

2019

# INNOVATE

Digital Transformation Made **SMARTer**

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## Welcome to INNOVATE!

James Brown, CEO of Smart Communications

2019

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# Digital Transformation Made SMARTer



# CX drives digital transformation

Now is the time to deliver exceptional experiences



# Great communications drive great CX

More channels, touchpoints, interactions, disruptions



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**62%** likely to switch

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**63%** willing to give more to get more



Seamless Experience

Making Customers  
Feel Valued

Multi-Channel

Across the Lifecycle

CCM Plays a Critical Role

Cloud Deployment is Key







Multi-tenant

Elastic

High  
Availability

Pure Cloud



# The Conversation Cloud Framework

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



Validated  
Plug-Ins



Open and  
Flexible



Marketplace





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When there's too much to say,  
and every message matters.

**Scale the Conversation.**



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# What A Great Year!



# Milestone Growth In First Half Of 2018!

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**New business growth of 33%**



# Best Q1 In Company History!

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# 42%



## 4-year compound growth rate over Q1 2015



# Additional Investments In Customer Success



## Smart Communications Adds Chief Customer Officer to Executive Team

*Neil Greatead to Lead Multiple Groups with a Focus on Customer Success*

London and New York – February 14, 2019 – [Smart Communications™](#), the leading cloud-based platform for enterprise customer communications, today announced it has appointed Neil Greatead as Chief Customer Officer. He will lead the customer success management, professional services, support and training teams in an effort to help customers more efficiently and effectively scale the conversation. Greatead brings to Smart Communications an exemplary track record of transforming customer success across a number of global software companies, including BMC Software and SAP.

“Neil has deep expertise in driving customer success, which is a key focus for Smart Communications, especially at such a critical time for the enterprises we serve,” said James Brown, CEO of Smart Communications. “This is going to be a pivotal year in which more companies make tremendous progress in their digital transformation efforts and our customers will be in incredibly capable hands with Neil overseeing their progression toward more modern and meaningful customer communications.”



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**CIO** TOP 25  
**FINTECH**  
APPLICATIONS SOLUTION PROVIDERS - 2018

APAC **CIO** Outlook 20 HOTTEST  
INSURANCE TECH  
COMPANIES - 2018

ASPIRE  
LEADERBOARD

2018 CCM  
LEADER



**CIO** TOP 25  
APPLICATIONS **INSURTECH**  
COMPANIES-2018



DigitalNewsDaily

**How Critical Are Meaningful  
Conversations?**

by Laurie Sullivan @lauriesullivan, August 13, 2018

**Now Tech: Customer Communications  
Management, Q1 2019**

*Forrester's Overview Of 17 CCM Providers*

**FORRESTER®**





Our **cloud-centric approach** ensures scalability that can grow with your business

## On-demand

A leading telecom provider reduced their onboarding process from **MONTHS** to **MINUTES** using real-time generation of proposal documents

## Batch

A financial services company produces **2.2B+ multi channel** communications with data from **250+ Core Systems**

## Interactive

**500,000 interactive users** trust our platform for personalized customer communications daily

## Negotiation

Complex, multi-party contract negotiation **used by the G15 investment banks** to reduce people intensive processes to compliant, auditable processes

