



SENNHEISER ANNOUNCES AVAILABILITY OF BUSINESS HEADSETS ON GENESYS

APPFOUNDRY

Ballerup, March 7, 2019 – Sennheiser, a leading provider of premium audio solutions for business, kicks off its cooperation with Genesys, the global leader in omnichannel customer experience and contact center solutions.

Today, Sennheiser's business headsets are available on the Genesys AppFoundry Marketplace, a dedicated online marketplace focused on customer experience solutions. The AppFoundry allows Genesys customers to discover and rapidly deploy a broad range of solutions that make it easier to interact with consumers, engage employees and optimize their workforce. By introducing Sennheiser business headsets to the Genesys AppFoundry marketplace, customers can now enjoy premium HD audio quality and effortless ease of use with full call control management.

"We are proud to announce our partnership with Genesys. As a manufacturer of premium headsets and high-quality audio, joining forces with Genesys is a natural next step for us," says Theis Moerk, Vice President of Product Management Enterprise Solutions at Sennheiser. "We see great synergies between the Genesys solutions and Sennheiser products and are looking forward to starting the collaboration so we can together optimize the user experience."

Sennheiser is entering AppFoundry with full interoperability to the Genesys PureCloud® and PureEngage™ platforms. As a unified, all-in-one customer engagement and employee collaboration platform, PureCloud is flexible, open, feature-rich, and built for rapid innovation. All Sennheiser USB, Bluetooth and DECT headsets, including the new Sennheiser SDW 5000 DECT headset series are compatible with Genesys PureCloud via Sennheiser HeadSetup Pro for Windows and Mac. This ultimately provides seamless remote call control integration for joint customers and will increase customer service representatives' productivity, flexibility as well as the ability to multitask.

Genesys PureEngage, on the other hand, is an omnichannel customer engagement suite for global businesses to deliver competitively superior experiences with real-time contextual journeys, world-class orchestrated routing and digital transformation at any scale. Sennheiser's product compatibility is rolled out through a Sennheiser software plug-in* as call control interoperability through PureEngage communications client Workspace Desktop Edition.



Additionally, businesses deploying Sennheiser USB enabled headsets with the PureCloud and PureEngage platforms can now enjoy integrated call control functionality as well as full visibility and management through the optional Sennheiser HeadSetup Pro Manager. The HeadSetup Pro Manager is a cloud-based IT management solution providing options such as asset overview, exception handling, firmware updates and device configuration as well as reporting capabilities for Sennheiser headsets and speakerphones. This service is available for contact center managers and gives insights on what devices are deployed, how they are configured and who is using the device.

To learn more, please visit: sennheiser.com/genesys

*Available end of March at: sennheiser.com/headset-software-pc

ABOUT SENNHEISER COMMUNICATIONS

The company is a powerful joint venture between the German electro acoustics specialist Sennheiser Electronic GmbH & Co. KG and internationally renowned Danish hearing healthcare company William Demant Holding Group. The joint venture draws on the experience of the two parent companies, both of whom are global technology leaders in their respective fields.

Established in 2003, Sennheiser Communications A/S has been developing award winning headsets for business professionals and the gaming community from its headquarters in Copenhagen, Denmark. The success builds on more than 150 years of combined sound heritage, the very latest technologies, and most of all, on our team of committed experts and professionals.

Sennheiser Communications specializes in combining high-end audio and sound reproduction quality with leading hearing aid and advanced digital signal processing technologies for state-of-the-art communication products for call centers, office applications, as well as headsets for gaming and mobile devices.

Find more information about Sennheiser Communications at www.senncom.com.

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