



# INNOVATE

Digital Transformation Made **SMARTer**

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## Roadmap & Vision

Simon Tindal, CTO of Smart Communications










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# Our Journey



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# Feature Adoption

Major Feature	 <b>Appliance Deployment</b>	 <b>Negotiation</b>	 <b>Cloud Batch Deployment</b>	 <b>Excel Charts</b>	 <b>Validate API</b>	 <b>Smart Components</b>	 <b>Conversation History</b>	 <b>Pure Cloud Deployment</b>	 <b>Conversation Cloud</b>
SC Release	<b>SC12 - SC13</b> May '15 - Sept '15	<b>SC14 - SC19</b> April '16 - Sept '18	<b>SC15</b> Sept '16	<b>SC15 - SC16</b> Sept '16 - March '17	<b>SC16</b> March '17	<b>SC17</b> Sept '17	<b>SC18</b> April '18	<b>SC19</b> Sept '18	<b>SC19</b> Sept '18
Development Investment	Medium	<b>High</b>	Medium	Low	Medium	Low	Medium	<b>High</b>	Low
Market Differentiator	<b>High</b>	<b>High</b>	High	Low	Medium	Medium	<b>High</b>	<b>High</b>	<b>High</b>
Market Interest	Medium	<b>High</b>	Medium	Medium	Medium	<b>High</b>	Medium	<b>High</b>	<b>High</b>
Customer Requested	✓	✓	✓	✓					✓

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## Strategic Vision

The features and/or functions described in this presentation outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. Smart Communications is under no obligation to deliver such features and/or functions and makes no formal commitment that such features and/or functions will be released by Smart Communications now or at any time in the future. It is not a commitment or offer to deliver any material, code, or functionality and this presentation should not be relied upon in making purchasing decisions. The development, release or timing of any features and/or functionality for Smart Communications products remains at the sole discretion of Smart Communications.

# Smart Communications Delivering Innovation



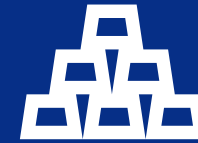
**Customer  
Experience**



**Channels**



**User  
Experience**



**Content  
Assembly**



**Negotiation**



**Deployment  
Flexibility**



**Intelligence &  
Information**



**Enterprise  
Integration**



**Partner  
Strategy**

# Key Themes for 2019



**User  
Experience**

- UI Enhancements
- Editions in Template Editor



**Partner  
Strategy**

- Conversation Cloud
- Marketplace
- Margin Xchange



**Enterprise  
Integration**

- Conversation Cloud
- Migration Studio

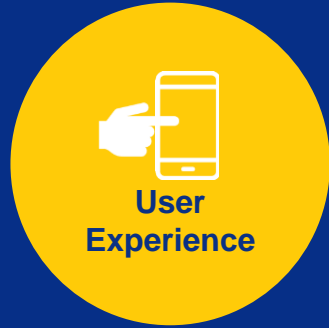


**Deployment  
Flexibility**

- Pure Cloud (AWS)
  - ANZ
  - NAM
  - EMEA

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# Key Themes for 2020



- UI Enhancements
- Regression Studio
- Mobile



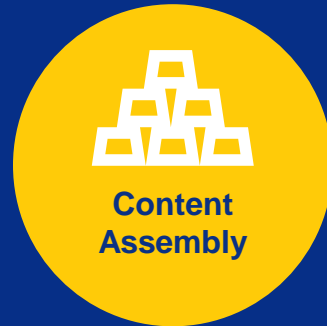
- Conversation Cloud
- Migration Studio



- Conversation Cloud
- Marketplace



- Artificial Intelligence
  - Migration
  - Insights
  - Recommendations
- Reporting



- Performance Enhancements



- Conversation History 2.0
- 3<sup>rd</sup> Party Integration

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# Pure Cloud Deployment with AWS

**SMARTCOMM™**



Elastic Scalability (up and down) based on peak communication needs with European-based datacentres



Enterprise security, robust back-up and disaster recovery



Reduced TCO, access to innovation, and avoidance of lengthy upgrades



Enterprise Scale for all Interactive, OnDemand and Batch Functionality



Designed to run on AWS, and leverage the wider array of Amazon services

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# True Cloud Credentials



## In Line

- Waiting for Software Upgrades
- Waiting for Patches
- Waiting for Hardware to be Upgraded
- Waiting for access to new features
- Only have access to Capacity/Scalability you paid for and configured
- Premiums for Disaster Recovery (Active/Active)

OR



## On the Bus

- Automated Upgrades (Twice a year)
- Automated Patch Cycles (Monthly)
- Emergency Patches (Immediate)
- Access to Preview Environments
- Access to new Features/Functionality
- Scalability on-demand
- Disaster Recovery built-in
- Versioned Engine\*

