

# SMART COMMUNICATIONS™ vs.





# Legacy Document Generation

**Customer communications are more important than ever. Cloud solutions are the way forward for improved customer experience and business agility. Smart Communications is the only truly cloud-enabled customer communications management (CCM) solution on the market. Compare our solution to your legacy system and uncover why now is the time to make the switch.**

## { Cost Savings }

**SMART COMMUNICATIONS™**





**Legacy Document Generation Systems**

 <p><b>Improve Time to Market</b></p>	<p>Empowers your business users to make changes within hours, sometimes in minutes, rather than days or weeks going through IT.</p>	<p>Slower to implement, and present more obstacles to getting new product communications out quickly.</p>
 <p><b>Eliminate Increasing Maintenance Charges</b></p>	<p>Because maintenance fees are built into the annual subscription fees, users are not faced with significant annual increases.</p>	<p>Some legacy customers see maintenance fees rise annually, up to a double digit percentage increase each year. Additionally, users must purchase upgrade packages and install them. This means yet another trip back to IT for help before getting those communications out.</p>
 <p><b>Upgrade Process</b></p>	<p>Upgrades are built into the service, so they require minimal cost and resources.</p>	<p>Force enterprises to coordinate hardware, software, and version control to deploy an upgrade. Associated upgrade costs range from \$100k - \$400k.</p>
 <p><b>Reduces IT Infrastructure Costs Via the Cloud</b></p>	<p>Migrating customer communications to the cloud typically saves users \$300,000 in hardware, software, and environmental costs.</p>	<p>Legacy systems were not built for the cloud and require costly infrastructure to run.</p>
 <p><b>Reduces Labor Costs</b></p>	<p>Reduces the number of templates that an enterprise needs by 60 to 90%, making business users much more efficient and productive in communicating with customers.</p>	<p>Proliferate the number of templates as branded communications are managed on a per template basis, reducing efficiency.</p>
 <p><b>Evolving From Print to Digital</b></p>	<p>Enables enterprises to increase the number of documents sent by email rather than regular mail 40% by the third year.</p>	<p>Slow down the process of digital channel adoption due to the "print first" mentality and architecture.</p>
 <p><b>Deployment Flexibility</b></p>	<p>The only enterprise-class solution listed as a Leader on Gartner's CCM Magic Quadrant that offers full cloud in a multi-tenant SaaS environment and hybrid-cloud deployment, giving enterprises unparalleled choice and control over where data is processed and managed.</p>	<p>Claim to have cloud, but are actually hosting their on-premise software in a non multi-tenant third party data center. Check by asking 3 questions:          1. Is your solution multi-tenant?          2. How are updates implemented?          3. What security accreditations does your solution have, e.g. Soc I, Soc II, HIPAA, PCI?</p>

## { Benefits for the Business User }

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**Legacy Document Generation Systems**

 <p><b>Interactive Communications</b></p>	<p>Create, edit, and approve custom documents for any channel with a web-based interface using a zero footprint deployment model, making interactive customer service easy.</p>	<p>Rely upon third party components to deliver the interactive functionality, making it more difficult to get new features added to the solution.</p>
 <p><b>Ease of Implementing Change</b></p>	<p>Enables business users to scale the change process by updating <i>once</i> using business user friendly tools for accelerated testing and release.</p>	<p>Unable to provide insight to business users about which of the thousands of templates ("compiled packages") contain shared content, inhibiting the ability to make changes in a timely fashion.</p>
 <p><b>Forms Support</b></p>	<p>Provides the ability to import and store existing PDF forms, including forms with mapped variables.</p>	<p>Require solution customization and recoding to allow the business user to overlay content on static forms.</p>
 <p><b>Business Empowerment</b></p>	<p>A smart, intuitive interface that puts communications in the hands of the business user with minimal training required.</p>	<p>Built with user interfaces geared towards technical users, not business users, making it impossible for the business user to have independent, brand-managed control over customer communication.</p>
 <p><b>Multi-channel Realtime Preview</b></p>	<p>Allows users to create mobile and digital-ready responsive templates designed to load optimally on any device.</p>	<p>Lack the flexibility needed to serve today's mobile consumers and unable to provide realtime previews.</p>

## { Benefits for IT Teams }

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 <p><b>Modern CLOUD Architecture</b></p>	<p>Purpose-built for the cloud using modern architecture standards and recognized by Gartner for pioneering the CCM space in the Cloud. <small>Recognized by Gartner</small></p>	<p>Architected as on-premise, print-first solutions that are more difficult to enable for cloud deployment.</p>
 <p><b>XML</b></p>	<p>Stores all assets as XML, the defacto standard for web-based architectures that's machine readable and easily convertible.</p>	<p>Rely on proprietary languages and are compiled to lock customers in, making it difficult to move off the platform.</p>
 <p><b>Open Integration</b></p>	<p>Requires no customized code, designed for easy integration into contemporary enterprise architectures using a fully documented and versioned RESTful API interface.</p>	<p>Require custom code to integrate with other systems, extending the time to implement and integrate into enterprise environments.</p>
 <p><b>Pre-integrated Solutions</b></p>	<p>Out-of-the-box adaptors/accelerators with Microsoft Dynamics (Salesforce, Microsoft Dynamics) and Insurance solutions (Guidewire).</p>	<p>Require custom code to integrate with other systems.</p>

**Learn how easy it is to migrate off your legacy system**

[CLICK HERE](#)

**SMART COMMUNICATIONS™**