



# INNOVATE

Digital Transformation Made **SMARTer**

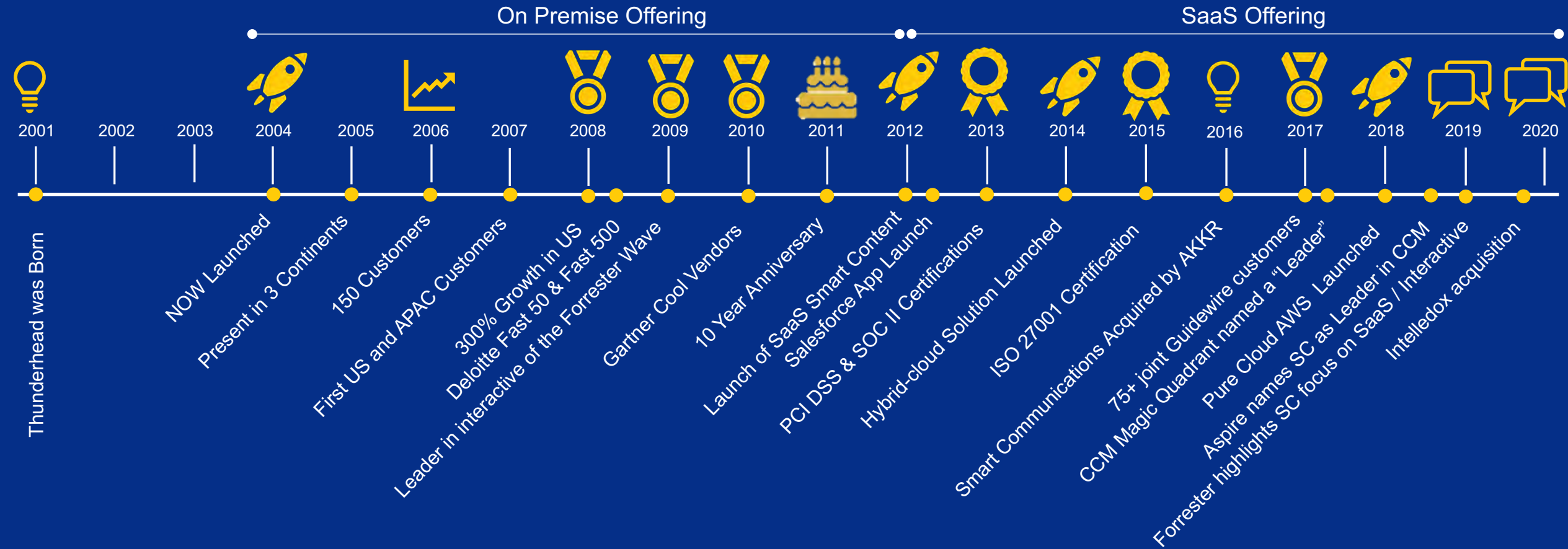
---

# Roadmap to SMARTer Conversations

Simon Tindal – CTO Smart Communications

#innovateUK2019

# Our Journey



# Feature Development



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>	<b>Draft Editor Enhancements</b>	<b>Template Designer Editions</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	<b>SC20</b> May '19	<b>SC21</b> Oct '19
Development Investment	Medium	<b>High</b>	Medium	Low	Medium	Low	Medium	<b>High</b>	Low	Medium	Medium
Market Differentiator	<b>High</b>	<b>High</b>	High	Low	Medium	Medium	<b>High</b>	<b>High</b>	<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>	Medium	<b>High</b>
Customer Requested	✓	✓	✓	✓					✓	✓	✓



## 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**



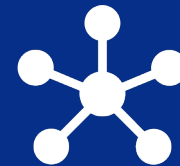
**Negotiation**



**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
- Salesforce



**Enterprise Integration**

- Conversation Cloud
- Migration Studio



**Deployment Flexibility**

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

# Pure Cloud Deployment with AWS



**INNOVATE**  
Digital Transformation Made **SMARTer**

**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

**#innovateUK2019**

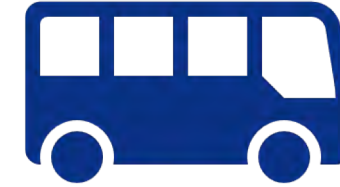
# True Cloud Credentials



## 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



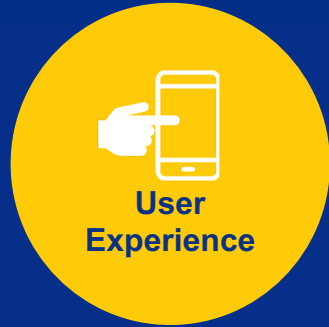
## On the Bus

- 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\*

#innovateUK2019



# Key Themes for 2020 (SC22/SC23)



- UI Enhancements
- Regression Studio
- Mobile



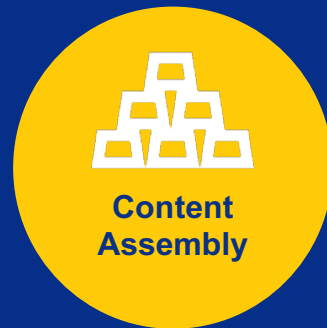
- Conversation Cloud
- Migration Studio
- Intelledox Connectors



- Conversation Cloud
- Marketplace



- Artificial Intelligence
  - Migration
  - Insights
  - Recommendations
- Reporting



- Performance Enhancements



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

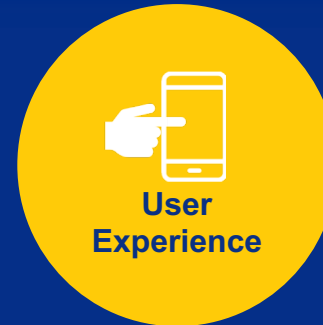
# Intelledox Integration Roadmap



- Mobile
- IX for Data Capture



- Push Notifications



- End User SC Theme/Skin
- Common Design UI



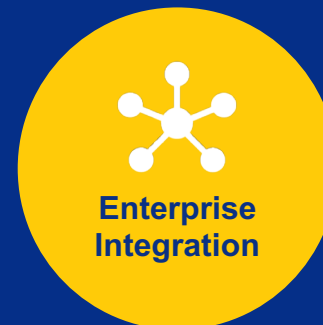
- CCM Component in IX
- Migration Studio SC/IX



- IX AWS



- Dashboards
- Analytics reporting



- Connectors



- IX4 Salesforce

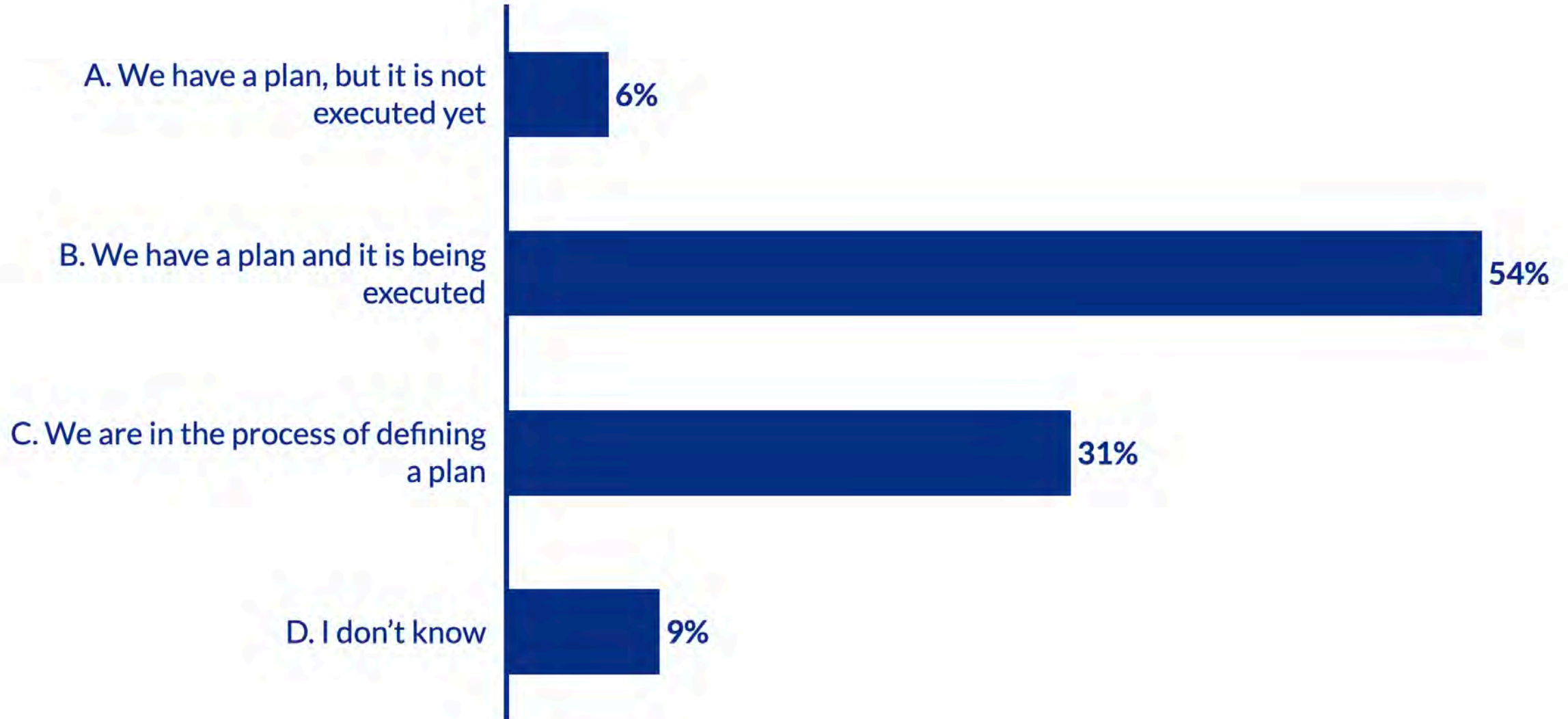
# Tell Us What You Think!



**Within your organization, how would you describe your cloud strategy?**

- A. We have a plan, but it is not executed yet
- B. We have a plan and it is being executed
- C. We are in the process of defining a plan
- D. I don't know

# Within your organization, how would you describe your cloud strategy?



2019  
**INNOVATE**

Digital Transformation Made **SMARTer**

---

# Intelligent Data Capture

#innovateUK2019

# SmartCOMM™ & Intelledox: SMARTer Together



**INNOVATE**  
Digital Transformation Made SMARTer

Key Functionality	Smart Communications	Intelledox	
Customer Communications	Conversations with Customers	Basic Document Generation	<p><b>Ecosystem Integration</b></p>
Negotiation	Document Negotiation	No Native Negotiation	
Analytics and Personalisation	Conversation History	Basic Analytics	
Data Capture	No Native Data Capture	Powerful Data Capture	
Customer Interview	Basic Interview	Adaptive Interview	
Workflow & Approval	Basic Workflow & Approval	Workflow & Approval	

#innovateUK2019

# Conversation Cloud Marketplace

2019

**INNOVATE**  
Digital Transformation Made SMARTer

## 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 thumbnails area on the left contains a Smart Communications partners 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 license
- 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