# Connected Eco-System



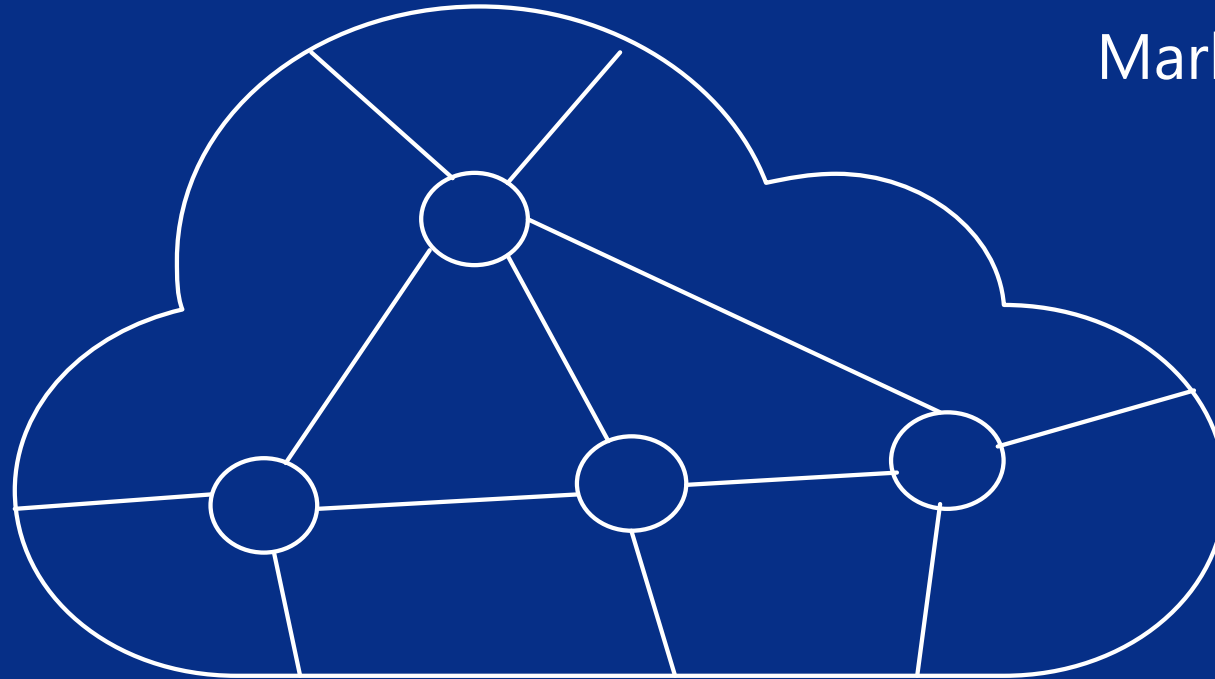
Connect to  
3<sup>rd</sup> Party  
Systems



Validated  
Plug-Ins



Open and  
Flexible



Marketplace



APIs



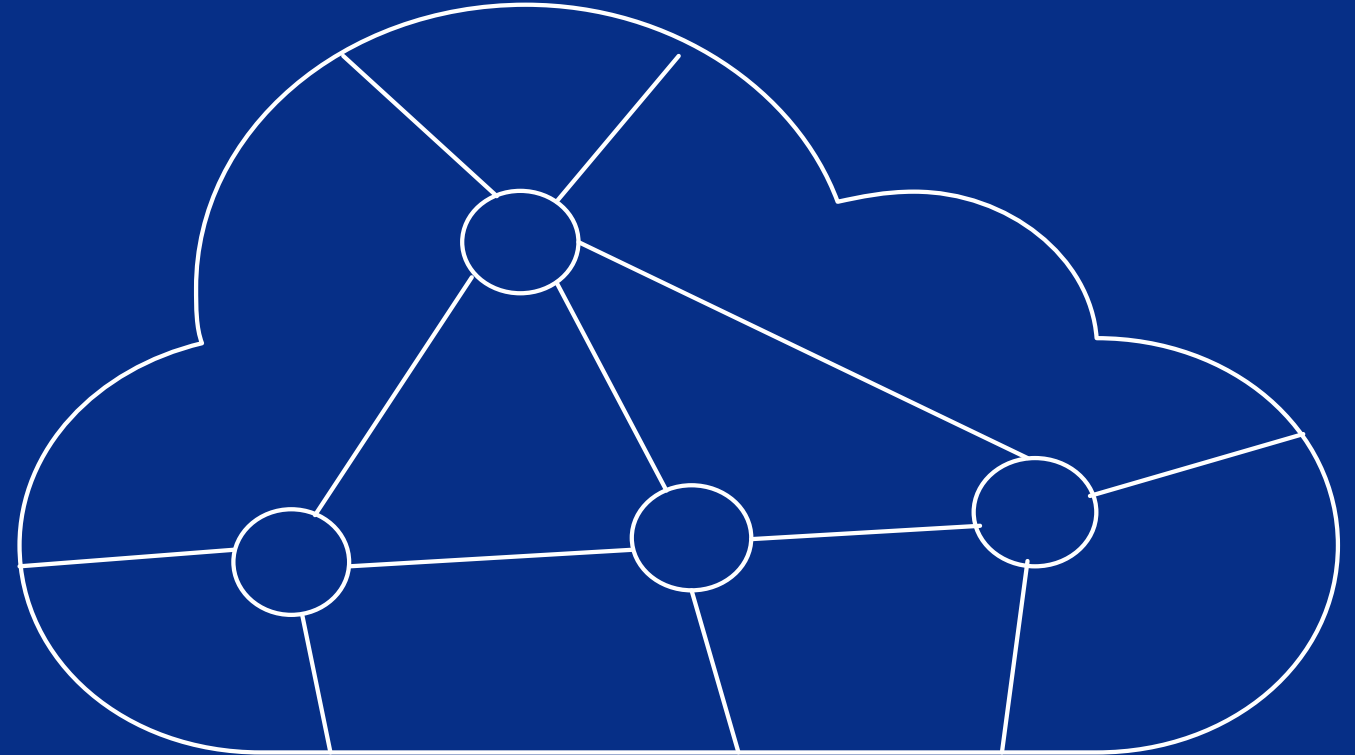
360° View



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# Eco-System Framework

- 1 Improve Business Agility
- 2 Optimize Existing Investments
- 3 Future-Proof Technology Investment
- 4 Improve Contextual Conversations w/ Customers



# Conversation Cloud Marketplace

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## SMART COMMUNICATIONS™ Conversation Cloud Marketplace™

[Terms of Use](#)  
[Feedback](#)

All e-Signature Email Examples Social Messaging Systems of Record Training Workflow



### SMART COMPONENTS™ - AMP

EXAMPLES

Smart Components - AMP Demo project.



