WELCOME TO INNOVATE

Interact. Empower. **SCALE.**

George Wright

CEO

Follow us on social.
Scale the Conversation.

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WHAT A YEAR!
2016-2017 TIMELINE

SEPTEMBER 2016
Smart Communications launches as independent company backed by Accel-KKR

JANUARY 2017
Smart Communications names new CFO, CMO and CTO

MARCH 2017
Launched rebranding with Scale the Conversation™

JULY 2017
Insurance customer saving over $5M per year with a 35% reduction in print and mail communications

SEPTEMBER 2017
Guidewire and Smart Communications surpass 65 joint customers, 150%+ from a year ago

TODAY
Kickoff
INNOVATE US!

DECEMBER 2016
Celent Research: 75% of FS institutions agree – Validates CCM is the center of a multi-channel comm strategy

MARCH 2017
Smart Communications Innovation continues with SC16 Release

MAY 2017
Banking customer realizes total benefit of $16.7M and an ROI of 260% over a 3-year period

AUGUST 2017
Signed new SMARTCaaS™ partners: Cloud Margin & Casenet

SEPTEMBER 2017
Smart Communications Innovation continues with SC17 Release

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WHAT A YEAR!

2017 INDUSTRY RECOGNITION, AWARDS AND LEADERSHIP

JANUARY 2017
Gartner recognizes Smart Communications as the only cloud solution on its 2017 CCM Magic Quadrant. Smart Communications named a "Leader"

MAY 2017
CIOReview names Smart Communications "20 Most Promising Insurance Technology Solution Providers 2017"

JULY 2017
Named "2017 Hot Companies in Customer Experience" by DOCUMENT Strategy magazine

AUGUST 2017
"Smart Communications: 100% Focus on Next-Gen Customer Communications Management" from SMA Research

SEPTEMBER 2017
Smart Communications named as the winner of "XCelent Technology" in Celent's Xcelent Awards.

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"

By embracing the SmartSTART approach, we've been able to get to market faster than we could with any of the other solutions. This is the first time in my career where a vendor has under-promised and overdelivered.

Executive Director, Indiana Farm Bureau

CONFIDENTIAL

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DIGITAL

Disrupt. Transform. Repeat. That's the new normal. Done right, cloud not only drives that reality-it can turn it into your advantage. Deloitte's end-to-end capabilities and understanding of your business and industry help amplify the transformative value of cloud.

Deloitte.

IN 3 TO 5 YEARS

There will be a significant increase in business embracing wide-scale digital transformation plans.

2017 CUSTOMER ENGAGEMENT RESEARCH
MAR 8

IDG

DON'T WANT YOUR CYBER ATTACKED?
MOVE TO THE CLOUD.

The latest malware attack should motivate business to get their security act together.

Bloomberg Businessweek

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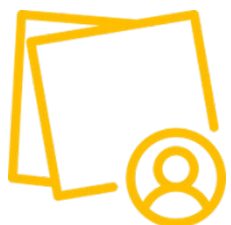
And it's not just moving to digital for digital sake...

72% of business leaders say that **improving the customer experience is their top priority.**

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WHAT ARE WE HEARING?

How are leading companies thinking about digital transformation and delivering the right customer conversations today?