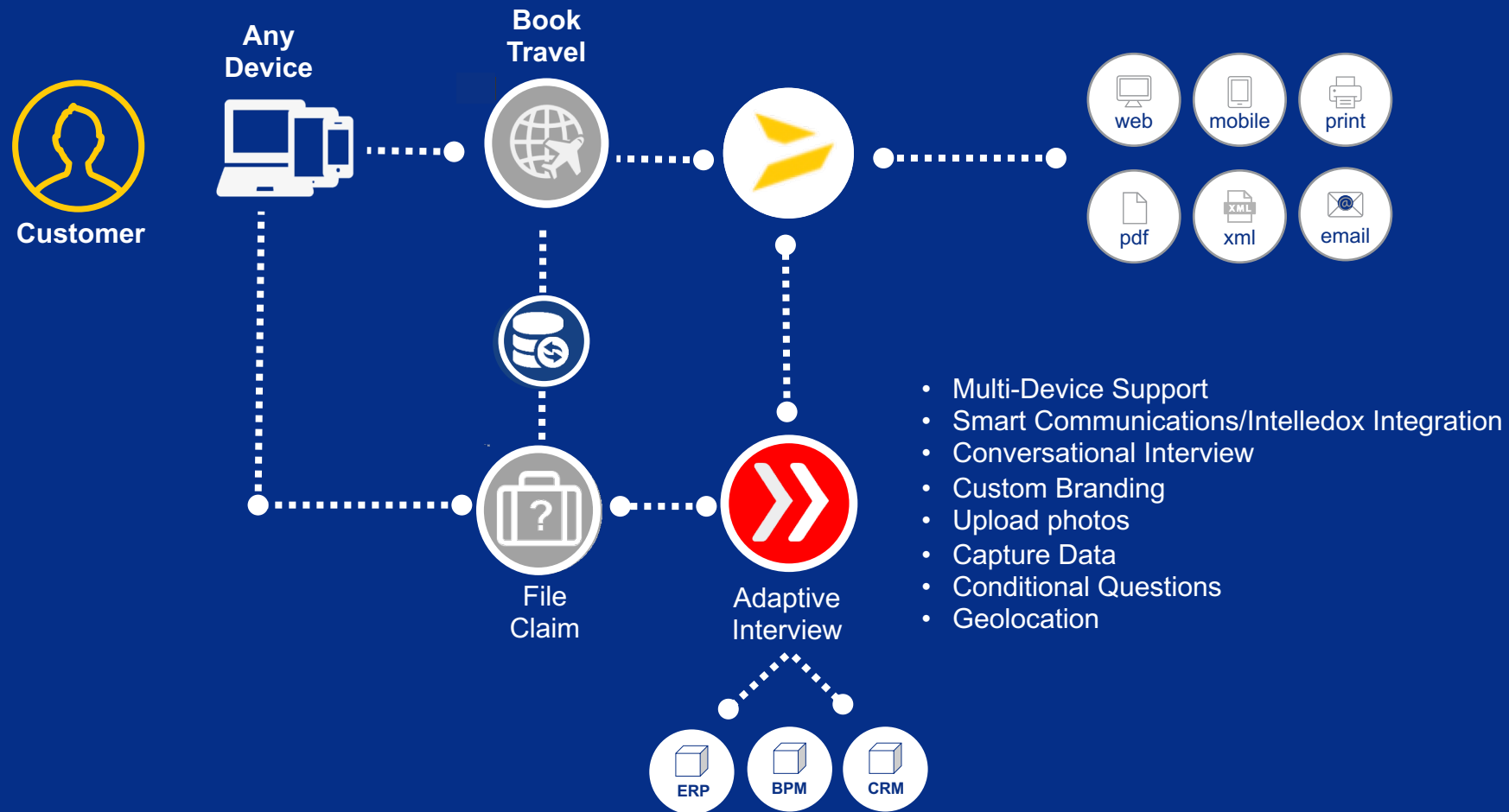
### Experience

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)

#innovateUK2019

# Partner Plugin - Travel Use Case






# Travel Claims Use Case

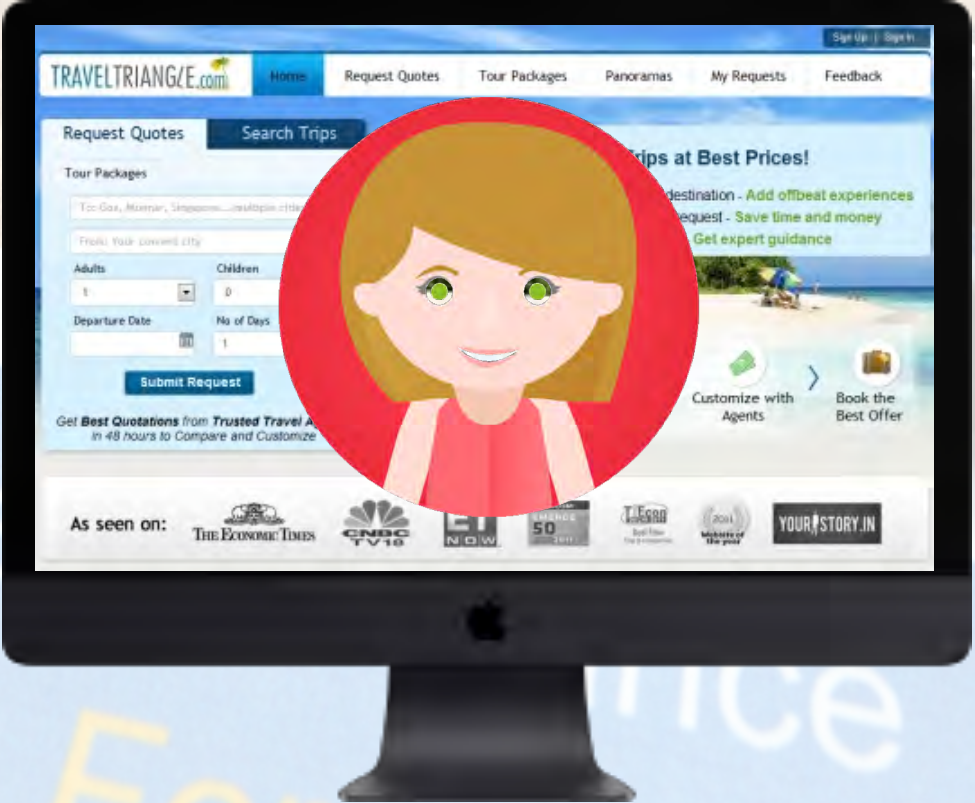
2019

**INNOVATE**  
Digital Transformation Made **SMARTer**

**Holiday**



**Step 1**



Travel  
Claim Form  
IMPORTANT

#innovateUK2019

# Travel Claims Use Case



2019

**INNOVATE**  
Digital Transformation Made SMARTer

### Travel Insurance

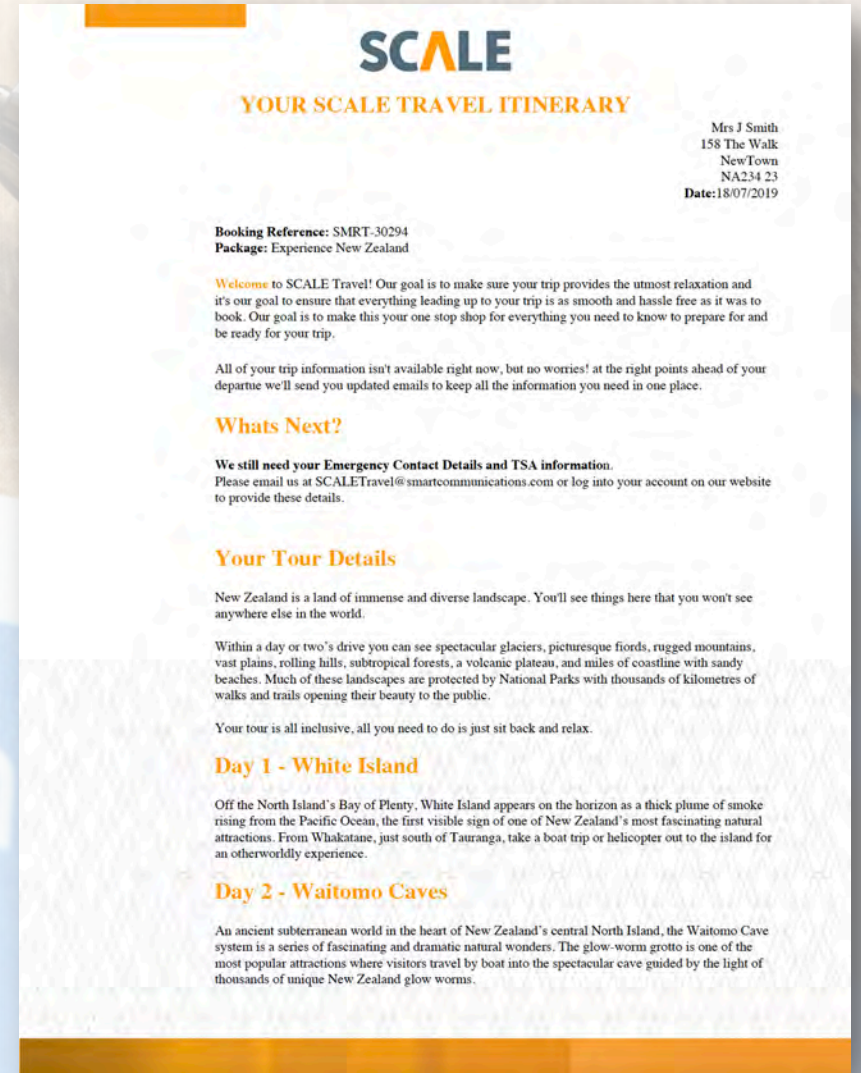
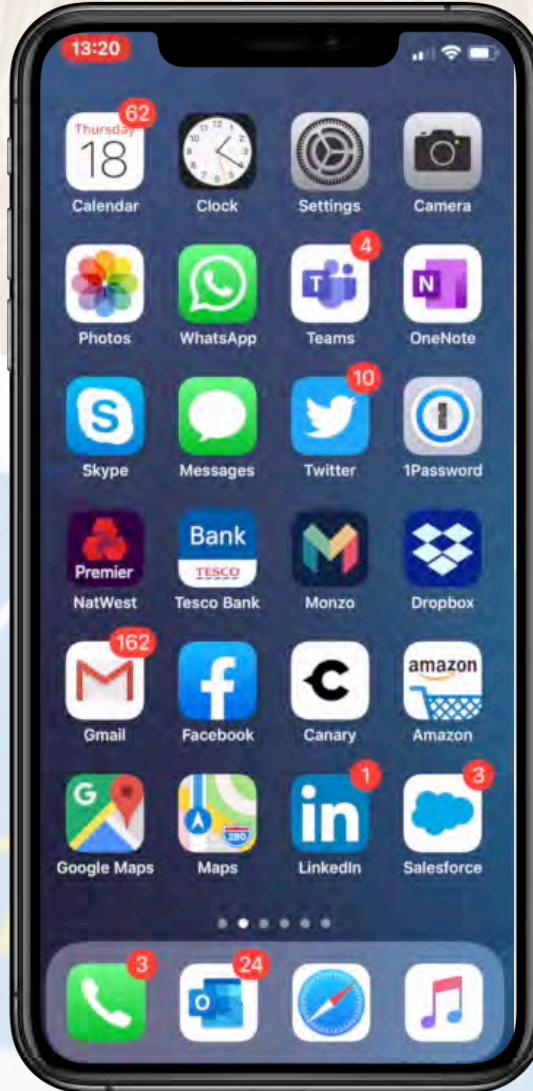
**Step 1**

### Travel Docs

web  
pdf  
mobile  
email

**Step 2**

Jenny, Your SCALE Travel Itinerary is ready !!!