### ACADEMY

TRAINING

The Smart Communications Academy provides self-paced eLearning courses



### DOCUSIGN™

E-SIGNATURE

Use DocuSign to complete approvals and agreements in hours—not days—from almost anywhere in the world.



### EXCEL™ CHARTS

EXAMPLES

Example Excel Charts project.



### GUIDEWIRE™

SYSTEMS OF RECORD

All-in-one, cloud-based solution supporting the entire P&C insurance lifecycle..



### LITMUS™

EMAIL

View and test email communications using Litmus from within Smart Communications



### PURE360™

EMAIL

Email marketing delivery and tracking



### SMA - ENTERPRISE

SOCIAL MESSAGING

Customised support for your social media delivery project



## Smart Components - AMP Demo project

The Smart Components licensable feature allows third party controls to be used within the Template Editor design time experience, to output rich content in generated html documents.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.<https://www.ampproject.org/>.

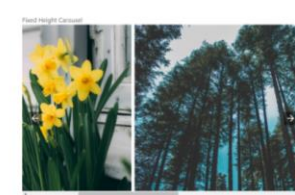
The linked demo project demonstrates Smart Components being used to easily use AMP elements within an HTML document.

### Requirements

- Smart Components™ licensable feature

### Downloads

- Smart Components - AMP Demo guide
- Smart Components - AMP Demo project



The downloads area on the left contains a Smart Communications package which can be



## DocuSign

DocuSign's e-Signature integration with SmartCOMM is highly configurable & customizable for SmartCOMM Appliances.

Send, sign & track agreements & approvals anytime, anywhere, & from any device.

Grow your business efficiently by digitizing legal documents, sales agreements, HR forms, & more.

### Requirements

- DocuSign™ Third Party licence
- SmartCOMM™ Appliance

### Downloads

- DocuSign Demo Project guide
- DocuSign Demo Project

### Trust

DocuSign meets the most rigorous security industry certification standards & uses the strongest commercially available data encryption technologies available.

Carrier-grade architecture & always-on availability

### Experience

DocuSign is easy to use, implement & manage, driving immediate user adoption Over 80% of documents are completed in a day (95% faster)

Need further support, contact [marketplace@smartcommunications.com](mailto:marketplace@smartcommunications.com)

Close

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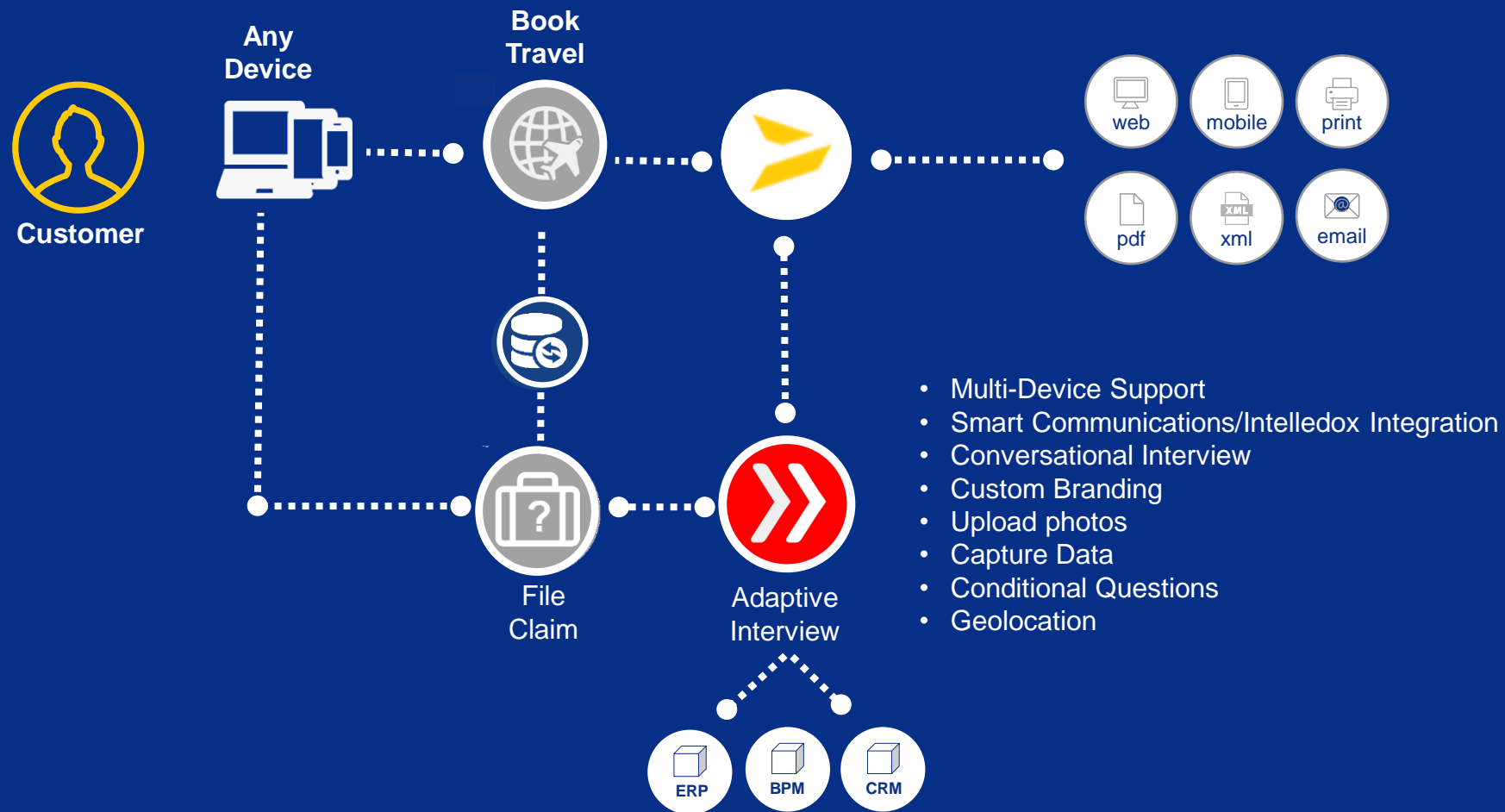
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# Intelligent Data Capture

