

3 Reasons







To Move Customer Communications to the Cloud

Customer communications are more important than ever,



and cloud solutions are the way forward for enterprises to improve customer experience and business agility. True cloud-enabled customer communications is available now. Here's why you should make the switch...

1. Cost The cloud is less expensive than on-premise solutions.



of enterprises are moving to the cloud to replace costly on-premise, legacy technology. - Cloud Computing Survey 2015



Server Racks

Databases



Third party



software Example savings from decommissioning of legacy platform:





\$350,000/ Year



Legacy solutions can up to 10% annually increase maintenance costs

Annual

Maintenance Costs

Possible Maintenance Charge Savings Over Six Years:







\$191,199

The cloud is much faster and more efficient. Here's how:

2. Speed

Faster Faster

Cloud-based solution:

Implementation:

On-Premise solution:



Time-to-Market:

IT staff and systems could spend 21% less time on customer communications with a cloud-based solution.

faster than on-premise

the cloud went up by

Which means:

3. Ease of Integration Cloud integration is 60–75%

From 2011 to 2016, the number of IT departments reporting having at least one **Cloud solutions** application or portion of computer infrastructure in

Cloud lets you fit communications into your

systems environment easily and quickly.

Modern architecture Industry standards Flexible deployment

Why?

deliver:

- Cloud Adoption & Risk efficient. Here's how:Report Q4 2016 **Dump Your Legacy Platform and Take Advantage**

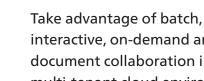
of the Cloud for Customer Communications Management Using 15+ YEAR OLD

provides a vital advantage over other enterprise customer

communications solutions – **deployment flexibility**.

Here's how we deploy Smart Communications for your business to

provide secure, compliant and lower-cost customercommunications:



interactive, on-demand and document collaboration in a secure multi-tenant cloud environment with zero footprint and browser-based interfaces that are easy to use and reduce cost of ownership.

Cloud

The Smart Communications Appliance provides advanced communications capabilities and processing within your enterprise's firewall for batch, interactive, and on-demand generation use cases. Template Design, Administration, and Content Management take place within the secure Smart Communications multi-tenant SaaS environment.

Hybrid

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to learn how easy it is to migrate off your legacy system