

2019

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Digital Transformation Made **SMARTer**

Welcome to INNOVATE!

Neil Greathead, CCO of Smart Communications

2019

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CX drives digital transformation



Now is the time to deliver exceptional experiences

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Great communications drive great CX



More channels, touchpoints, interactions, disruptions

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63% likely to switch

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55% willing to give more to get more

Seamless Experience

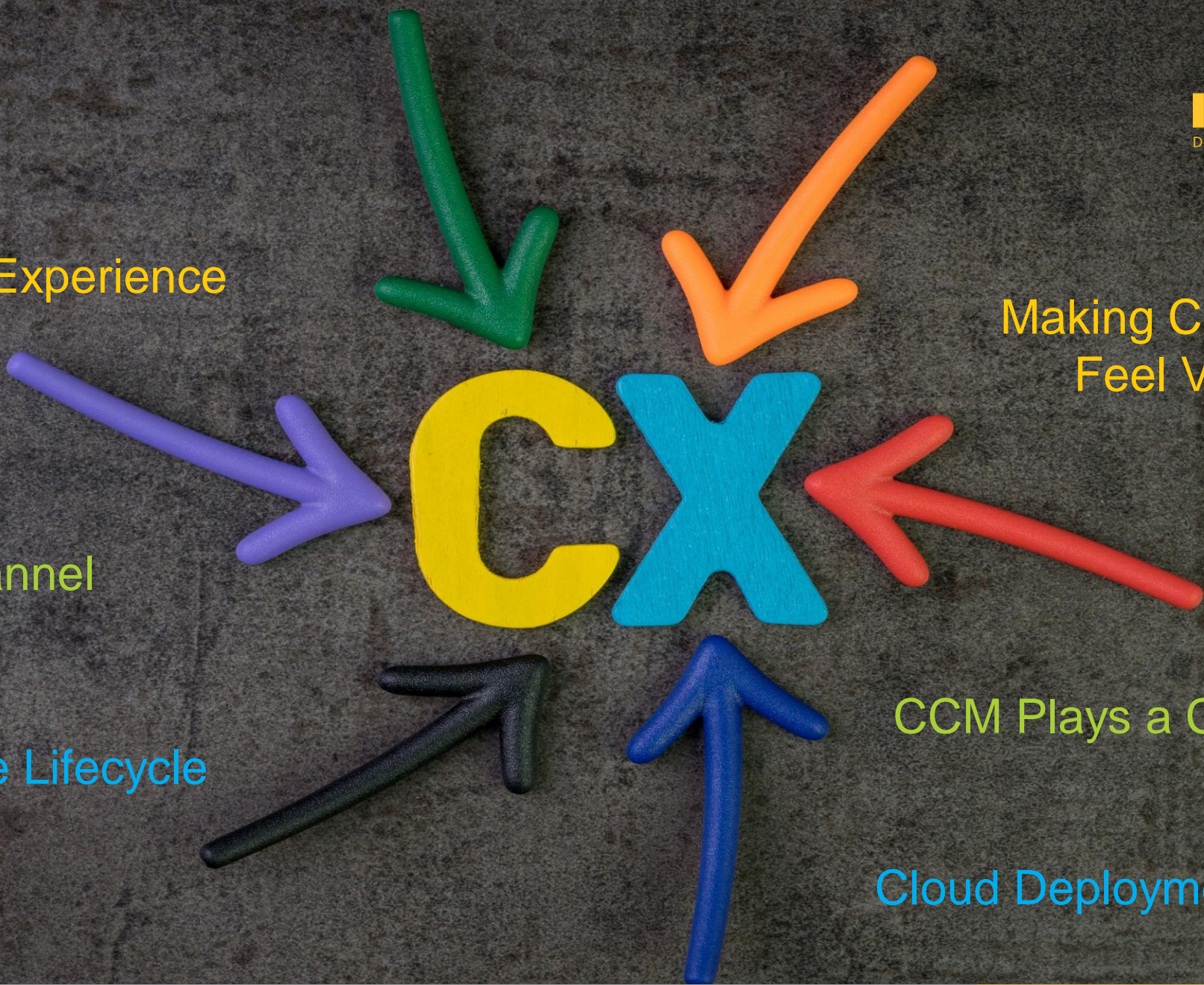
Making Customers
Feel Valued

Multi-Channel

CCM Plays a Critical Role

Across the Lifecycle

Cloud Deployment is Key





Multi-tenant

Elastic

High
Availability

Pure Cloud



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

Conversation Cloud Framework

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Connect to
3rd Party
Systems