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# Partner Plugin - Travel Use Case



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# Channels

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# Generations & Their Channel Preferences

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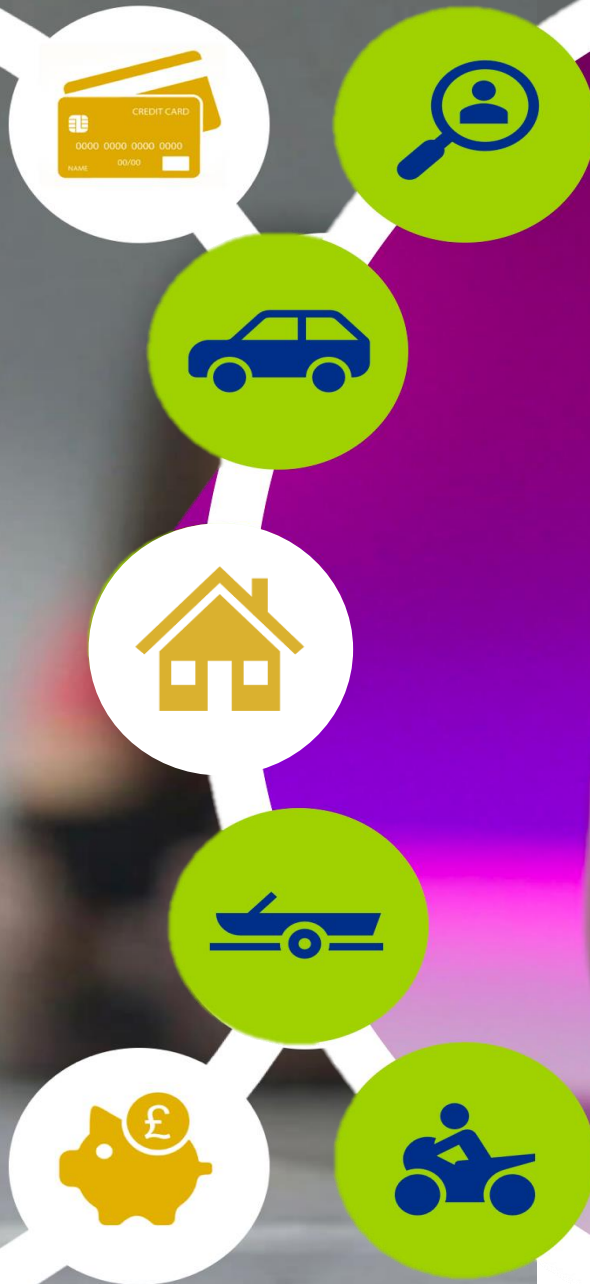
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Characteristics	Maturists (pre - 1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Millennials (1981-1995)	Generation Z (Born after 1995)
<b>% in U.K. workforce</b>	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
<b>Aspiration</b>	Home ownership	Job security	Work-life balance	Freedom & flexibility	Security & stability
<b>Attitude towards technology</b>	Largely disengaged	Early information technology adaptors	Digital immigrants	Digital natives	"Technoholics" – IT dependant
<b>Attitude towards career</b>	Jobs are for life	Organisational – careers are defined by employers	Early 'portfolio' careers – loyal to profession, not employer	Digital entrepreneurs – work "with" Organisations not "for"	Career multitaskers – will move between organisations and "pop-up" businesses
<b>Signature product</b>					
<b>Communications media</b>					
<b>Communication preference</b>	 Face-to-Face meetings	 Face-to-Face or telephone or email	 Text or Email	 Online & Mobile (SMS)	 Facetime

[https://wealth.barclays.com/employer-solutions/en\\_gb/home/research-centre/talking-about-my-generation.html](https://wealth.barclays.com/employer-solutions/en_gb/home/research-centre/talking-about-my-generation.html)