# Travel Claims Use Case



2019

**INNOVATE**  
Digital Transformation Made **SMARTer**

**Travel Insurance**



**Step 1**

**Travel Docs**

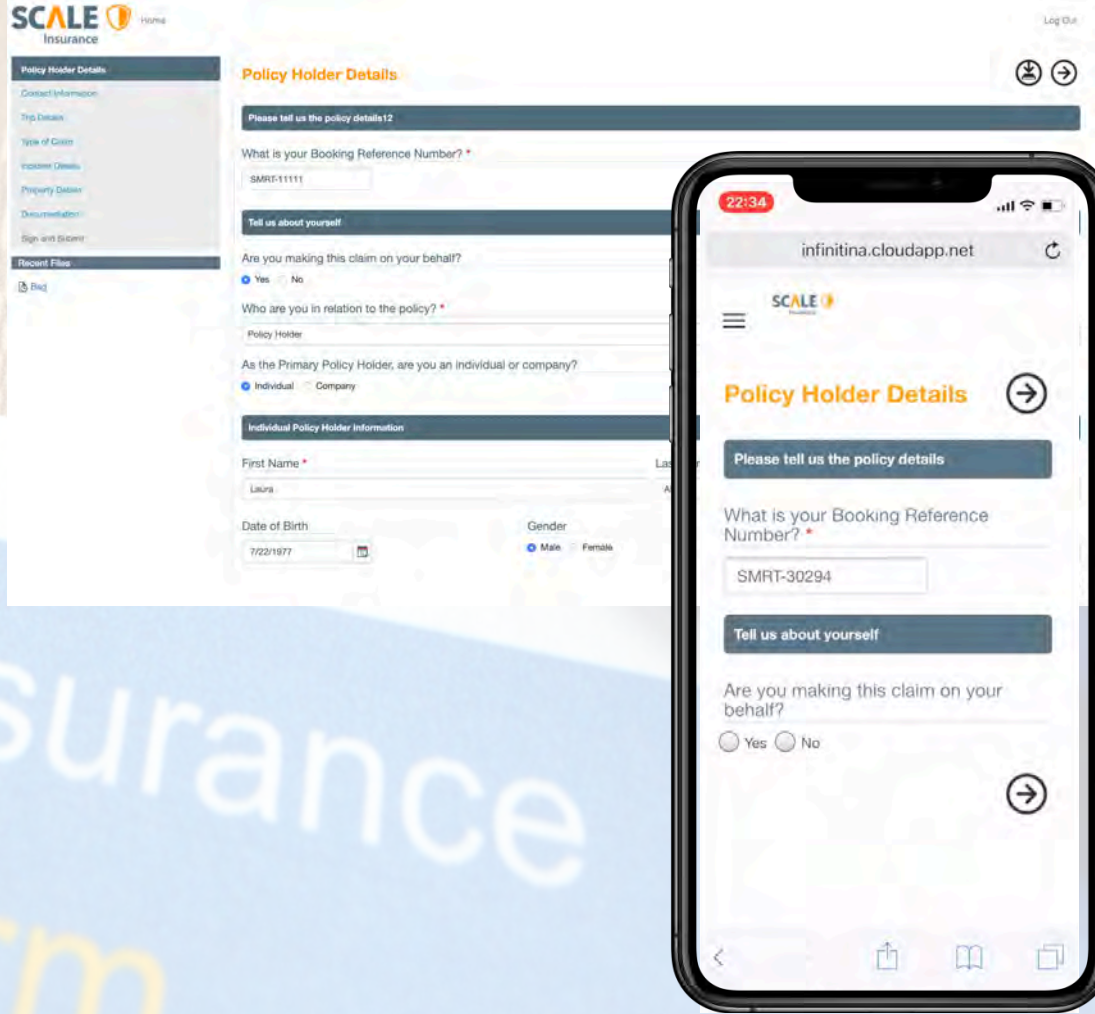


**Step 2**

**Make a Claim**



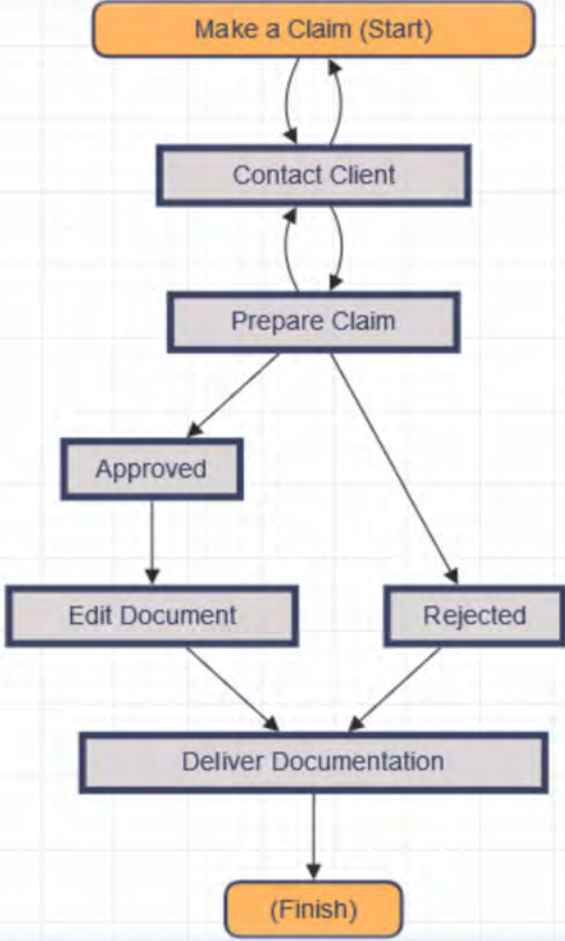
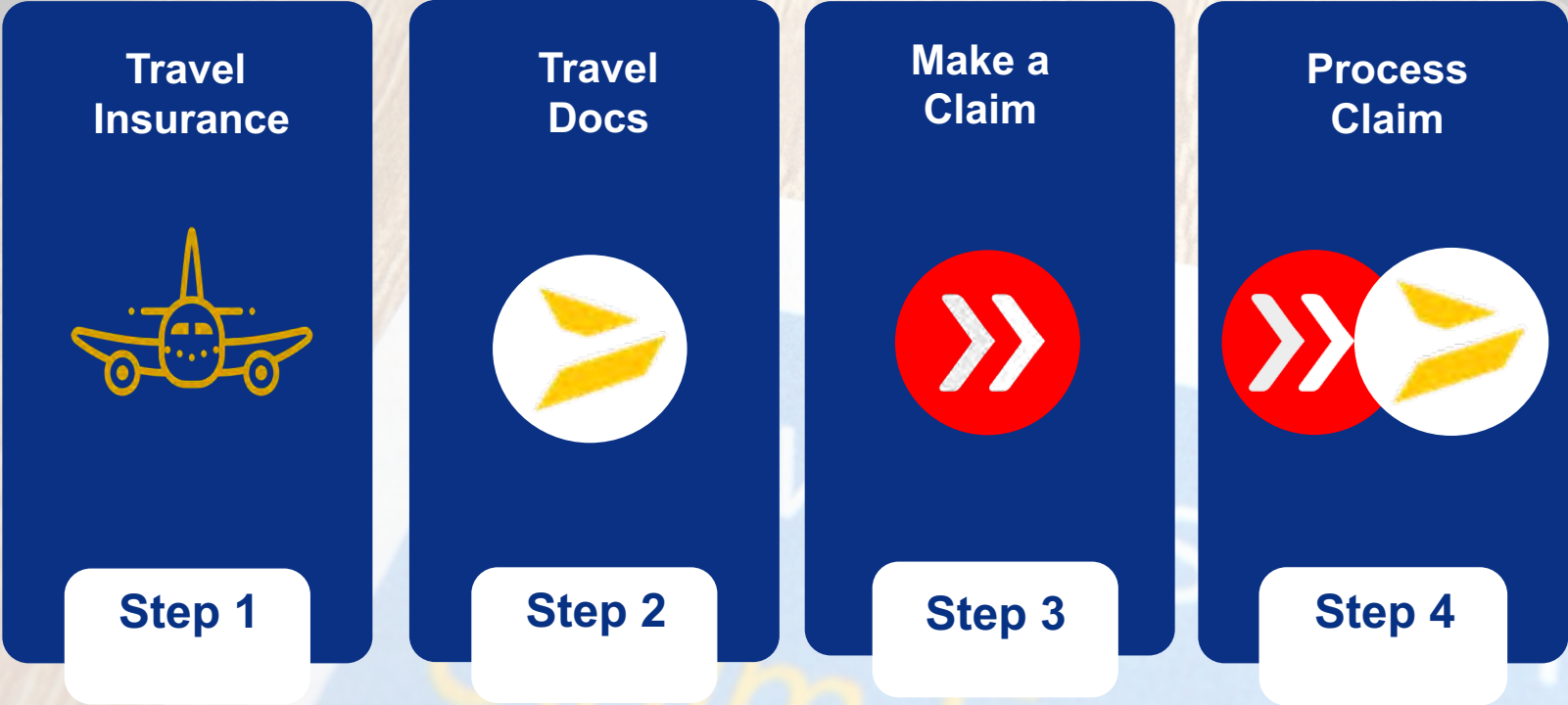
**Step 3**