Customers Expect Personalization

Consumers today expect personalized, relevant, interactive communications on their terms and in their preferred channel(s).
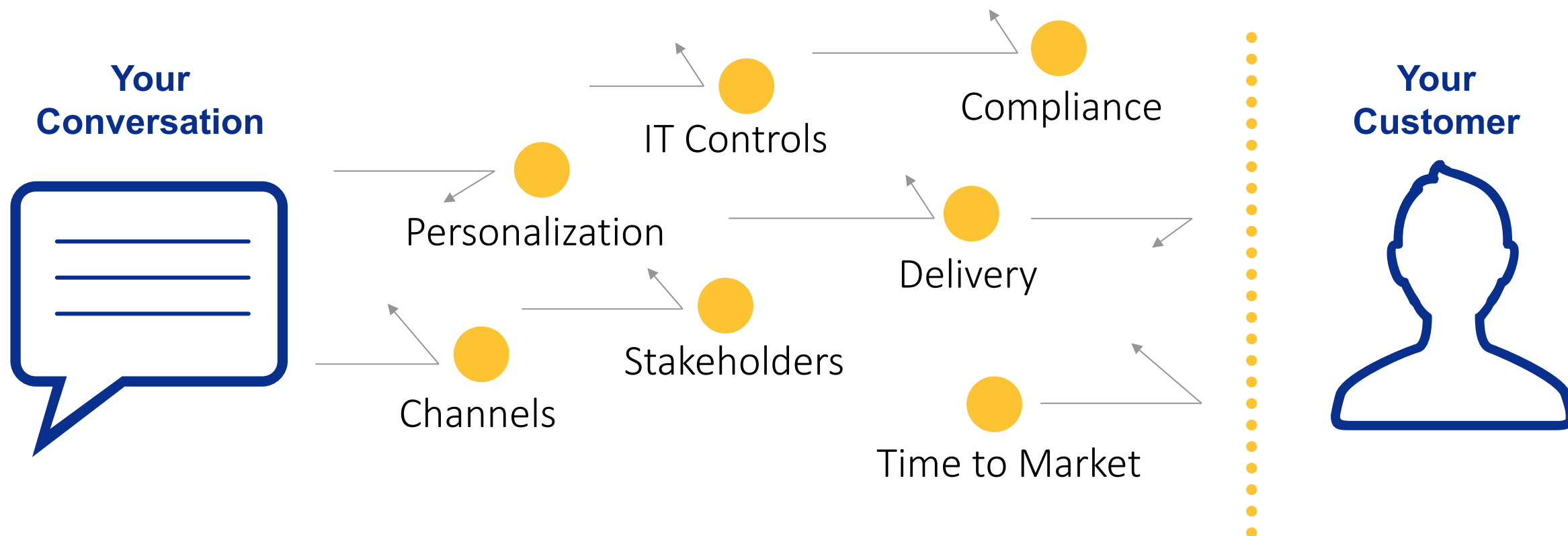
There is a Communication Gap

Companies have a big gap between how they want to communicate and what most Customer Communications Management (CCM) solutions will actually let them do.
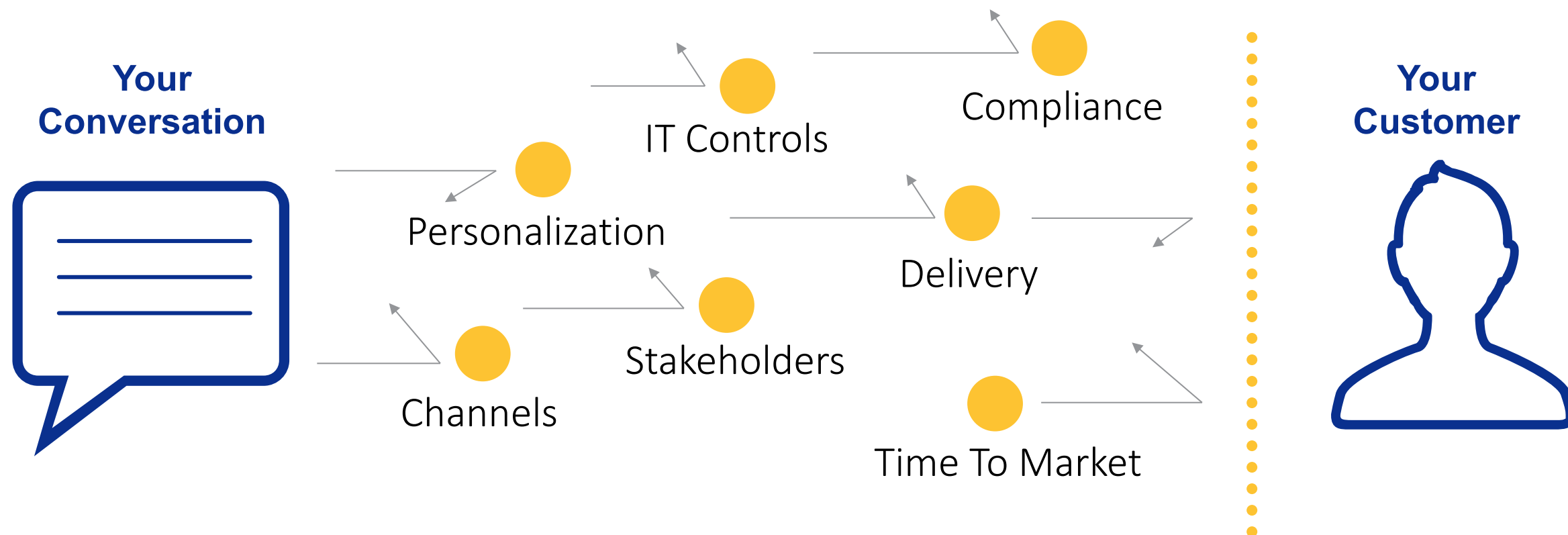
Technology is Always Moving