**“Alexa...**



**“Hey Google...**



# PowerPoint



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Engery Usage Landscape.pdf

Home Tools Engery Usage Lan... x Simon

SCALE Energy

**Home Energy Report**  
October 4, 2018  
Account Number EL56362

We have put together this report to help you understand your energy use and what you can do to save.  
Find a list of rebates and energy-saving products and services you can buy.  
[scale.com/energyideas](http://scale.com/energyideas)

James Smith  
41 Oak Tree Drive  
PA 12345  
\*\*\*\*\*AUTO\*\*\*5-DIGIT 19428 T57

**Here's how your Combined Usage compares to your neighbors**

Efficient Neighbors Energy Units 939  
Average Neighbors Energy Units 2160  
Energy Units 2160

**You're using more than your neighbors.**

66% more energy than efficient neighbors

Electricity vs. Gas Usage

65% Electricity 35% Natural Gas

Jul 4, 2017 - Aug 2, 2017

This report is based on 100 similar nearby homes within approximately 1 mi. Efficient neighbors are the 20% who use the least amount of energy.  
The term Energy Units is an index that represents a combination of your electricity and natural gas usage.

**Your Energy Consumption At A Glance**

Electricity (kWh)

Month	Average Neighbors	Efficient Neighbors	James Smith
Jan	1500	1000	1800
Feb	1400	900	1700
Mar	1600	1100	1900
Apr	1500	1000	1800
May	1700	1200	2000

Natural Gas (ccf)

Month	Average Neighbors	Efficient Neighbors	James Smith
Jan	40	30	50
Feb	50	40	60
Mar	60	50	70
Apr	50	40	60
May	40	30	50

Engery Usage Landscape

Home Insert Draw Design Transitions Animations Slide Show Review View Acrobat Shape Format

SCALE Energy

**Home Energy Report**  
October 4, 2018  
Account Number EL56362

We have put together this report to help you understand your energy use and what you can do to save.  
Find a list of rebates and energy-saving products and services you can buy.  
[scale.com/energyideas](http://scale.com/energyideas)

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**Your Energy Consumption At A Glance**

Electricity (kWh)

Natural Gas (ccf)

Avoid high bills

The Dept. of Energy recommends 78°F  
For a balance of savings and comfort, choose 78°F when you're home.  
Even raising the temperature a few degrees helps you save.



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**Editions – SC21**

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# Template Editions

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## First Notice of Loss

10 May 2019

James Smith  
41 Oak Tree Drive  
Hulmeville, PA 12345

Mr. Smith,

Thank you very much for promptly alerting us that you have been involved in an incident with your vehicle. We will be in touch further in the coming days to address this situation as quickly as possible.

From the information you provided, we have the following details:

- Fault for the accident has not been determined

The incident occurred on: **May 10, 2019**

The individual who reported the incident was: **Margaret Smith**

The total number of individuals involved in the incident was: **2**

If you think that any of the information we have is incorrect, or if you have any other concerns or questions, please don't hesitate to contact me at MFoust@Accordant.com, or on 937-534-2938 if required.

Regards

Margaret Foust

**Incident Details**  
Date: May 10, 2019  
Type: Collision  
Policyholder: James Smith  
Policy Number: VEH9572891



**Location of Incident**  
200 Aldersgate,  
St. Pauls,  
London,  
EC1A 4HD

Accordant Insurance is authorised and regulated by the Financial Conduct Authority. Accordant Insurance is a trading name of SmartComms SC Limited which is registered in England under No. 4303041 whose registered office is at Catalyst House, 720 Centennial Court, Centennial Park, Elstree, Herts. WD6 3SY. Credit facilities are provided by Accordant Insurance, and are subject to status and our lending policy. We reserve the right to decline any application for an account or credit facility.



## First Notice of Loss

10 May 2019

James Smith  
41 Oak Tree Drive  
Hulmeville, PA 12345

Mr. Smith,

Thank you very much for promptly alerting us that you have been involved in an incident. We will be in touch further in the coming days.

From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017
The individual who reported the incident was:	Margaret Smith
The total number of individuals involved in the incident was:	2



Please ensure to take note of, and retain proof of purchase for any expenditure you make regarding your transportation costs whilst you are without your car. Please see our reimbursement policy for further details.

If you think that any of the information we have is incorrect, or if you have any other concerns or questions, please don't hesitate to contact me at MFoust@Accordant.com, or on 937-534-2938 if required.

Regards

Margaret Foust - SCALE Insurance

### Incident Details

Date: 01/09/2017  
Type: Collision  
Policyholder: James Smith  
Policy Number: VEH9572891



**Location of Incident**  
200 Aldersgate,  
St. Pauls,  
London,  
EC1A 4HD

SCALE Insurance is authorised and regulated by the Financial Conduct Authority. SCALE Insurance is a trading name of SmartComms SC Limited which is registered in England under No. 4303041 whose registered office is at Catalyst House, 720 Centennial Court, Centennial Park, Elstree, Herts. WD6 3SY. Credit facilities are provided by SCALE Insurance, and are subject to status and our lending policy. We reserve the right to decline any application for an account or credit facility.

Channel

Language

Jurisdiction

Idiom

Brand

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# Content Editions

☰ German - Accordant GmbH

||| accordant GmbH

● Default

||| accordant

☰ Italian

**Package:** Neuseeland erleben

● German - Accordant GmbH

**Package:** Neuseeland erleben

● Spanish

**Paquete:** Experiencia Nueva Zelanda

● Default

**Package:** Experience New Zealand

☰ Italian

Il tuo itinerario di viaggio concordante è pronto !!!