# Travel Claims Use Case

2019

**INNOVATE**  
Digital Transformation Made SMARTer



# Travel Claims Use Case

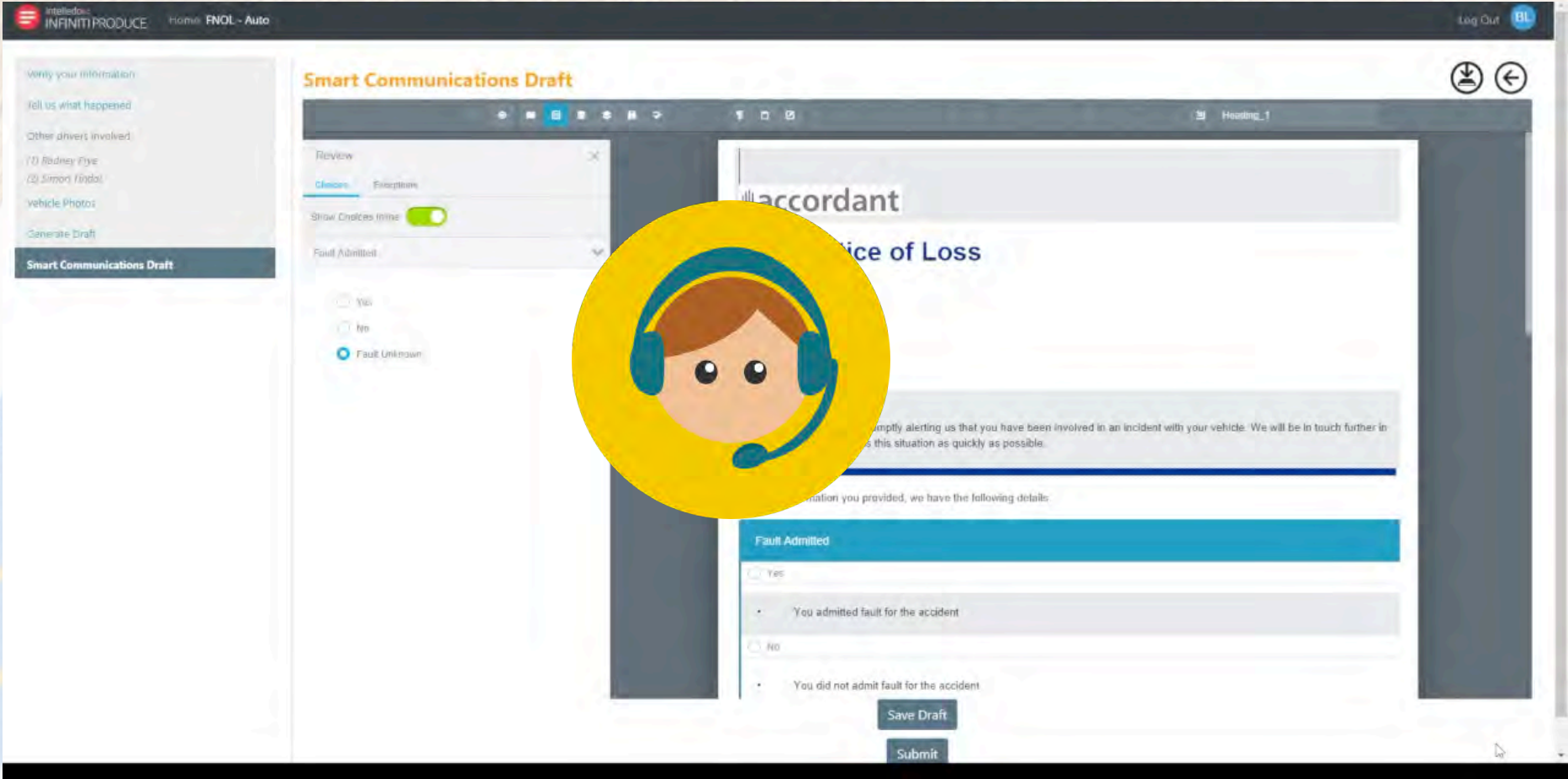
2019

**INNOVATE**  
Digital Transformation Made SMARTer

**Process Claim**



**Step 4**



# Travel Claims Use Case



2019

**INNOVATE**  
Digital Transformation Made **SMARTer**



Claim Form  
IMPORTANT

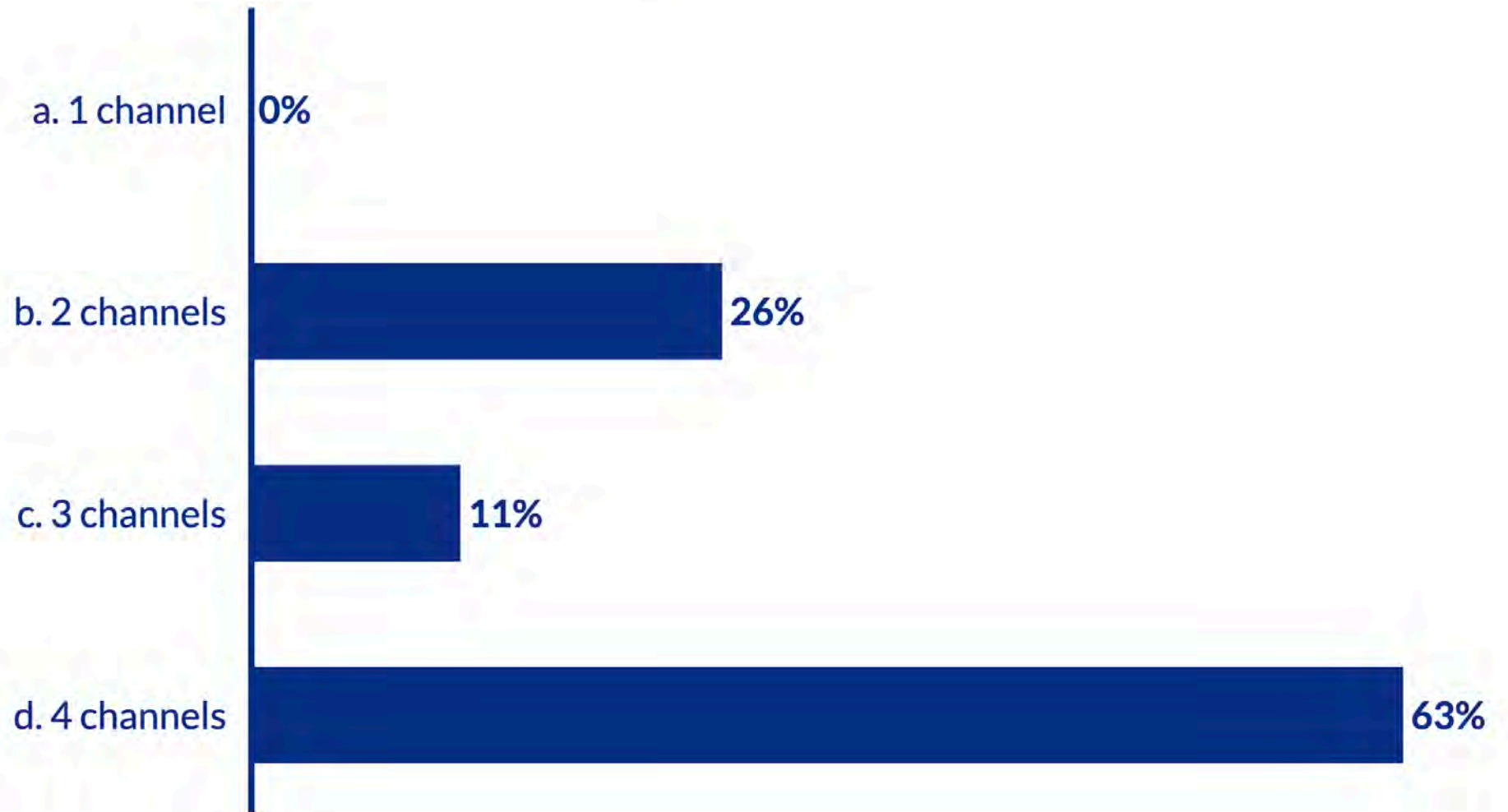
# Tell Us What You Think!



**How many output channels do you currently use within your applications today?**

- A. 1 channel
- B. 2 channels
- C. 3 channels
- D. 4 or more channels

# How many output channels do you currently use within your applications today?





# How Does This Compare To Last Year?

A. 1 channel

3%

1 vote(s)

B. 2 channels

24%

9 vote(s)

C. 3 channels

26%

10 vote(s)

D. 4 or more channels

47%

18 vote(s)

2019  
**INNOVATE**

Digital Transformation Made **SMARTer**

---

# Versioned Engine

#innovateUK2019

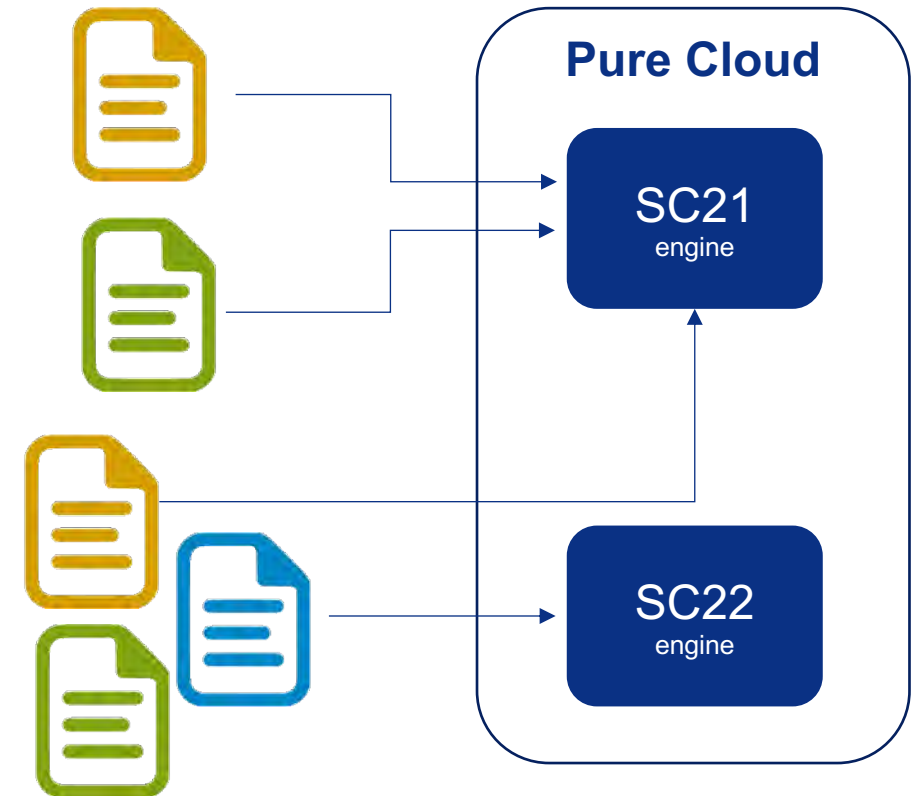
# Versioned Engine

## 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



2019  
**INNOVATE**

Digital Transformation Made **SMARTer**

---

# Smart Components

#innovateUK2019



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



#innovateUK2019

# Smart Components 2.0

2019

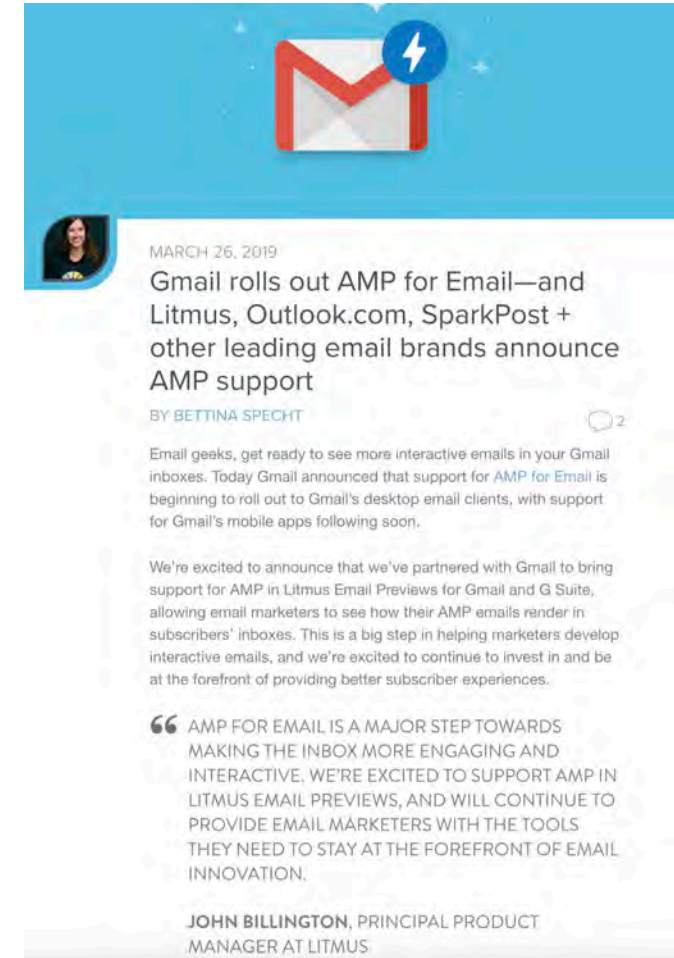
**INNOVATE**  
Digital Transformation Made **SMARTer**

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



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

#innovateUK2019

2019  
**INNOVATE**

Digital Transformation Made **SMARTer**

---

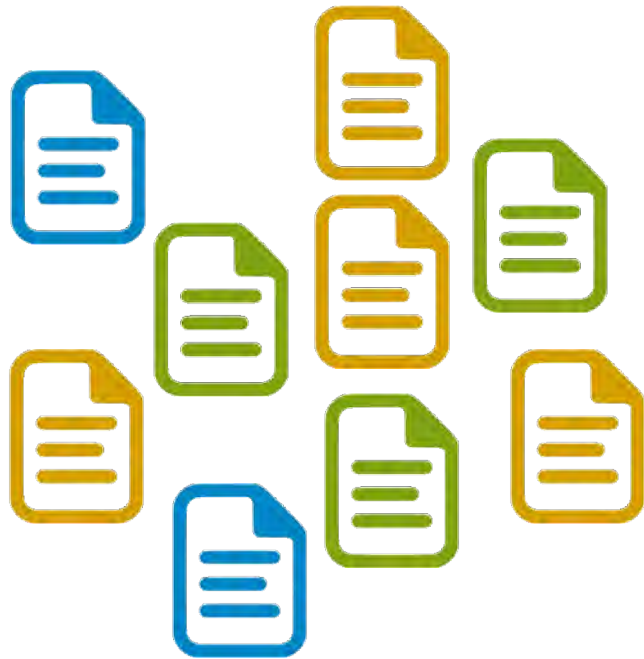
# Migration Studio

#innovateUK2019

# Template Migration using Artificial Intelligence

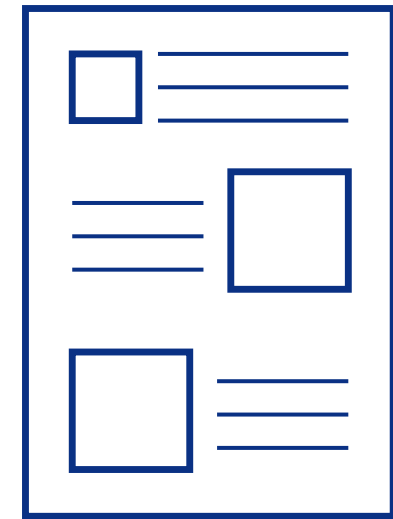


**INNOVATE**  
Digital Transformation Made **SMARTer**



Smart Communications

**SMARTCOMM™**



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

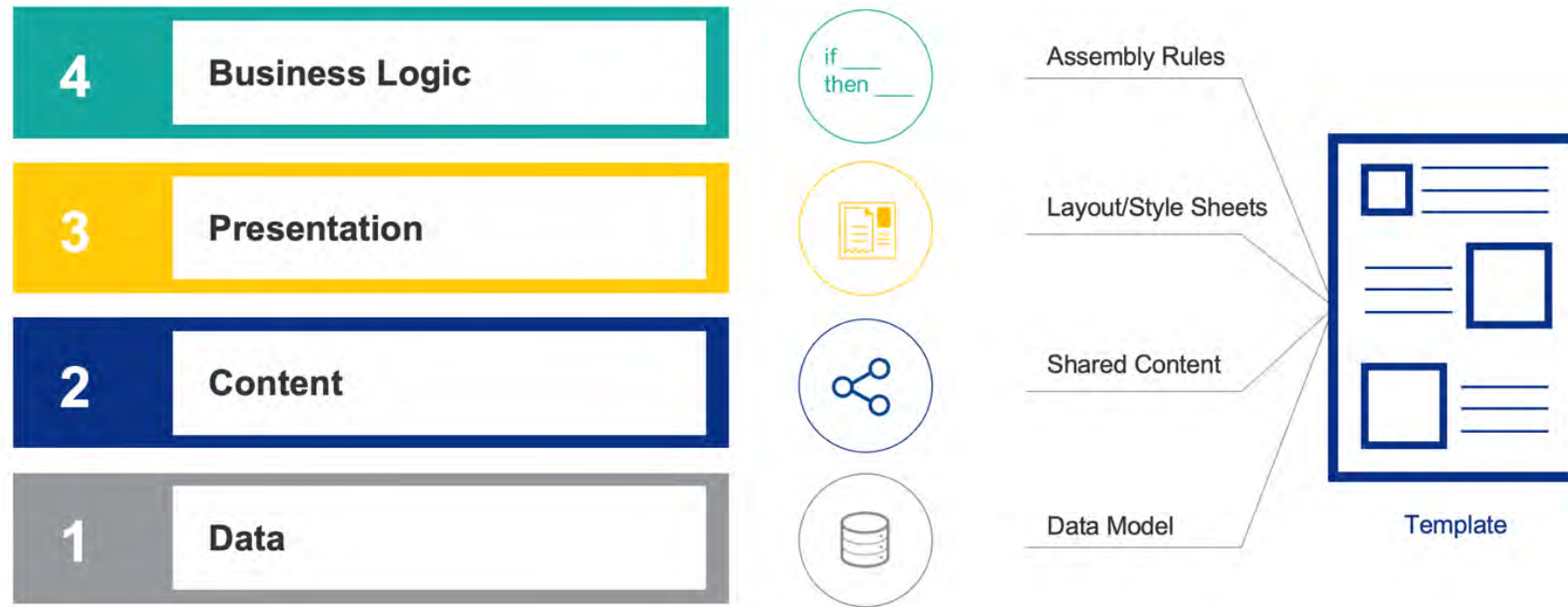
The results of AI enables the creation of SmartCOMM™ templates to accelerate migration