# Pure Cloud Deployment With AWS

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**SMARTCOMM™**



Elastic Scalability (up and down) based on peak communication needs



Enterprise security, robust back-up and disaster recovery



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



Enterprise Scale for all Interactive, On-Demand and Batch functionality



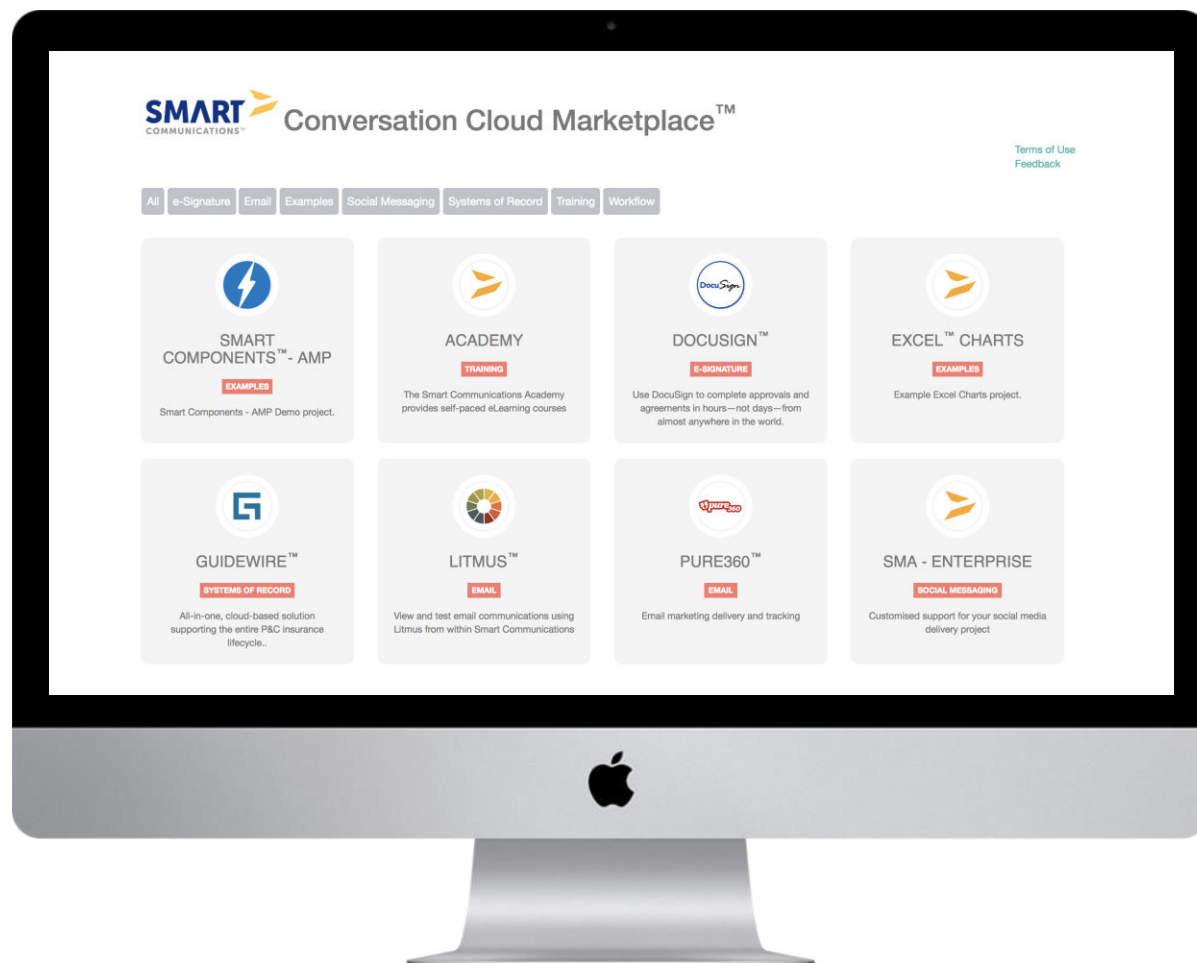
Designed to leverage a wide array of embedded microservices



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## 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 imported into your tenancy, and a document describing how the feature works.

Close



## 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)

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**What A Great Event!**



# Key Themes

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Customer-Centric Digital Transformation



Communicating More Effectively to the Constantly Connected Consumer



Upgrading Legacy for the Next Generation



Improving Efficiency with More Modern Tools



Unlocking the Full Benefits of Pure Cloud Technology

# Customer Speakers

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**Humana**

*John Hancock*

 **Wawanesa**

**blue**  
california 

 **Motorists  
Insurance Group.**

 **STILLWATER**  
INSURANCE GROUP

**PHeaa** 

 **Associa**

 **PEKIN**  
INSURANCE





# Keynote Speakers

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**Rahaf Harfoush**

The New York Times best-selling author and Digital Anthropologist



**Ellen Carney**

Principal Analyst,  
Forrester Research



# Partner Sponsors

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# But Wait, There's More...

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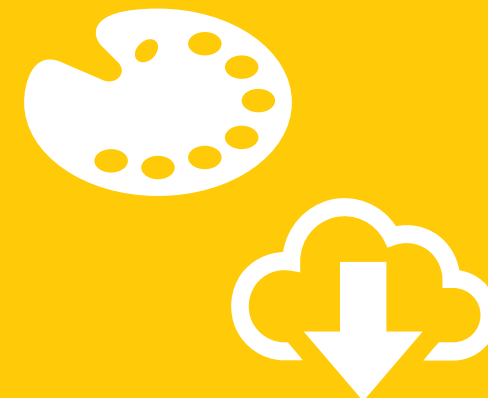
Breakout Sessions



Demo Stations



Networking



Get Involved



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