● German - Accordant GmbH

IHR ENTSPRECHENDES REISEPROGRAMM

● Spanish

SU ITINERARIO DE VIAJE ACORDADO

● Default

YOUR ACCORDANT TRAVEL ITINERARY

## Channel

e.g. Print, Web, SMS etc.

## Language

e.g. English, Spanish, French etc.

## Jurisdiction

e.g. Florida Law, State Law, Scottish Law etc.

## Idiom

e.g. Formal, Informal, Teenage etc.

## Brand

e.g. Accordant, Royal Chelsea etc

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# Versioned Engine

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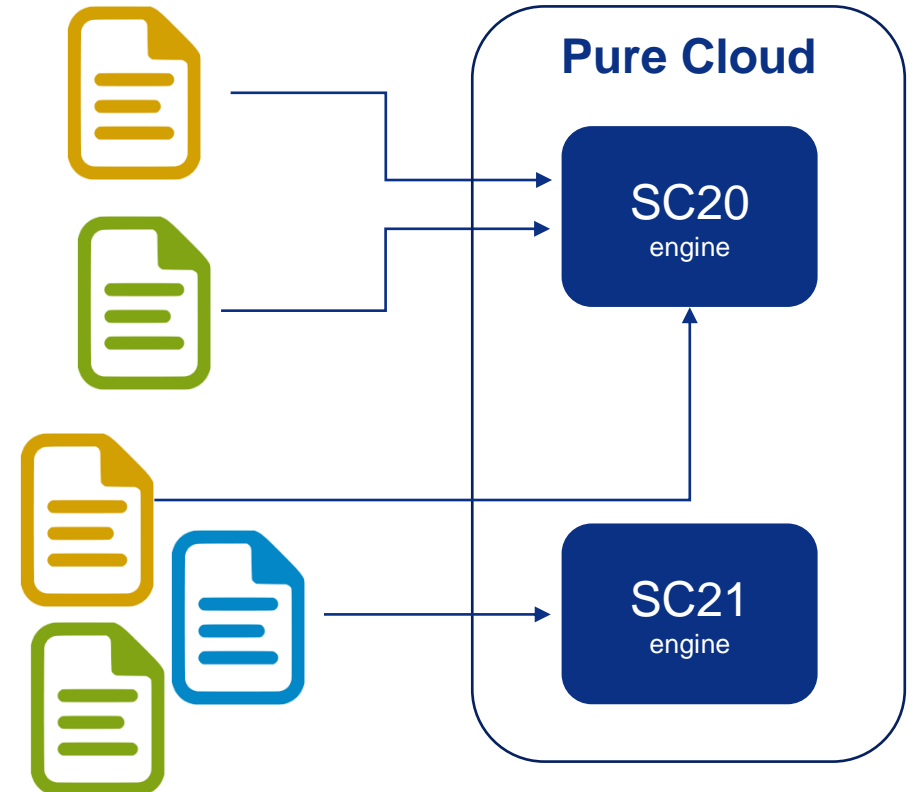
# Versioned Engine

## The Challenge

- Scheduling regression testing is timely and costly to the business
- Access to new features is only available in the latest version but I don't want to retest all my templates

## Benefits

- N-2 Support – 18 months without the need to regression test all templates
- Upgrade templates when changes are required to your template(s)
- Flexibility to submit requests against multiple SC engines
- Reduced Project costs relating to regression testing and upgrade



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# Smart Components

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SCALE Insurance Co.  
123 Brick Lane  
Bolton, Lancashire, BN1 1NB  
scaleinsurance.com



Margaret Foust, Agent  
25 Oxford Street  
Cambridge, Cambs CB1 1BC  
+44 1780 151511  
MFoust@SCALE.com

James Smith  
41 Oak Tree Drive  
Hulmeville  
Tyne & Wear NE1 1NE

## AUTO QUOTE



2 Drivers



2 Vehicles

Policy Total	£1,024.85
Policy Discounts	£175.00
<b>Total Premium</b>	<b>£849.85</b>

### Your SCALE Auto Quote

James,

It was great speaking with you today.

My goal is to make sure your plan meets your needs and budget. Based on your coverages with 2 drivers and 2 cars your annual premium is £849.85 and I recommend:

**£75.82**

12 Monthly Payments

**£849.85**

Paid in Full (Save £60.00)

For much more detail about your quote, including contact and location information for your dedicated Agent, please click the 'Further Details' button below.



### Maximize Your Discount

By bundling your auto policy with home and life. Talk to me to find out more or to get a quote and find out how much more you could save!

### ▼ Your Coverage

TYPE	DESCRIPTION	PREMIUM
Bodily Injury and Property Damage Liability	£50,000 per person/£100,000 per accident/£50,000 Property Damage	£123.85
Uninsured / Underinsured Motorist Bodily Injury	£50,000 per person/£100,000 per accident	£123.85
Uninsured Motorist Property Damage	Coverage Declined	£0.00
Medical Coverage	Coverage Declined	£0.00
Rental Car Reimbursement	£40 per Day (£1,000 Maximum)	£15.00



### Your auto quote

Below you can find the [details of your auto quote](#) - firstly a summary, followed by a more detailed view of your insured items.

Our aim is to ensure your plan meets your needs and budget. Based on your requested coverages with 2 drivers and 2 cars your annual premium is £849.85.

Remember that if you have questions, you can always contact us via our website at SCALE Insurance, or visit our contact page for other options.