**#innovateUK2019**



# 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

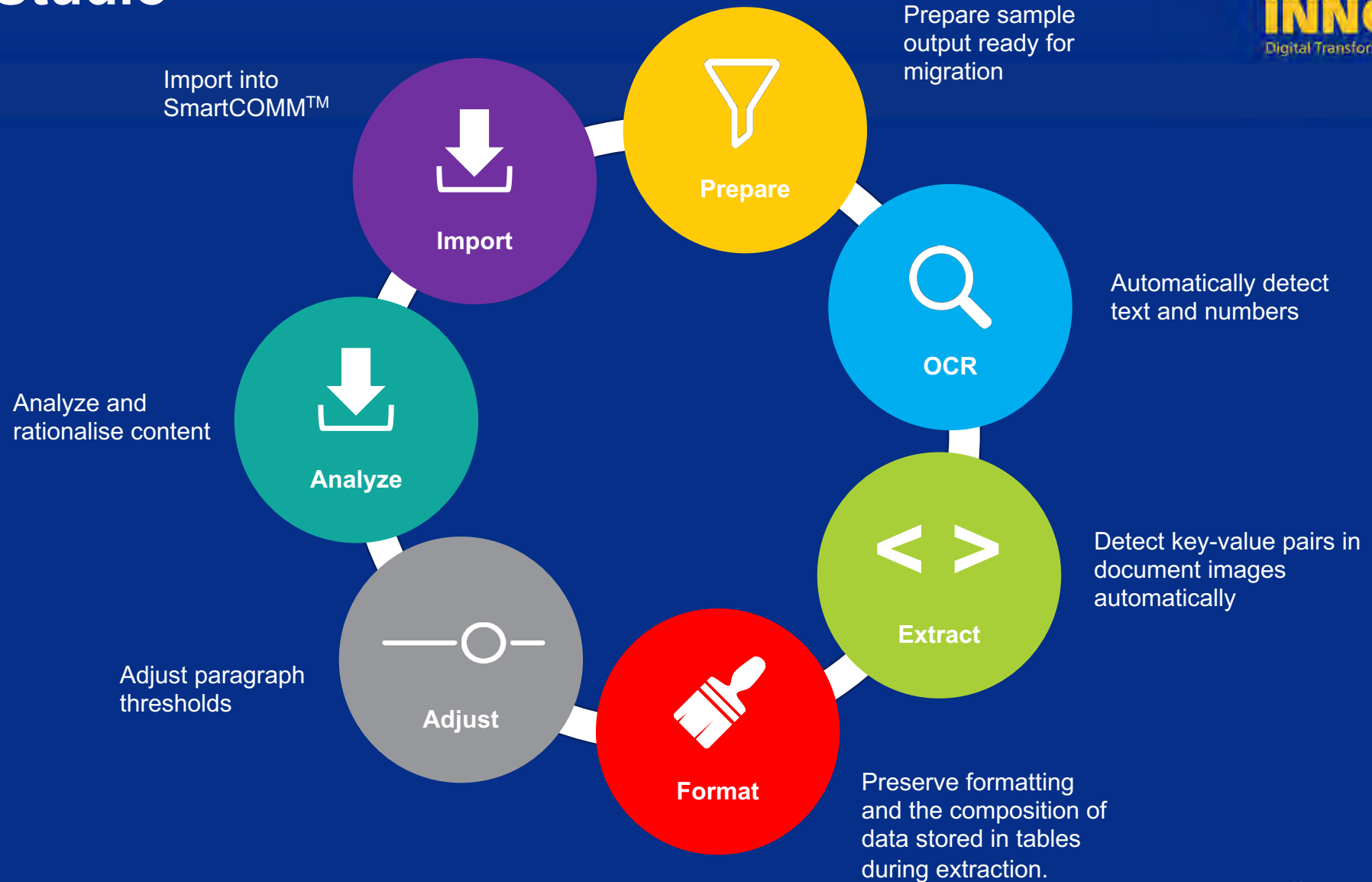


Artificial Intelligence and Machine Learning has the potential to allow the extraction of the 4 layers from legacy output which will accelerate any migration project.

# Migration Studio

2019

**INNOVATE**  
Digital Transformation Made SMARTer



#innovateUK2019

2019  
**INNOVATE**

Digital Transformation Made SMARTer

---

# Preview – Migration Studio

#innovateUK2019



## MUTUAL NON-DISCLOSURE AGREEMENT



This Agreement is made on this 10th day of May 2019 (Effective Date) between  
**SmartComms SC Limited**, a company registered in England and Wales under number 4330341, having its registered office at Calalyfi House, 720 Commercial Court, Commercial Park, Essex, HM3 5WJ ("SmartCom" or "US"), and  
**Accordant**, a company registered in United States under number [redacted] having its registered office at Technology Parkway Northwest, Norcross, GA ("Company").

Each entity may be referred to in this Agreement as a "Party" and collectively as the "Parties".  
 The Parties are considering entering into a business arrangement (the "Purpose") and may wish to disclose or receive certain proprietary and confidential information relating to its products, processes and commercial activities. In connection with the Purpose, each Party may disclose Confidential Information to the other Party.


In consideration of the mutual promises set forth herein, it is hereby agreed as follows:

