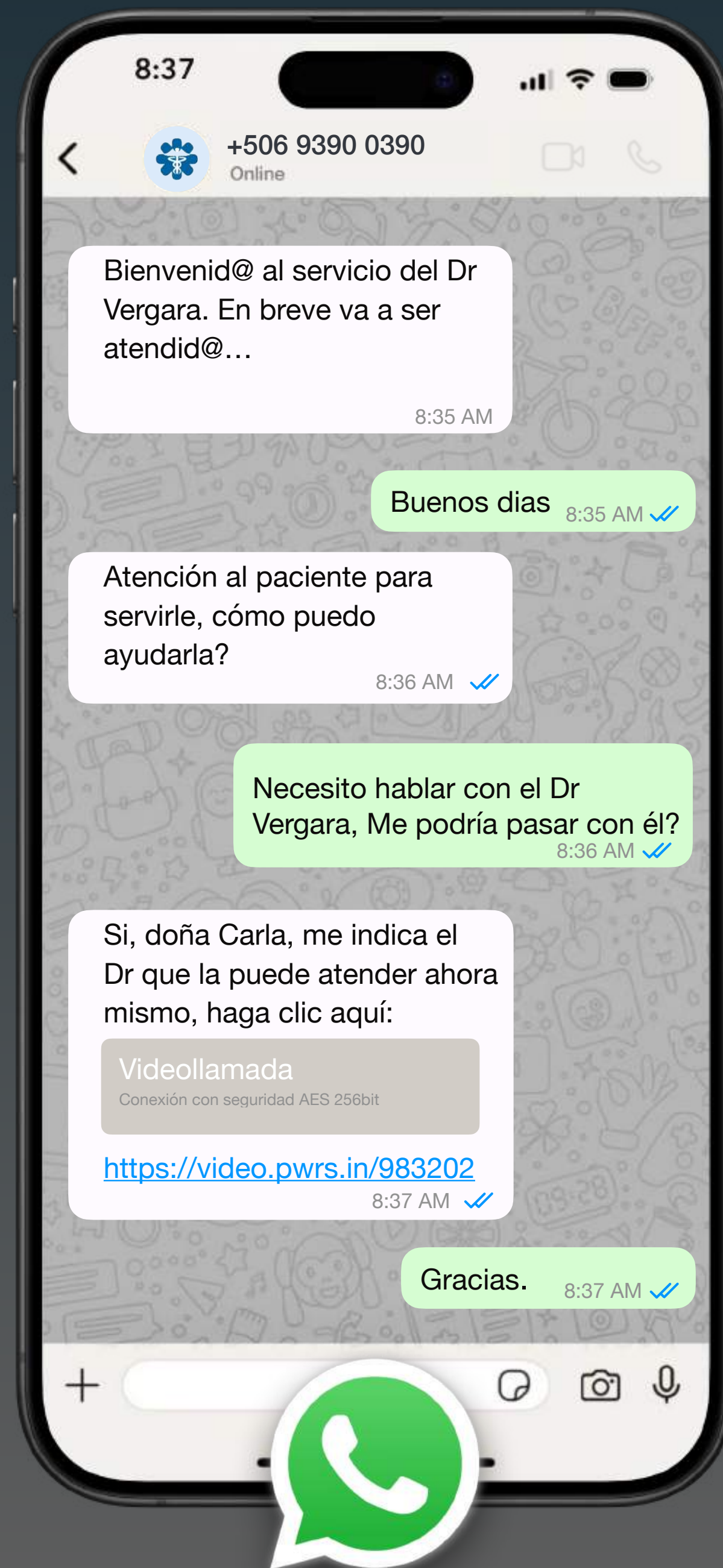
Overprinting
Your brand



Angelica Ramos

Customer Care

FAB





Video Recording



Local Video

Nael A.
Sales Support

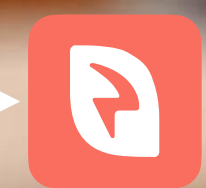


Video Agent Label

Back+ Effects

Remote Video

Overprint Logo



Screen Sharing

File Sharing

Live Chat

Snapshot

Flip Camera

Flap Button

Mute Audio

Mute Video

MacBook Pro



Video Recording

REC

Local Video



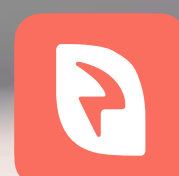
Patrick T.
Customer Care

Video Agent Label

Back+ Effects

Remote Video

Overprint Logo



Screen Sharing

File Sharing

Live Chat

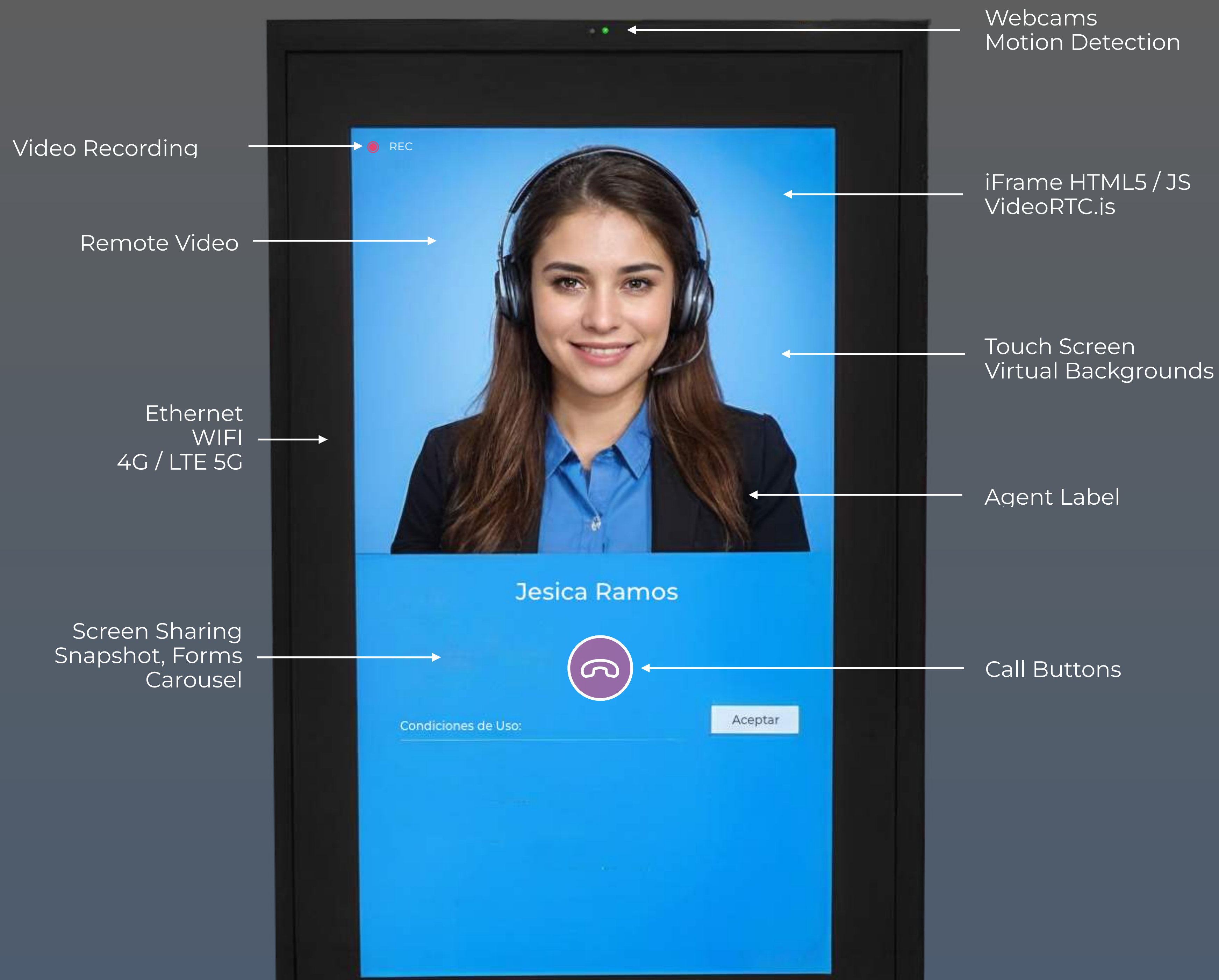
Snapshot

Flip Camera

Flap Button

Mute Audio

Mute Video



Some Customer References



Any industry may require transactional video calls.

Inbound

SPLIT Forward SPLIT Scheduled

Genesys Cloud

Ivan Sixto - interactivePov

apps.mypurecloud.com/directory/#/person/0127c526-cb5e-49bd-8229-8b2d6563fa18

ActivityDirectoryDocumentsPerformanceAdmin

On Queue

Conversations

1740067128258

IntPowersQueue

No Name

IntPowersQueue

Hello!!!

1 day

1740067128258

1:41

Microphone

Pause

Next

Agent 1

Agent 2

Agent 3

Transfer

Video Session

Option 1. Scan QR code to go Hands-Free (Mobile Device)



Option 2. Get your Video (Agent) URL

https://pwrs.in/4F3C76

PIN: 4F3C76

Option 3. Open your Video (Agent)

Open Video

Provided contact data

1740067128258

1740067128258

No matching search results

SPLIT Agent

webrtc.demo.ivrpowers.com/split_agent_pop...