2 Drivers



2 Vehicles

Policy Total	£1,024.85
Policy Discounts	£175.00
<b>Total Premium</b>	<b>£849.85</b>

For much more detail about your quote, including contact and location information for your dedicated Agent, please click the 'Further Details' button below.

**SIGN ME UP NOW**

YOUR AGENT



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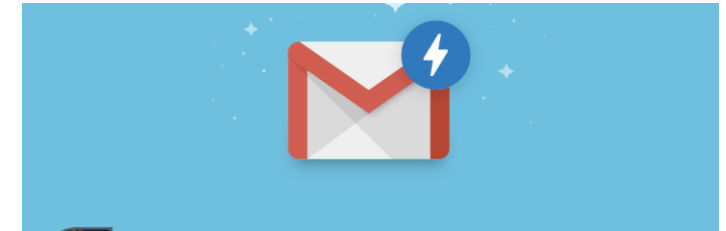
# Smart Components 2.0

Smart Communications has supported the AMP framework since October 2017

## Future Enhancements

- AMP for Email enhancements
- Embed the AMP Validator – structure
- Preview – Litmus plugin
- Smart Components libraries for layouts
- In-line Smart components

e.g. inline buttons



MARCH 26, 2019

Gmail rolls out AMP for Email—and Litmus, Outlook.com, SparkPost + other leading email brands announce AMP support

BY BETTINA SPECHT



Email geeks, get ready to see more interactive emails in your Gmail inboxes. Today Gmail announced that support for [AMP for Email](#) is beginning to roll out to Gmail's desktop email clients, with support for Gmail's mobile apps following soon.

We're excited to announce that we've partnered with Gmail to bring support for AMP in Litmus Email Previews for Gmail and G Suite, allowing email marketers to see how their AMP emails render in subscribers' inboxes. This is a big step in helping marketers develop interactive emails, and we're excited to continue to invest in and be at the forefront of providing better subscriber experiences.

“ AMP FOR EMAIL IS A MAJOR STEP TOWARDS MAKING THE INBOX MORE ENGAGING AND INTERACTIVE. WE'RE EXCITED TO SUPPORT AMP IN LITMUS EMAIL PREVIEWS, AND WILL CONTINUE TO PROVIDE EMAIL MARKETERS WITH THE TOOLS THEY NEED TO STAY AT THE FOREFRONT OF EMAIL INNOVATION.

JOHN BILLINGTON, PRINCIPAL PRODUCT  
MANAGER AT LITMUS

[<amp-form>](#) [<amp-accordion>](#) [<amp-carousel>](#) [<amp-sidebar>](#)

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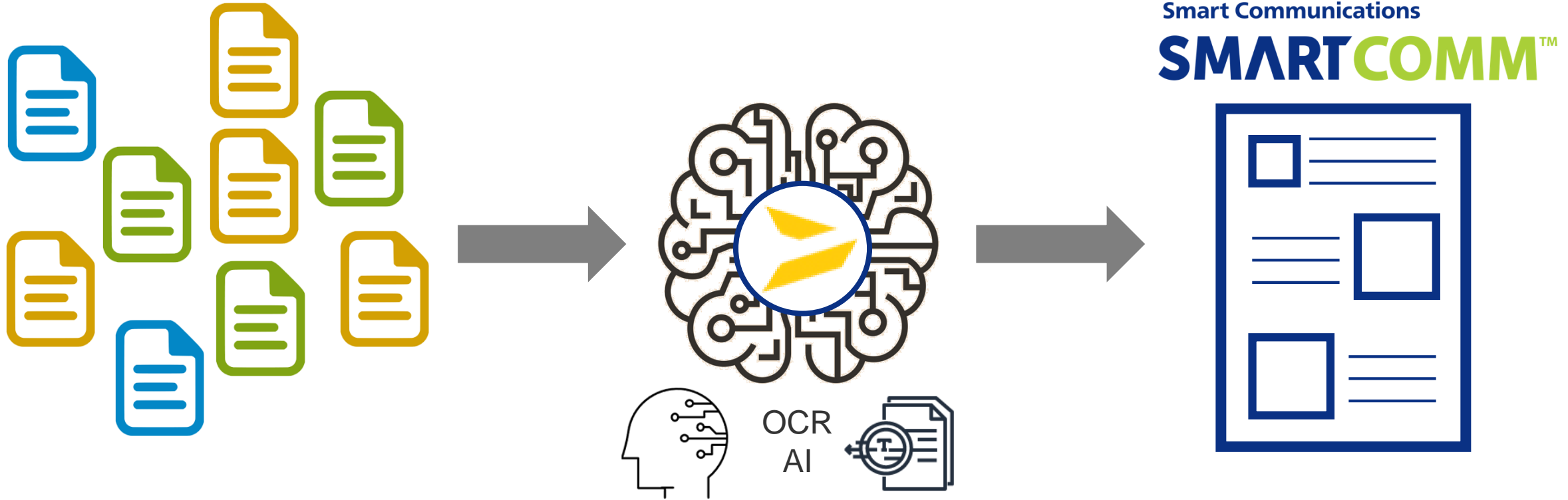
# Migration Studio

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# Template Migration Using Artificial Intelligence

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Sample output from legacy applications to allow AI to learn from a dataset