- 1.1 Confidential Information:** means any information supplied or made available in any form by the Discloser to the Recipient for the Purpose but shall not include information which (i) is or becomes generally available in the public domain through no fault or breach on part of the Recipient, or as demonstrated by the written records of the Recipient, nor already lawfully known without restriction to the Recipient, nor already lawfully known by the Discloser, nor information available to the Recipient without restriction on disclosure by a third party (such as a professional adviser), or (ii) was independently developed by the Recipient without receipt of the Confidential Information of the Discloser.
- 1.2 Party:** means the parties to this Agreement including their respective subsidiaries, affiliates, agents, partners or successors.
- 1.3 Discloser:** means the Party disclosing Confidential Information.
- 1.4 Recipient:** means the Party receiving Confidential Information.
- 1.5 Representative:** means directors, officers, employees, partners, agents, affiliates, subcontractors, agents, consultants, advisors and other authorized representatives.
- 2. Treatment of Confidential Information:**
  - (1) The Recipient will use the Discloser's Confidential Information in strict confidence and will take all reasonable measures to protect the confidentiality and avoid the inadvertent disclosure or use of such Confidential Information.
  - (2) Without limiting clause 2.1, the Recipient shall take at least those measures that it takes to protect its own confidential information of a similar nature, but in no event less than reasonable security.
  - (3) The Recipient shall not use Discloser's Confidential Information for any purpose except for its own internal review in connection with the Purpose without the Discloser's prior written consent.
  - (4) The Recipient shall be fully responsible for any unauthorized disclosure or use of the Discloser's Confidential Information by its Representatives.
- 3. Disclosure Required by Law:** If the Recipient becomes legally compelled to disclose Confidential Information it will:
  - (1) notify the Discloser promptly in writing so that the Discloser may have a reasonable opportunity to seek a protective order or other protection against disclosure; and
  - (2) disclose only that portion of the Confidential Information that it is legally required to furnish and use its best efforts to obtain confidential treatment for such Confidential Information.
- 4. Return of Confidential Information:** Upon Discloser's request, Recipient will:
  - (1) return to Discloser all materials furnished by Discloser containing Confidential Information, as well as all copies, and other materials that contain or are in any way derived from Confidential Information; or
  - (2) certify in writing to Discloser that all materials have been destroyed.
- 5. Ownership of Confidential Information:** All rights in the Confidential Information are reserved by the respective Discloser and neither this Agreement nor any exchange of information hereunder by Discloser will be construed as assigning, conveying, transferring, granting or conferring directly or by implication upon the Recipient, any rights, interest, or authority in or to the Discloser's Confidential Information.
- 6. No Representation or Warranties:** Any information disclosed under this Agreement is provided "as is," and without any warranty, whether


```

1. <!--[if gte IE 9]>
2. <!--[endif]>
3. <!--[if gte IE 9]>
4. <!--[endif]>
5. <!--[if gte IE 9]>
6. <!--[endif]>
7. <!--[if gte IE 9]>
8. <!--[endif]>
9. <!--[if gte IE 9]>
10. <!--[endif]>
11. <!--[if gte IE 9]>
12. <!--[endif]>
13. <!--[if gte IE 9]>
14. <!--[endif]>
15. <!--[if gte IE 9]>
16. <!--[endif]>
17. <!--[if gte IE 9]>
18. <!--[endif]>
19. <!--[if gte IE 9]>
20. <!--[endif]>
21. <!--[if gte IE 9]>
22. <!--[endif]>
23. <!--[if gte IE 9]>
24. <!--[endif]>
25. <!--[if gte IE 9]>
26. <!--[endif]>
27. <!--[if gte IE 9]>
28. <!--[endif]>
29. <!--[if gte IE 9]>
30. <!--[endif]>
31. <!--[if gte IE 9]>
32. <!--[endif]>
33. <!--[if gte IE 9]>
34. <!--[endif]>
35. <!--[if gte IE 9]>
36. <!--[endif]>
37. <!--[if gte IE 9]>
38. <!--[endif]>
39. <!--[if gte IE 9]>
40. <!--[endif]>
41. <!--[if gte IE 9]>
42. <!--[endif]>
43. <!--[if gte IE 9]>
44. <!--[endif]>
45. <!--[if gte IE 9]>
46. <!--[endif]>
47. <!--[if gte IE 9]>
48. <!--[endif]>
49. <!--[if gte IE 9]>
50. <!--[endif]>
51. <!--[if gte IE 9]>
52. <!--[endif]>
53. <!--[if gte IE 9]>
54. <!--[endif]>
55. <!--[if gte IE 9]>
56. <!--[endif]>
57. <!--[if gte IE 9]>
58. <!--[endif]>
59. <!--[if gte IE 9]>
60. <!--[endif]>
61. <!--[if gte IE 9]>
62. <!--[endif]>
63. <!--[if gte IE 9]>
64. <!--[endif]>
65. <!--[if gte IE 9]>
66. <!--[endif]>
67. <!--[if gte IE 9]>
68. <!--[endif]>
69. <!--[if gte IE 9]>
70. <!--[endif]>
71. <!--[if gte IE 9]>
72. <!--[endif]>
73. <!--[if gte IE 9]>
74. <!--[endif]>
75. <!--[if gte IE 9]>
76. <!--[endif]>
77. <!--[if gte IE 9]>
78. <!--[endif]>
79. <!--[if gte IE 9]>
80. <!--[endif]>
81. <!--[if gte IE 9]>
82. <!--[endif]>
83. <!--[if gte IE 9]>
84. <!--[endif]>
85. <!--[if gte IE 9]>
86. <!--[endif]>
87. <!--[if gte IE 9]>
88. <!--[endif]>
89. <!--[if gte IE 9]>
90. <!--[endif]>
91. <!--[if gte IE 9]>
92. <!--[endif]>
93. <!--[if gte IE 9]>
94. <!--[endif]>
95. <!--[if gte IE 9]>
96. <!--[endif]>
97. <!--[if gte IE 9]>
98. <!--[endif]>
99. <!--[if gte IE 9]>
100. <!--[endif]>
101. <!--[if gte IE 9]>
102. <!--[endif]>
103. <!--[if gte IE 9]>
104. <!--[endif]>
105. <!--[if gte IE 9]>
106. <!--[endif]>
107. <!--[if gte IE 9]>
108. <!--[endif]>
109. <!--[if gte IE 9]>
110. <!--[endif]>
111. <!--[if gte IE 9]>
112. <!--[endif]>
113. <!--[if gte IE 9]>
114. <!--[endif]>
115. <!--[if gte IE 9]>
116. <!--[endif]>
117. <!--[if gte IE 9]>
118. <!--[endif]>
119. <!--[if gte IE 9]>
120. <!--[endif]>
121. <!--[if gte IE 9]>
122. <!--[endif]>
123. <!--[if gte IE 9]>
124. <!--[endif]>
125. <!--[if gte IE 9]>
126. <!--[endif]>
127. <!--[if gte IE 9]>
128. <!--[endif]>
129. <!--[if gte IE 9]>
130. <!--[endif]>
131. <!--[if gte IE 9]>
132. <!--[endif]>
133. <!--[if gte IE 9]>
134. <!--[endif]>
135. <!--[if gte IE 9]>
136. <!--[endif]>
137. <!--[if gte IE 9]>
138. <!--[endif]>
139. <!--[if gte IE 9]>
140. <!--[endif]>
141. <!--[if gte IE 9]>
142. <!--[endif]>
143. <!--[if gte IE 9]>
144. <!--[endif]>
145. <!--[if gte IE 9]>
146. <!--[endif]>
147. <!--[if gte IE 9]>
148. <!--[endif]>
149. <!--[if gte IE 9]>
150. <!--[endif]>
151. <!--[if gte IE 9]>
152. <!--[endif]>
153. <!--[if gte IE 9]>
154. <!--[endif]>
155. <!--[if gte IE 9]>
156. <!--[endif]>
157. <!--[if gte IE 9]>
158. <!--[endif]>
159. <!--[if gte IE 9]>
160. <!--[endif]>
161. <!--[if gte IE 9]>
162. <!--[endif]>
163. <!--[if gte IE 9]>
164. <!--[endif]>
165. <!--[if gte IE 9]>
166. <!--[endif]>
167. <!--[if gte IE 9]>
168. <!--[endif]>
169. <!--[if gte IE 9]>
170. <!--[endif]>
171. <!--[if gte IE 9]>
172. <!--[endif]>
173. <!--[if gte IE 9]>
174. <!--[endif]>
175. <!--[if gte IE 9]>
176. <!--[endif]>
177. <!--[if gte IE 9]>
178. <!--[endif]>
179. <!--[if gte IE 9]>
180. <!--[endif]>
181. <!--[if gte IE 9]>
182. <!--[endif]>
183. <!--[if gte IE 9]>
184. <!--[endif]>
185. <!--[if gte IE 9]>
186. <!--[endif]>
187. <!--[if gte IE 9]>
188. <!--[endif]>
189. <!--[if gte IE 9]>
190. <!--[endif]>
191. <!--[if gte IE 9]>
192. <!--[endif]>
193. <!--[if gte IE 9]>
194. <!--[endif]>
195. <!--[if gte IE 9]>
196. <!--[endif]>
197. <!--[if gte IE 9]>
198. <!--[endif]>
199. <!--[if gte IE 9]>
200. <!--[endif]>
201. <!--[if gte IE 9]>
202. <!--[endif]>
203. <!--[if gte IE 9]>
204. <!--[endif]>
205. <!--[if gte IE 9]>
206. <!--[endif]>
207. <!--[if gte IE 9]>
208. <!--[endif]>
209. <!--[if gte IE 9]>
210. <!--[endif]>
211. <!--[if gte IE 9]>
212. <!--[endif]>
213. <!--[if gte IE 9]>
214. <!--[endif]>
215. <!--[if gte IE 9]>
216. <!--[endif]>
217. <!--[if gte IE 9]>
218. <!--[endif]>
219. <!--[if gte IE 9]>
220. <!--[endif]>
221. <!--[if gte IE 9]>
222. <!--[endif]>
223. <!--[if gte IE 9]>
224. <!--[endif]>
225. <!--[if gte IE 9]>
226. <!--[endif]>
227. <!--[if gte IE 9]>
228. <!--[endif]>
229. <!--[if gte IE 9]>
230. <!--[endif]>
231. <!--[if gte IE 9]>
232. <!--[endif]>
233. <!--[if gte IE 9]>
234. <!--[endif]>
235. <!--[if gte IE 9]>
236. <!--[endif]>
237. <!--[if gte IE 9]>
238. <!--[endif]>
239. <!--[if gte IE 9]>
240. <!--[endif]>
241. <!--[if gte IE 9]>
242. <!--[endif]>
243. <!--[if gte IE 9]>
244. <!--[endif]>
245. <!--[if gte IE 9]>
246. <!--[endif]>
247. <!--[if gte IE 9]>
248. <!--[endif]>
249. <!--[if gte IE 9]>
250. <!--[endif]>
251. <!--[if gte IE 9]>
252. <!--[endif]>
253. <!--[if gte IE 9]>
254. <!--[endif]>
255. <!--[if gte IE 9]>
256. <!--[endif]>
257. <!--[if gte IE 9]>
258. <!--[endif]>
259. <!--[if gte IE 9]>
260. <!--[endif]>
261. <!--[if gte IE 9]>
262. <!--[endif]>
263. <!--[if gte IE 9]>
264. <!--[endif]>
265. <!--[if gte IE 9]>
266. <!--[endif]>
267. <!--[if gte IE 9]>
268. <!--[endif]>
269. <!--[if gte IE 9]>
270. <!--[endif]>
271. <!--[if gte IE 9]>
272. <!--[endif]>
273. <!--[if gte IE 9]>
274. <!--[endif]>
275. <!--[if gte IE 9]>
276. <!--[endif]>
277. <!--[if gte IE 9]>
278. <!--[endif]>
279. <!--[if gte IE 9]>
280. <!--[endif]>
281. <!--[if gte IE 9]>
282. <!--[endif]>
283. <!--[if gte IE 9]>
284. <!--[endif]>
285. <!--[if gte IE 9]>
286. <!--[endif]>
287. <!--[if gte IE 9]>
288. <!--[endif]>
289. <!--[if gte IE 9]>
290. <!--[endif]>
291. <!--[if gte IE 9]>
292. <!--[endif]>
293. <!--[if gte IE 9]>
294. <!--[endif]>
295. <!--[if gte IE 9]>
296. <!--[endif]>
297. <!--[if gte IE 9]>
298. <!--[endif]>
299. <!--[if gte IE 9]>
300. <!--[endif]>
301. <!--[if gte IE 9]>
302. <!--[endif]>
303. <!--[if gte IE 9]>
304. <!--[endif]>
305. <!--[if gte IE 9]>
306. <!--[endif]>
307. <!--[if gte IE 9]>
308. <!--[endif]>
309. <!--[if gte IE 9]>
310. <!--[endif]>
311. <!--[if gte IE 9]>
312. <!--[endif]>
313. <!--[if gte IE 9]>
314. <!--[endif]>
315. <!--[if gte IE 9]>
316. <!--[endif]>
317. <!--[if gte IE 9]>
318. <!--[endif]>
319. <!--[if gte IE 9]>
320. <!--[endif]>
321. <!--[if gte IE 9]>
322. <!--[endif]>
323. <!--[if gte IE 9]>
324. <!--[endif]>
325. <!--[if gte IE 9]>
326. <!--[endif]>
327. <!--[if gte IE 9]>
328. <!--[endif]>
329. <!--[if gte IE 9]>
330. <!--[endif]>
331. <!--[if gte IE 9]>
332. <!--[endif]>
333. <!--[if gte IE 9]>
334. <!--[endif]>
335. <!--[if gte IE 9]>
336. <!--[endif]>
337. <!--[if gte IE 9]>
338. <!--[endif]>
339. <!--[if gte IE 9]>
340. <!--[endif]>
341. <!--[if gte IE 9]>
342. <!--[endif]>
343. <!--[if gte IE 9]>
344. <!--[endif]>
345. <!--[if gte IE 9]>
346. <!--[endif]>
347. <!--[if gte IE 9]>
348. <!--[endif]>
349. <!--[if gte IE 9]>
350. <!--[endif]>
351. <!--[if gte IE 9]>
352. <!--[endif]>
353. <!--[if gte IE 9]>
354. <!--[endif]>
355. <!--[if gte IE 9]>
356. <!--[endif]>
357. <!--[if gte IE 9]>
358. <!--[endif]>
359. <!--[if gte IE 9]>
360. <!--[endif]>
361. <!--[if gte IE 9]>
362. <!--[endif]>
363. <!--[if gte IE 9]>
364. <!--[endif]>
365. <!--[if gte IE 9]>
366. <!--[endif]>
367. <!--[if gte IE 9]>
368. <!--[endif]>
369. <!--[if gte IE 9]>
370. <!--[endif]>
371. <!--[if gte IE 9]>
372. <!--[endif]>
373. <!--[if gte IE 9]>
374. <!--[endif]>
375. <!--[if gte IE 9]>
376. <!--[endif]>
377. <!--[if gte IE 9]>
378. <!--[endif]>
379. <!--[if gte IE 9]>
380. <!--[endif]>
381. <!--[if gte IE 9]>
382. <!--[endif]>
383. <!--[if gte IE 9]>
384. <!--[endif]>
385. <!--[if gte IE 9]>
386. <!--[endif]>
387. <!--[if gte IE 9]>
388. <!--[endif]>
389. <!--[if gte IE 9]>
390. <!--[endif]>
391. <!--[if gte IE 9]>
392. <!--[endif]>
393. <!--[if gte IE 9]>
394. <!--[endif]>
395. <!--[if gte IE 9]>
396. <!--[endif]>
397. <!--[if gte IE 9]>
398. <!--[endif]>
399. <!--[if gte IE 9]>
400. <!--[endif]>
401. <!--[if gte IE 9]>
402. <!--[endif]>
403. <!--[if gte IE 9]>
404. <!--[endif]>
405. <!--[if gte IE 9]>
406. <!--[endif]>
407. <!--[if gte IE 9]>
408. <!--[endif]>
409. <!--[if gte IE 9]>
410. <!--[endif]>
411. <!--[if gte IE 9]>
412. <!--[endif]>
413. <!--[if gte IE 9]>
414. <!--[endif]>
415. <!--[if gte IE 9]>
416. <!--[endif]>
417. <!--[if gte IE 9]>
418. <!--[endif]>
419. <!--[if gte IE 9]>
420. <!--[endif]>
421. <!--[if gte IE 9]>
422. <!--[endif]>
423. <!--[if gte IE 9]>
424. <!--[endif]>
425. <!--[if gte IE 9]>
426. <!--[endif]>
427. <!--[if gte IE 9]>
428. <!--[endif]>
429. <!--[if gte IE 9]>
430. <!--[endif]>
431. <!--[if gte IE 9]>
432. <!--[endif]>
433. <!--[if gte IE 9]>
434. <!--[endif]>
435. <!--[if gte IE 9]>
436. <!--[endif]>
437. <!--[if gte IE 9]>
438. <!--[endif]>
439. <!--[if gte IE 9]>
440. <!--[endif]>
441. <!--[if gte IE 9]>
442. <!--[endif]>
443. <!--[if gte IE 9]>
444. <!--[endif]>
445. <!--[if gte IE 9]>
446. <!--[endif]>
447. <!--[if gte IE 9]>
448. <!--[endif]>
449. <!--[if gte IE 9]>
450. <!--[endif]>
451. <!--[if gte IE 9]>
452. <!--[endif]>
453. <!--[if gte IE 9]>
454. <!--[endif]>
455. <!--[if gte IE 9]>
456. <!--[endif]>
457. <!--[if gte IE 9]>
458. <!--[endif]>
459. <!--[if gte IE 9]>
460. <!--[endif]>
461. <!--[if gte IE 9]>
462. <!--[endif]>
463. <!--[if gte IE 9]>
464. <!--[endif]>
465. <!--[if gte IE 9]>
466. <!--[endif]>
467. <!--[if gte IE 9]>
468. <!--[endif]>
469. <!--[if gte IE 9]>
470. <!--[endif]>
471. <!--[if gte IE 9]>
472. <!--[endif]>
473. <!--[if gte IE 9]>
474. <!--[endif]>
475. <!--[if gte IE 9]>
476. <!--[endif]>
477. <!--[if gte IE 9]>
478. <!--[endif]>
479. <!--[if gte IE 9]>
480. <!--[endif]>
481. <!--[if gte IE 9]>
482. <!--[endif]>
483. <!--[if gte IE 9]>
484. <!--[endif]>
485. <!--[if gte IE 9]>
486. <!--[endif]>
487. <!--[if gte IE 9]>
488. <!--[endif]>
489. <!--[if gte IE 9]>
490. <!--[endif]>
491. <!--[if gte IE 9]>
492. <!--[endif]>
493. <!--[if gte IE 9]>
494. <!--[endif]>
495. <!--[if gte IE 9]>
496. <!--[endif]>
497. <!--[if gte IE 9]>
498. <!--[endif]>
499. <!--[if gte IE 9]>
500. <!--[endif]>
501. <!--[if gte IE 9]>
502. <!--[endif]>
503. <!--[if gte IE 9]>
504. <!--[endif]>
505. <!--[if gte IE 9]>
506. <!--[endif]>
507. <!--[if gte IE 9]>
508. <!--[endif]>
509. <!--[if gte IE 9]>
510. <!--[endif]>
511. <!--[if gte IE 9]>
512. <!--[endif]>
513. <!--[if gte IE 9]>
514. <!--[endif]>
515. <!--[if gte IE 9]>
516. <!--[endif]>
517. <!--[if gte IE 9]>
518. <!--[endif]>
519. <!--[if gte IE 9]>
520. <!--[endif]>
521. <!--[if gte IE 9]>
522. <!--[endif]>
523. <!--[if gte IE 9]>
524. <!--[endif]>
525. <!--[if gte IE 9]>
526. <!--[endif]>
527. <!--[if gte IE 9]>
528. <!--[endif]>
529. <!--[if gte IE 9]>
530. <!--[endif]>
531. <!--[if gte IE 9]>
532. <!--[endif]>
533. <!--[if gte IE 9]>
534. <!--[endif]>
535. <!--[if gte IE 9]>
536. <!--[endif]>
537. <!--[if gte IE 9]>
538. <!--[endif]>
539. <!--[if gte IE 9]>
540. <!--[endif]>
541. <!--[if gte IE 9]>
542. <!--[endif]>
543. <!--[if gte IE 9]>
544. <!--[endif]>
545. <!--[if gte IE 9]>
546. <!--[endif]>
547. <!--[if gte IE 9]>
548. <!--[endif]>
549. <!--[if gte IE 9]>
550. <!--[endif]>
551. <!--[if gte IE 9]>
552. <!--[endif]>
553. <!--[if gte IE 9]>
554. <!--[endif]>
555. <!--[if gte IE 9]>
556. <!--[endif]>
557. <!--[if gte IE 9]>
558. <!--[endif]>
559. <!--[if gte IE 9]>
560. <!--[endif]>
561. <!--[if gte IE 9]>
562. <!--[endif]>
563. <!--[if gte IE 9]>
564. <!--[endif]>
565. <!--[if gte IE 9]>
566. <!--[endif]>
567. <!--[if gte IE 9]>
568. <!--[endif]>
569. <!--[if gte IE 9]>
570. <!--[endif]>
571. <!--[if gte IE 9]>
572. <!--[endif]>
573. <!--[if gte IE 9]>
574. <!--[endif]>
575. <!--[if gte IE 9]>
576. <!--[endif]>
577. <!--[if gte IE 9]>
578. <!--[endif]>
579. <!--[if gte IE 9]>
580. <!--[endif]>
581. <!--[if gte IE 9]>
582. <!--[endif]>
583. <!--[if gte IE 9]>
584. <!--[endif]>
585. <!--[if gte IE 9]>
586. <!--[endif]>
587. <!--[if gte IE 9]>
588. <!--[endif]>
589. <!--[if gte IE 9]>
590. <!--[endif]>
591. <!--[if gte IE 9]>
592. <!--[endif]>
593. <!--[if gte IE 9]>
594. <!--[endif]>
595. <!--[if gte IE 9]>
596. <!--[endif]>
597. <!--[if gte IE 9]>
598. <!--[endif]>
599. <!--[if gte IE 9]>
600. <!--[endif]>
601. <!--[if gte IE 9]>
602. <!--[endif]>
603. <!--[if gte IE 9]>
604. <!--[endif]>
605. <!--[if gte IE 9]>
606. <!--[endif]>
607. <!--[if gte IE 9]>
608. <!--[endif]>
609. <!--[if gte IE 9]>
610. <!--[endif]>
611. <!--[if gte IE 9]>
612. <!--[endif]>
613. <!--[if gte IE 9]>
614. <!--[endif]>
615. <!--[if gte IE 9]>
616. <!--[endif]>
617. <!--[if gte IE 9]>
618. <!--[endif]>
619. <!--[if gte IE 9]>
620. <!--[endif]>
621. <!--[if gte IE 9]>
622. <!--[endif]>
623. <!--[if gte IE 9]>
624. <!--[endif]>
625. <!--[if gte IE 9]>
626. <!--[endif]>
627. <!--[if gte IE 9]>
628. <!--[endif]>
629. <!--[if gte IE 9]>
630. <!--[endif]>
631. <!--[if gte IE 9]>
632. <!--[endif]>
633. <!--[if gte IE 9]>
634. <!--[endif]>
635. <!--[if gte IE 9]>
636. <!--[endif]>
637. <!--[if gte IE 9]>
638. <!--[endif]>
639. <!--[if gte IE 9]>
640. <!--[endif]>
641. <!--[if gte IE 9]>
642. <!--[endif]>
643. <!--[if gte IE 9]>
644. <!--[endif]>
645. <!--[if gte IE 9]>
646. <!--[endif]>
647. <!--[if gte IE 9]>
648. <!--[endif]>
649. <!--[if gte IE 9]>
650. <!--[endif]>
651. <!--[if gte IE 9]>
652. <!--[endif]>
653. <!--[if gte IE 9]>
654. <!--[endif]>
655. <!--[if gte IE 9]>
656. <!--[endif]>
657. <!--[if gte IE 9]>
658. <!--[endif]>
659. <!--[if gte IE 9]>
660. <!--[endif]>
661. <!--[if gte IE 9]>
662. <!--[endif]>
663. <!--[if gte IE 9]&gt
```

