

# 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.

### Data Center Environment Costs

“48% of enterprises are moving to the cloud to replace costly on-premise, legacy technology.”

— Cloud Computing Survey 2015

Databases

OS Upgrades

Server Racks

Third party software

Example savings from decommissioning of legacy platform:

\$350,000/ Year

### Annual Maintenance Costs

Legacy solutions can increase maintenance costs

up to 10% annually



This Year

\$25,000



Five Years From Now

\$39,864

Possible Maintenance Charge Savings Over Six Years:

\$191,199

## 2. Speed

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

### Faster Implementation:

Cloud-based solution:

16 WEEKS

On-Premise solution:

40 WEEKS



### Faster Time-to-Market:

Companies that adopt cloud services experience a

60%

average improvement in time-to-market



— Cloud Adoption & Risk Report Q4 2016

Which means:

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

## 3. Ease of Integration

Cloud integration is 60–75% faster than on-premise

Cloud lets you fit communications into your systems environment easily and quickly.

### Why?

Cloud solutions deliver:

- Modern architecture
- Industry standards
- Flexible deployment

From 2011 to 2016, the number of IT departments reporting having at least one application or portion of computer infrastructure in the cloud went up by

19%

— 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

technology means your business is less agile, incurs greater ecosystem costs, and has more operational inefficiencies than your competitors.

SMART COMMUNICATIONS™

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 customer communications:



### Cloud

Take advantage of batch, 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.



### Hybrid

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.

CLICK HERE

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

SMART COMMUNICATIONS™