With the emergence of new technologies and consumer trends, the gap keeps getting wider.

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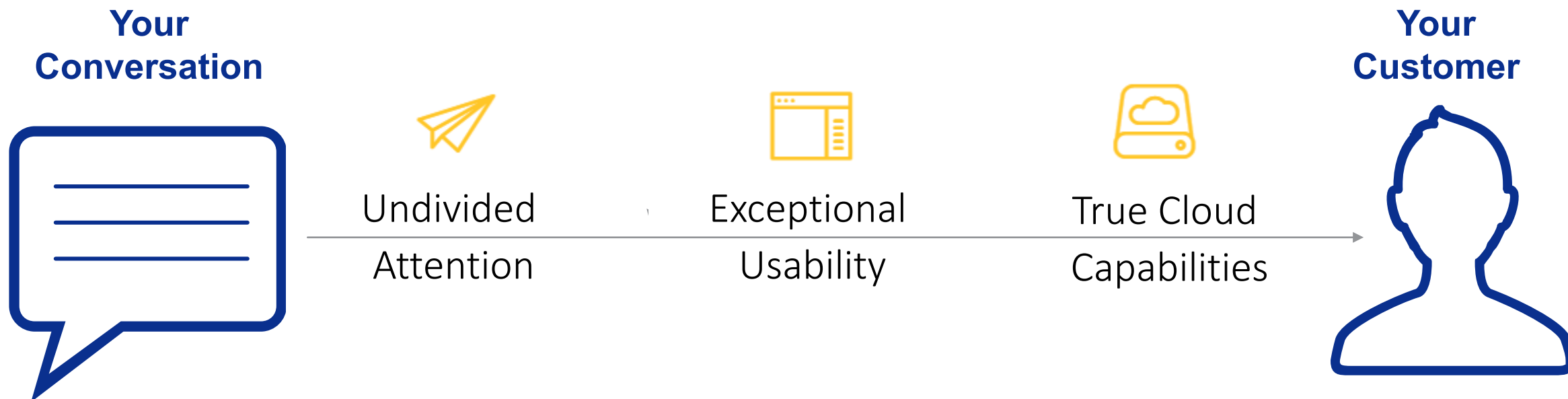Interact. Empower. SCALE.

CONVERSATION BARRIERS

Your Conversation

Your Customer

IT Controls

Compliance

Personalization

Delivery

Stakeholders

Channels

Time to Market

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HOW DO WE COMBAT THESE BARRIERS?

Your Conversation

Personalization

Channels

IT Controls

Stakeholders

Compliance

Delivery

Time To Market

Your Customer

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HOW DO WE COMBAT THESE BARRIERS?

Your Conversation

Your Customer

Undivided Attention

Exceptional Usability

True Cloud Capabilities

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OUR EVENT THEME

INTERACT

Collaborate with other customers, partners, industry experts and the Smart Communications team

EMPOWER

Understand where Smart Communications is heading and provide feedback. Let your voice be heard!

SCALE

Have fun, enjoy the venue and conversation, and SCALE your knowledge

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