1



Here are all the details of your Car Insurance Quote



**Your Premium**  
If you pay annually: **£123.45**  
If you pay monthly: **£12.34**  
You can pay by Direct Debit or Payment Card. APR is 12%. The total amount payable is £180.00.

**Your Details**  
You selected for:  
**Comprehensive Coverage** | **Guaranteed Rental Car Option** | **FREE**  
You will be issued a 2,3,4,5,6,7 and 8 in the Policy Handbook  
You selected for **£250.00 Voluntary Excess**  
Your **Fast Fire Ready No Claims Discount**  
Your fast ready for your cover to start at **Midnight on 01-Aug-18** and to last for **one year**  
You do not want to add any drivers to your policy.

**Your Car**  
Your vehicle is a **Ford EcoSport** with Registration Number **AB123CD**  
Your vehicle's current estimated value is **£18,000**  
You drive about **10,000 Miles per Year**  
You keep your car at home.

**About you**  
Your name is **Laura Brown**  
You have informed us that you are the legal owner and registered holder of your vehicle.  
You were born on **April 23, 1968**  
Your Address is **Ap1, 3a, 1, Mickleborough, Tyne and Wear M11 1AB**

ACME Insurance is licensed and regulated by the Financial Conduct Authority (FCA) under number 94038842 in England, Wales and Scotland and by the Financial Industry Regulatory Authority (FINRA) under number 3346295 in the United States of America. Page 2 of 2.

2

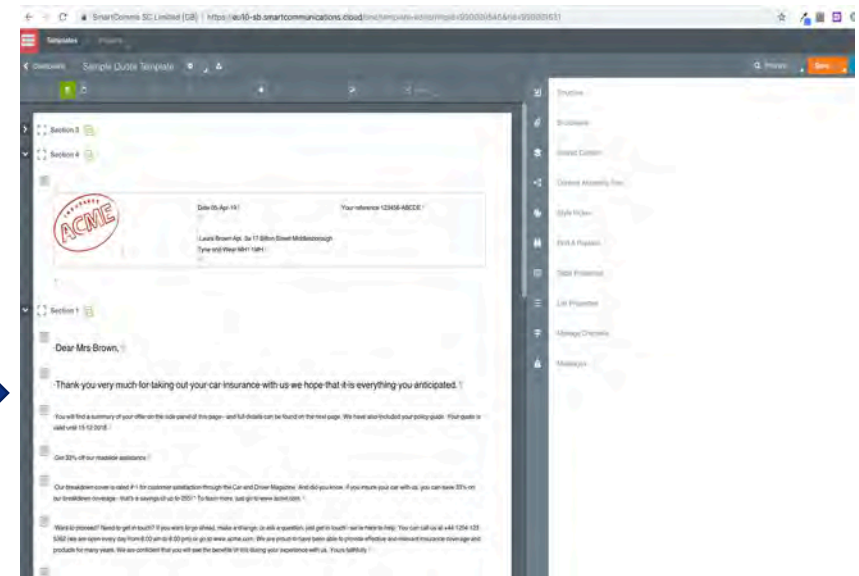
```
1 <!--PAGEBODY-->  
2 <!--PAGEHEADER-->  
3 <!--PAGEFOOTER-->  
4 <!--PAGECONTENT-->  
5 <!--PAGEFOOTER-->  
6 <!--PAGECONTENT-->  
7 <!--PAGEFOOTER-->  
8 <!--PAGECONTENT-->  
9 <!--PAGEFOOTER-->  
10 <!--PAGECONTENT-->  
11 <!--PAGEFOOTER-->  
12 <!--PAGECONTENT-->  
13 <!--PAGEFOOTER-->  
14 <!--PAGECONTENT-->  
15 <!--PAGEFOOTER-->  
16 <!--PAGECONTENT-->  
17 <!--PAGEFOOTER-->  
18 <!--PAGECONTENT-->  
19 <!--PAGEFOOTER-->  
20 <!--PAGECONTENT-->  
21 <!--PAGEFOOTER-->  
22 <!--PAGECONTENT-->  
23 <!--PAGEFOOTER-->  
24 <!--PAGECONTENT-->  
25 <!--PAGEFOOTER-->  
26 <!--PAGECONTENT-->  
27 <!--PAGEFOOTER-->  
28 <!--PAGECONTENT-->  
29 <!--PAGEFOOTER-->  
30 <!--PAGECONTENT-->  
31 <!--PAGEFOOTER-->  
32 <!--PAGECONTENT-->  
33 <!--PAGEFOOTER-->  
34 <!--PAGECONTENT-->  
35 <!--PAGEFOOTER-->  
36 <!--PAGECONTENT-->  
37 <!--PAGEFOOTER-->  
38 <!--PAGECONTENT-->  
39 <!--PAGEFOOTER-->  
40 <!--PAGECONTENT-->  
41 <!--PAGEFOOTER-->  
42 <!--PAGECONTENT-->  
43 <!--PAGEFOOTER-->  
44 <!--PAGECONTENT-->  
45 <!--PAGEFOOTER-->  
46 <!--PAGECONTENT-->  
47 <!--PAGEFOOTER-->  
48 <!--PAGECONTENT-->  
49 <!--PAGEFOOTER-->  
50 <!--PAGECONTENT-->  
51 <!--PAGEFOOTER-->  
52 <!--PAGECONTENT-->  
53 <!--PAGEFOOTER-->  
54 <!--PAGECONTENT-->  
55 <!--PAGEFOOTER-->  
56 <!--PAGECONTENT-->  
57 <!--PAGEFOOTER-->  
58 <!--PAGECONTENT-->  
59 <!--PAGEFOOTER-->  
60 <!--PAGECONTENT-->  
61 <!--PAGEFOOTER-->  
62 <!--PAGECONTENT-->  
63 <!--PAGEFOOTER-->  
64 <!--PAGECONTENT-->  
65 <!--PAGEFOOTER-->  
66 <!--PAGECONTENT-->  
67 <!--PAGEFOOTER-->  
68 <!--PAGECONTENT-->  
69 <!--PAGEFOOTER-->  
70 <!--PAGECONTENT-->  
71 <!--PAGEFOOTER-->  
72 <!--PAGECONTENT-->  
73 <!--PAGEFOOTER-->  
74 <!--PAGECONTENT-->  
75 <!--PAGEFOOTER-->  
76 <!--PAGECONTENT-->  
77 <!--PAGEFOOTER-->  
78 <!--PAGECONTENT-->  
79 <!--PAGEFOOTER-->  
80 <!--PAGECONTENT-->  
81 <!--PAGEFOOTER-->  
82 <!--PAGECONTENT-->  
83 <!--PAGEFOOTER-->  
84 <!--PAGECONTENT-->  
85 <!--PAGEFOOTER-->  
86 <!--PAGECONTENT-->  
87 <!--PAGEFOOTER-->  
88 <!--PAGECONTENT-->  
89 <!--PAGEFOOTER-->  
90 <!--PAGECONTENT-->  
91 <!--PAGEFOOTER-->  
92 <!--PAGECONTENT-->  
93 <!--PAGEFOOTER-->  
94 <!--PAGECONTENT-->  
95 <!--PAGEFOOTER-->  
96 <!--PAGECONTENT-->  
97 <!--PAGEFOOTER-->  
98 <!--PAGECONTENT-->  
99 <!--PAGEFOOTER-->  
100 <!--PAGECONTENT-->
```