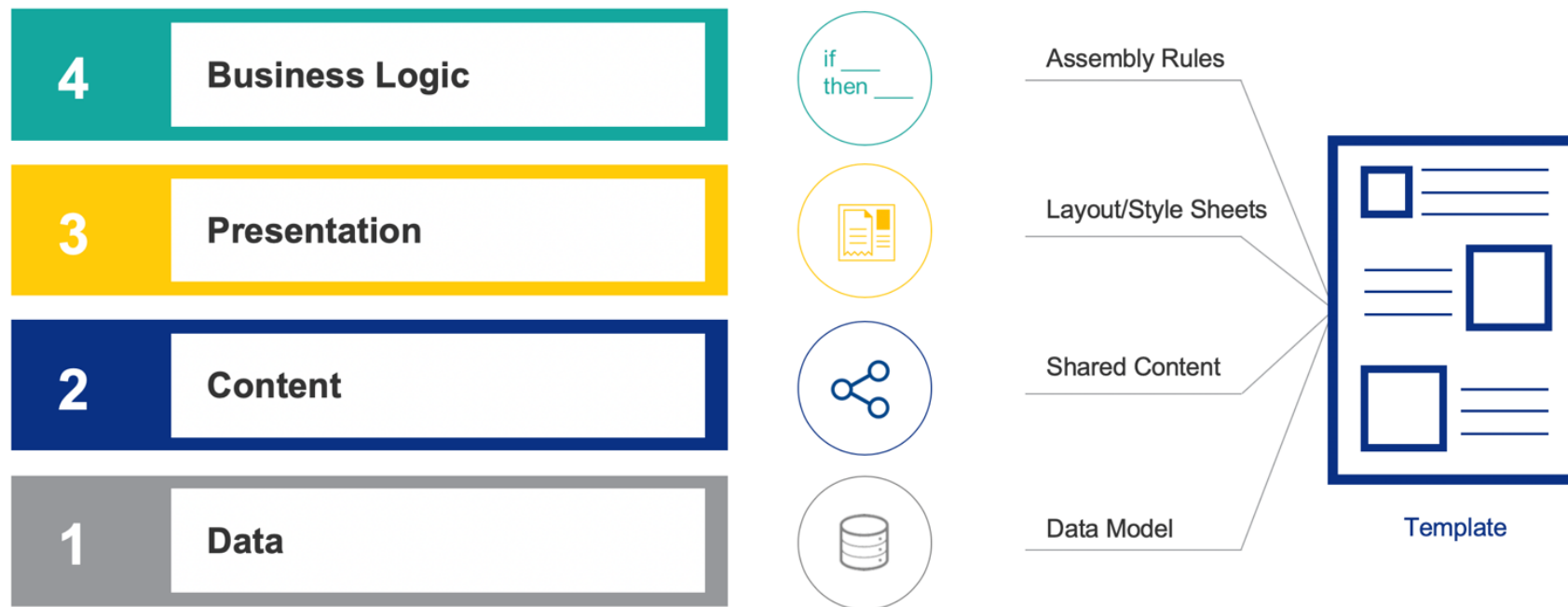
OCR and AI extract content and identify paragraphs, variable data, common wordings

The results of AI enables the creation of SmartCOMM™ templates to accelerate migration

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# The Smart Communications 4-layer Model

The SmartCOMM™ solution takes a document and breaks it down into four component layers. Creating templates using the four layer model



Artificial Intelligence and Machine Learning has the potential to allow the extraction of the 4 layers from legacy output which will accelerate any migration project.

# Migration Studio

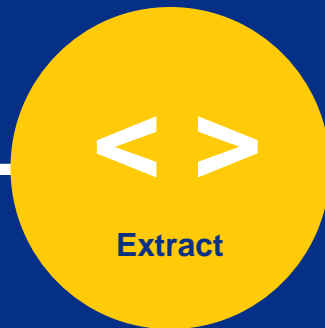
Prepare sample  
output ready for  
migration



Detect key-value pairs in  
document images  
automatically

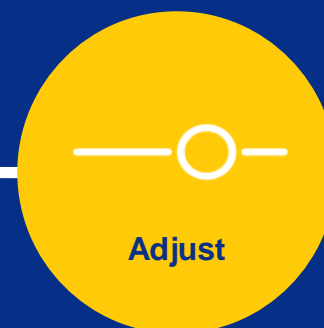


Automatically detect  
printed text and  
numbers



Preserve formatting  
and the composition of  
data stored in tables  
during extraction.

Adjust paragraph  
thresholds



Analyze and  
rationalise content

Import into  
SmartCOMM™



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# Regression Studio

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VALIDATE provides customers with the ability to create and maintain sample data templates using existing XML schemas. Templates are stored as a new resource type in the CMS so inherent version control and auditing parameters are applied.

Define criteria and use-case parameters. VALIDATE API allows users to define individual or multiple Test Cases



Once the definition of a Test Case is complete Users can execute the test or simultaneously elect additional Test Cases to run as part of the same submission.

Analysing test outcomes is a key ingredient to ensure quality of deliverables. By categorising individual Test Cases

VALIDATE systematically determines differences. These irregularities are identified at an intermediate and final binary format level.



# Smart Communications Delivering Innovation



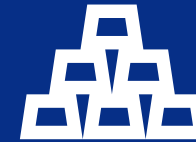
**Customer  
Experience**



**Channels**



**User  
Experience**



**Content  
Assembly**



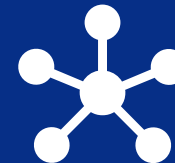
**Negotiation**



**Deployment  
Flexibility**



**Intelligence &  
Information**



**Enterprise  
Integration**



**Partner  
Strategy**



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