

# APAC

# CIO

# Outlook

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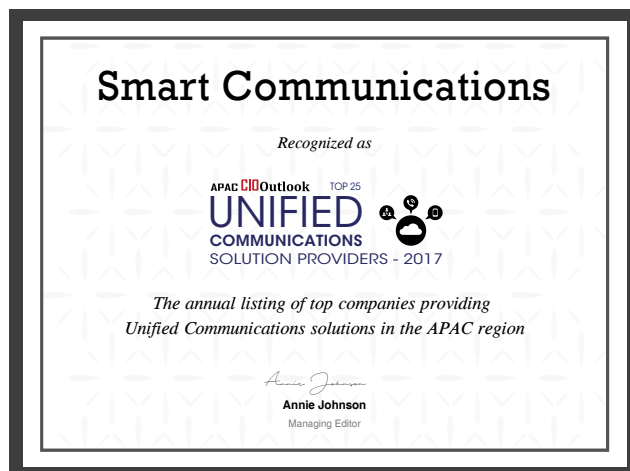
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## Top 25 Unified Communications Solution Providers - 2017

With businesses branching out into different geographical locations, and effective communication becoming an integral part of business prosperity and management, Unified Communications (UC) is gaining tremendous traction. UC not only allow a company to maintain seamless connections with their employees and customers spread across the globe, it also promotes better collaborations, making integration a building block in the collaborative process. Emails have been one of the primary ways of communication but with everything moving towards instant reciprocation, many organizations have shifted to in-house instant messaging that leads to quick response and action. Another trend that has been on the rise is the integration of enterprise communication services with cloud-based unified communication systems. This trend extends cost-effectiveness in customizations, which simplify the overall communication and collaboration management with better connectivity. Bringing in UC strategize for more co-operative working environments, generating real and consistent values for the companies and their development.

Furthermore, the advent of video conferencing and instant messaging has brought about an increasingly mobile workspace, which requires the solution providers to have highly-integrated customizable options in order to keep up with the spontaneity of the business spheres. With an increasing interest of companies to shift towards remote workspaces by incorporating cutting-edge technologies into cloud or SaaS-based platforms, the need for efficient UC solution providers has escalated.

The current edition of APAC CIO Outlook presents “Top 25 Unified Communications Solution Providers - 2017” that have successfully catered to enterprise communication and collaboration, keeping up with the evolving trends. The organizations featured are some of the most prominent ones in the industry, chosen on the basis of their comprehensive range of offerings, infusing cost-effectiveness and inducing operational efficiency. The aim of this proposed list is to help corporations find a befitting unified communications solution provider that helps in achieving their set business goals.



### Company:

Smart Communications

### Key Person:

George Wright  
CEO

### Description:

Simplifying customer and business communications to deliver personalized multi-channel cloud-enabled customer communication solutions

### Website:

smartcommunications.com

# Smart Communications: Cloud-Based CCM Solution Provider

**T**he increasing needs for precise customer communications have triggered the necessity for personalization in communications, and the development of real-time cloud-enabled communication solutions to support enterprises. However, the word on the street is that there is a huge communication gap between enterprises and the new generation of customers, and bridging this gap is a tough challenge in the era of this breakneck digitalization. “Enterprises are struggling to communicate at scale in ways that still meet the preferences of their many different segments of customers,” says George Wright, CEO of Smart Communications. Adhering to this demand, his organization, Smart Communications offers unique solutions that enable enterprises to scale the millions of conversations that they have with their customers regularly.

Smart Communications is a pioneer in multi-channel communications and offers advanced enterprise customer communications with the market’s only family of cloud-enabled solutions. “This innovative state-of-the-art technology coupled with the cloud capability sets our solutions apart from the legacy solutions still available today,” affirms Wright. Smart Communications understands that enterprises are on different paths to utilizing full cloud solutions, which has led them to provide their solution through a hybrid cloud deployment model.

With their secure and standards-compliant multi-tenant secure SaaS infrastructure, Smart Communications delivers an end-to-end cloud-enabled business communication solution to address a wide range of enterprise requirements. Moreover, this deployment flexibility enables customers to access Smart Communications’ market-leading functionality. SmartCOMM™ is Smart Communications’ flagship product that aids enterprises in driving accurate and personalized customer conversations with their clients. This cost-effective solution is proven to provide great advantage for P&C insurers, healthcare payers, retail banks, and, government agencies in the creation, generation, and delivery of personalized, multi-channel customer communications.

In the Capital Markets, the company’s SmartDX™ solution helps all of the G15 investment banks as well as commodity businesses to simplify the generation and digitization of OTC trade and relationship documentation. A solution created

in cooperation with leading Capital Markets enterprises, SmartDX™ accelerates all documentation processing for both the sell- and buy-side through template document creation. SmartDX™ uniquely offers an online collaborative negotiation environment that enables trading partners to efficiently negotiate and unlock trapped data, lowering the cost of OTC documentation.

Smart Communications has also developed an enterprise class app, SmartCORR™ for Salesforce, which allows businesses to leverage data from their Salesforce environment and seamlessly create correspondence for sales and service processes managed in Salesforce. “If Salesforce is the center of your business, SmartCORR is the enterprise-class app that manages all communications in the lifecycle of your customers,” adds Wright.

Clients across various sectors including financial services, insurance, and healthcare payers enjoy the true cloud-based communication solutions offered by Smart Communications. AMP, ANZ, Westpac, Allianz, Insurance Australia Group and several other local and federal government departments and agencies are a few to name among its prestigious client roster.



George Wright,  
 CEO

Smart Communications offers unique solutions that enable enterprises to scale the millions of conversations that they have with their customers regularly

Competing against traditional and big box software providers by keeping pace with the rapid digital transformation, Smart Communications aims to enhance the capabilities of its unique cloud-enabled communication solutions. Moreover, the company is deeply committed to delivering technology capabilities that put business users in even more control of communications by enhancing communications intended for all forms of connected and mobile devices. Smart Communications was recently backed by Accel-KKR, which has enabled the organization to invest even more deeply to develop CCM innovations and technologies. “We are constantly advancing our technology, and in our next releases we are deepening our commitment to making customer communications in the cloud as easy, unified, and accessible as possible for all enterprises,” concludes Wright. **ACO**