**Comprehensive Coverage** | **Guaranteed Rental Car Option** | **FREE**

**AB12 3CD**



3





# Word Importer Enhancements



**INNOVATE**  
Digital Transformation Made **SMARTer**

1

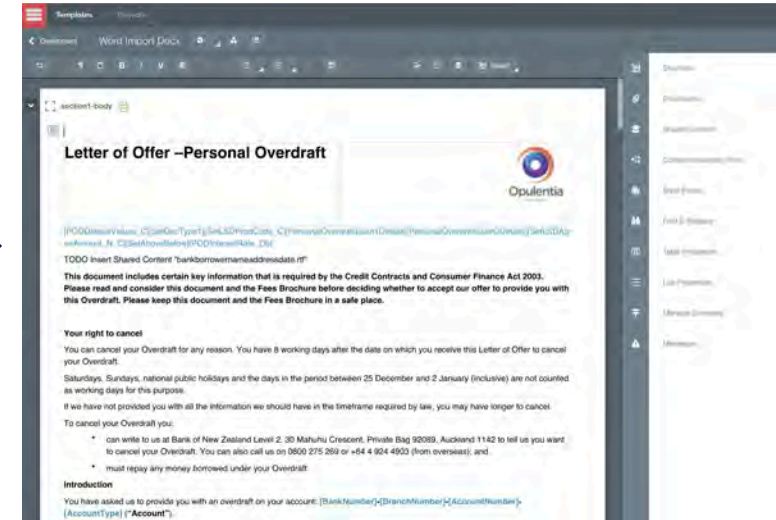
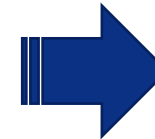
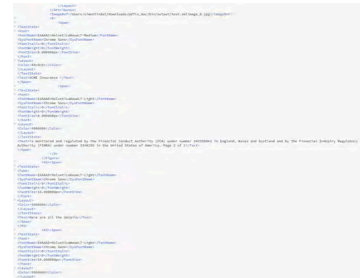
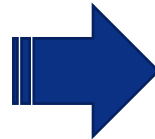
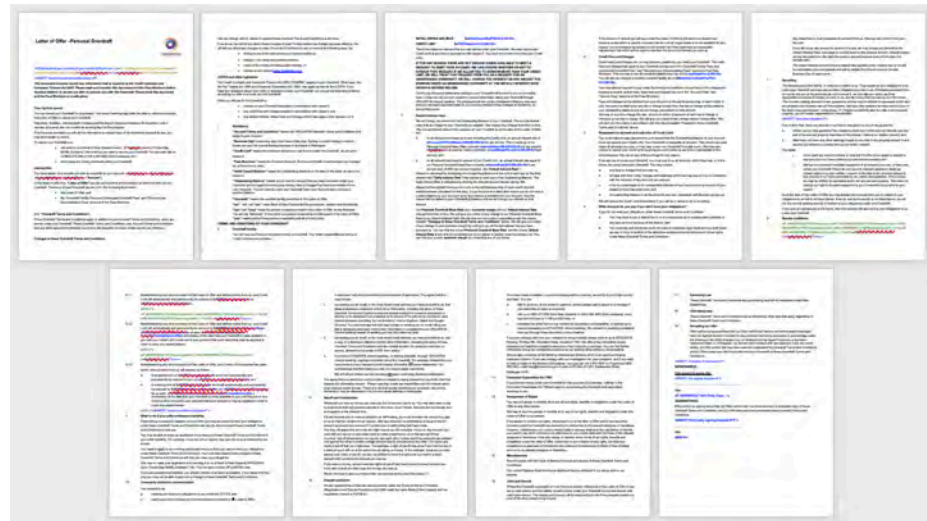
2

3

Content

Data items

Business Rules



```

IF [ANSWERED( PODTemporaryLimit-N ) AND ANSWERED( PODPermanentLimit-N )]
[PODSetPODPermanentLimit_C][SetDocSpecCon_FTtrue_c]
0.0.1 Notwithstanding any other provision of this Letter of Offer and witho
permanently be reduced to $[PODPermanentLimit_N] on [PODTe
    
```

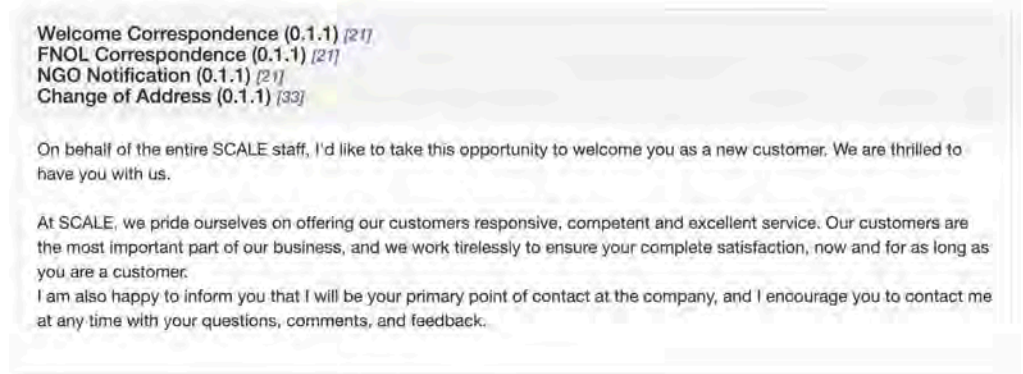
#innovateUK2019

## The Challenge

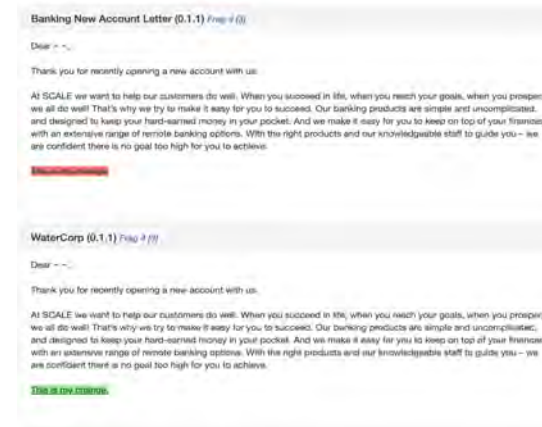
- Business users Importing and/or creating duplicate content in Smart Communications

## The Solution

- Tools to scan the SmartCOMM CMS prior to importing
  - Similarity Score e.g. 98
  - # of Duplicates e.g. 5
- As-You-Type suggestions
  - Auto Suggestions to use Shared Content
  - Auto Complete



## Duplicate Content



## Similar Content



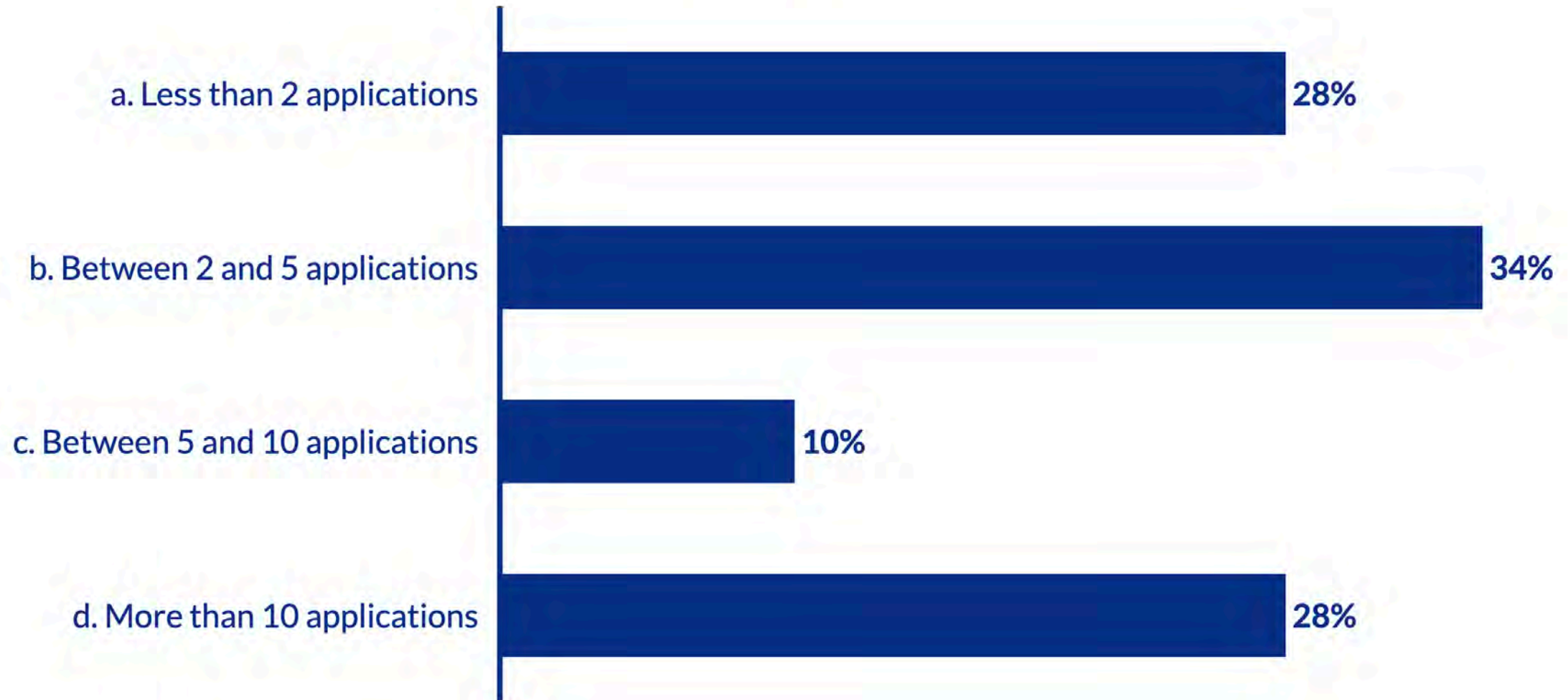
# Tell Us What You Think!



**Within your organization  
how many applications  
could Migration Studio  
help move to Smart  
Communications?**

- A. Less than 2 applications
- B. Between 2 and 5 applications
- C. Between 5 and 10 applications
- D. More than 10 applications

## Within your organization how many applications could Migration Studio help move to Smart Communications?



2019  
**INNOVATE**

Digital Transformation Made **SMARTer**

---

# Regression Studio

#innovateUK2019

# Regression Studio

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.



# INNOVATE

Digital Transformation Made **SMARTer**

**#innovateUK2019**

Email: [stindal@smartcommunications.com](mailto:stindal@smartcommunications.com)