Validated
Plug-Ins



Open and
Flexible



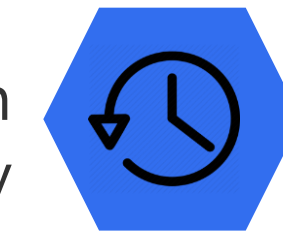
Marketplace



APIs



Conversation
History



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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!

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



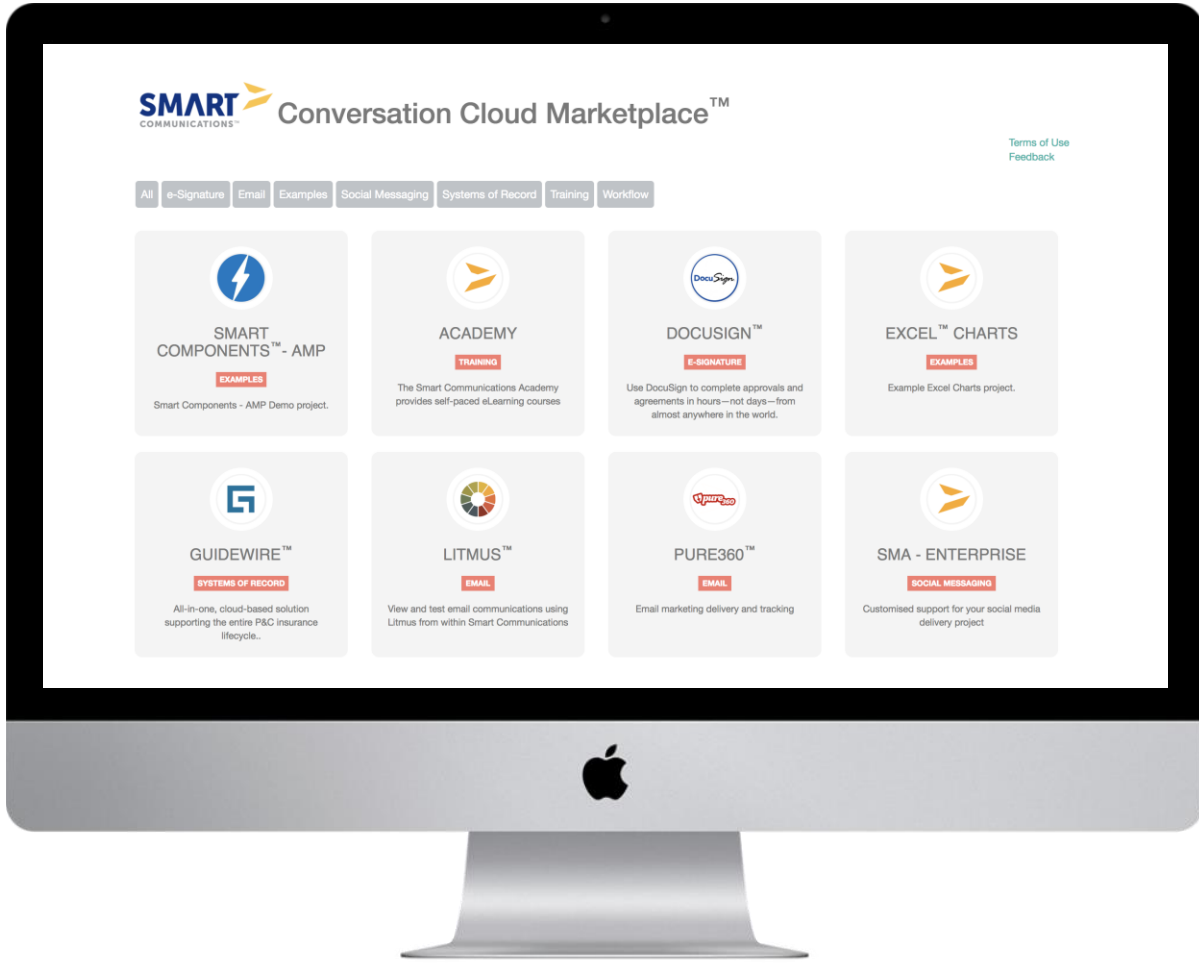
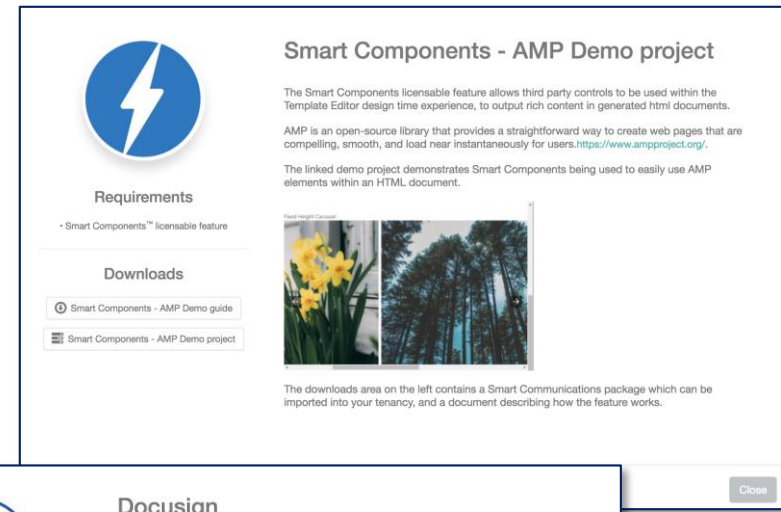
Reduced TCO, access to innovation, and avoidance of lengthy upgrades