640x480 480 kbits/sec INT PowersGENESYS-SPLIT-1740067128258



Workforce Management

apps.mypurecloud.com/directory/#/admin/wfm

ActivityDirectoryDocumentsPerformanceAdmin

scOn Queue

Conversations

1740075234698

IntPowersQueue

No Name

IntPowersQueue

https://pwrs.in/5926E5

2 hrs

1740075234698

0:17

MicrophonePauseNextPreviousAddParticipantsEndCallTransfer

66

Video Session

Option 1. Scan QR code to go Hands-Free (Mobile Device)



Option 2. Get your Video (Agent) URL

https://pwrs.in/517102

PIN: 517102

Option 3. Open your Video (Agent)

Open Video

02/20/2025

«February 2025»

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

Clear

Schedule

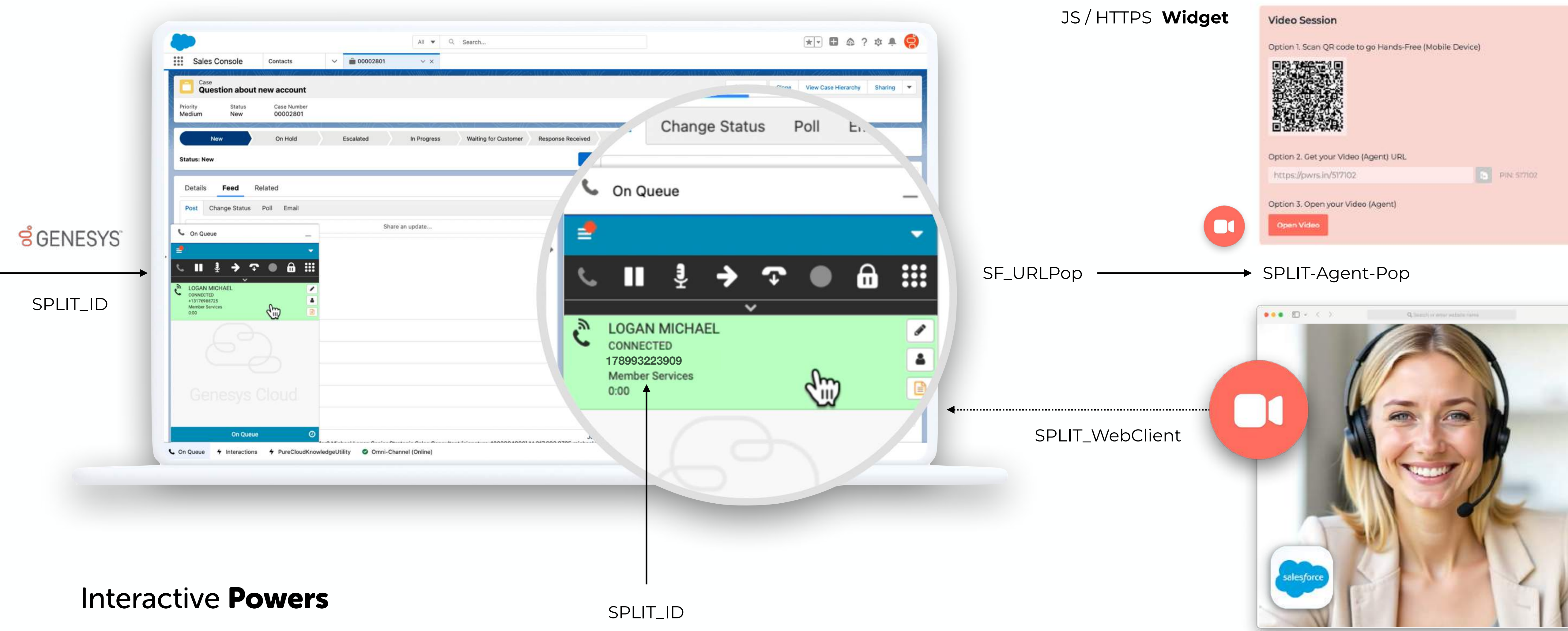
Outbound

SPLIT Reverse **SPLIT WhatsApp**

Genesys Cloud

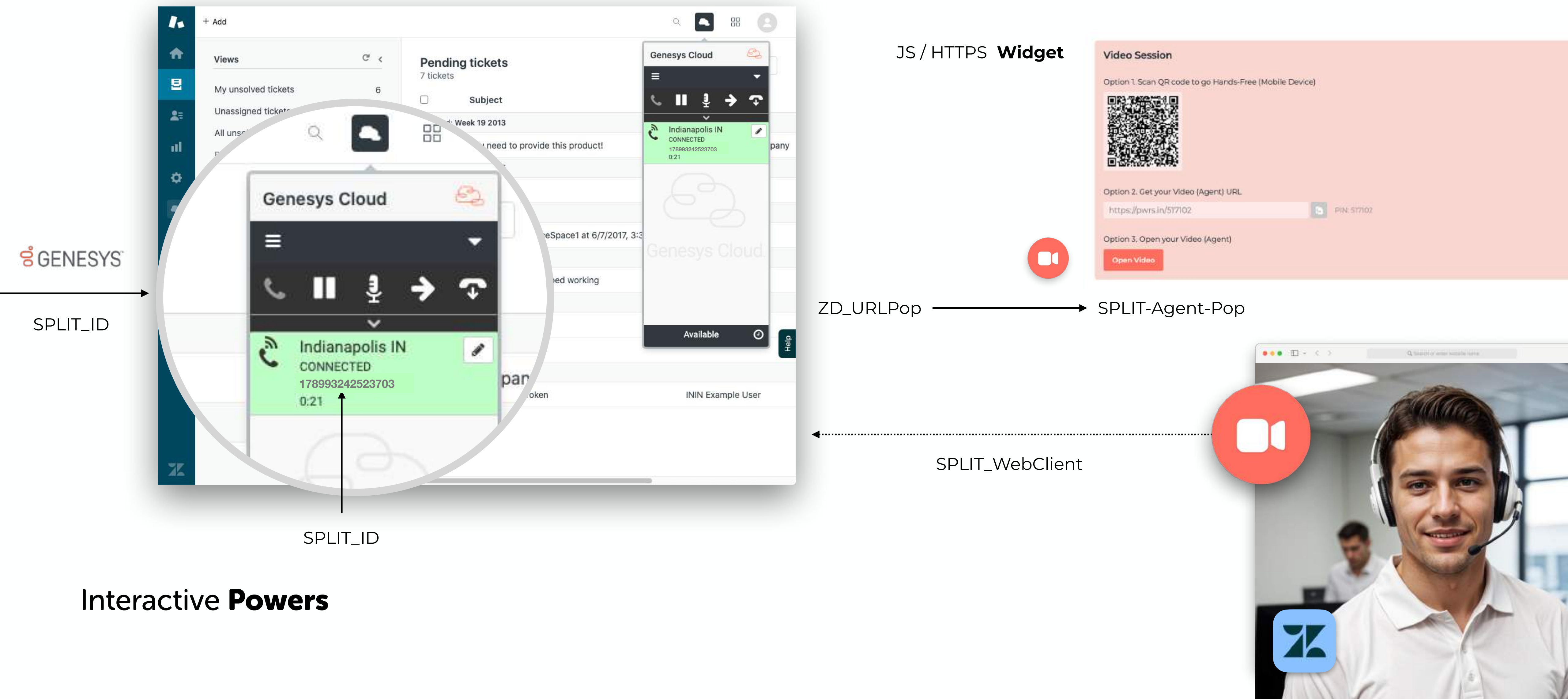
Genesys Cloud for Salesforce

This integration requires to open our SPLIT widgets inside the CRM for the Agent side.



Genesys Cloud for Zendesk

This integration requires to open our SPLIT widgets inside the Help Desk for the Agent side.



Remote Viewer

This widget can be used during a phone call to create a new session.

Connect



SPLIT Remote Viewer

Works standalone
Can be used during a phone call to share video & web collaboration tools (dual screen sharing...)

Video Session

Option 1. Scan QR code to go Hands-Free (Mobile Device)



Option 2. Get your Video (Agent) URL

 PIN: 517102

Option 3. Open your Video (Agent)

Open Video

SPLIT Forward

Inbound Video Call
Receive direct video call in a queue
ACD compliant, send to the first available agent

Voice Room Session

Click to copy and place a call session in your dial pad.



Get your shorten URL for the user.



 PIN: 5926E5

Close

SPLIT Reverse

Outbound Video Call
Join the use in a video call
Has to be create immediately (Token limited)

Voice & Video Call Connection

Click to start a direct voice or video call from your participant to your extension.



SPLIT Messaging / WhatsApp

Works for any Messaging System
SMS, Messenger, WhatsApp, Socials, Chat...etc
Can be routed to a specific extension / team queue



Interactive **Powers**

Streamline your business communications