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



Designed to leverage a wide array of embedded microservices

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

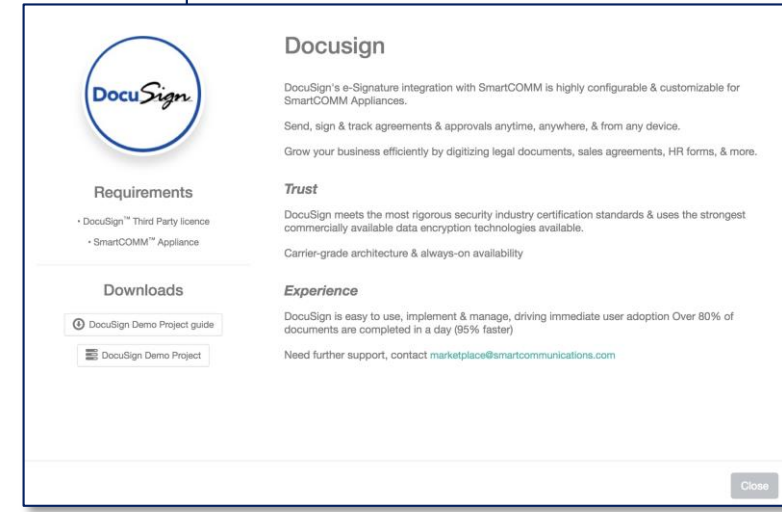
- Smart Components™ licensable feature

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

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SMARTer Together.

Chief Customer Office

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



FORRESTER[®]

Now Tech: Customer Communications Management, Q1 2019

Forrester's Overview Of 17 CCM Providers



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Smart Communications Builds on Momentum, Appoints James Brown as CEO

By Rob Goodman @rgoodman1 Connect Website



DigitalNewsDaily

How Critical Are Meaningful Conversations?

by Laurie Sullivan @lauriesullivan, August 13, 2018



Report by Bill Fisher | Apr 4, 2018 | 25 min read

UK Digital Banking and Payments
Mobile Money Management Lags Other Digital Behaviors

Best 1H In Company History!

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50%



New business growth over one year ago

Key Themes

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Customer-Centric Digital Transformation



Building a Future-Proof, Digital Business



Upgrading Legacy for the Next Generation



Improving Efficiency with More Modern Tools



Catering to the Digitally-Enabled Customer



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