

# SmartCOMM™ for Salesforce Energy & Utilities Solution Brief



Digital transformation is a hot topic in board rooms these days across many industries, including those in the energy and utilities sector. Rising competition and customer power create an ever-competitive market. Rather than racing to the bottom in a typical price war, energy and utilities now choose to compete on customer service and profitability. In order to compete, these leaders look to radically simplify business processes through digital transformation efforts as the main basis for differentiating themselves from the competition.

Documents and communications are part of these business processes, and in many cases generation of these documents is integral to completing key revenue-generating activities. From quotes, contracts and invoices to regular batch statements, and personalized service communications – the demands on enterprise communications are always growing.

Leading energy and utilities firms depend on SmartCOMM™ for Vlocity to drive information-rich, business-critical, complex documents and communications throughout the enterprise.



Contracts



Statements



Agreements



Notices



Service Correspondence

In order to succeed in today's markets, the most successful industry-leading firms recognize the value a modern communications platform brings to the utilities industry:



Radically improve the customer experience through personalized communications via the channel of choice for users

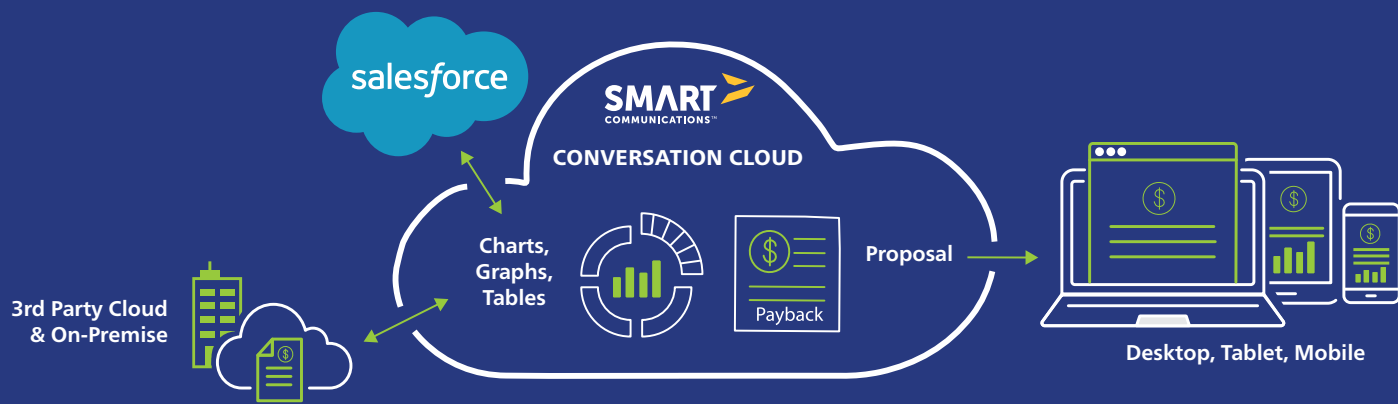


Empower employee business users to accomplish goals without the need to involve IT



Leverage these new customer and employee experiences and capabilities to drive new business models

Many CIOs charged with these initiatives are turning to trusted platforms, like those from Vlocity and Salesforce, as the basis for driving this digital transformation. The Salesforce Customer 360 platform enables integration throughout the enterprise to provide organizations a complete view of interactions with clients – across sales, support, marketing and other functions. Built natively on the Salesforce platform, Vlocity is a leading provider of industry-specific cloud and mobile software for the world’s top communications, media and entertainment, energy, utilities, insurance, health, and government organizations. SmartCOMM for Vlocity delivers industry-compliant, mission critical documents and communications across all use cases on the Vlocity and Salesforce platform – on demand, interactive, and batch at scale.



### Solar Energy Upsell Example Scenario

An energy and utility company wishes to upsell a customer to solar power. It would like to present a variety of options to customers showing projected costs of systems as well as projected tax and power savings leveraging data across several disparate platforms. In addition, it would like to present this information graphically with compelling charts and graphs across PDF, PC, mobile and tablet formats. SmartCOMM for Vlocity leverages data from Vlocity, Salesforce, and third-party systems (both in the cloud and on-premise), to generate these critical documents and communications at scale and remain compliant.

**CELENT** **Gartner**



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**Recognized as an industry leader, Smart Communications is often built into best of breed solutions.**

Whenever these solutions call for enterprise document generation or customer communications, SmartCOMM for Vlocity is selected for the following reasons:

- Professional quality, sophisticated documents and omnichannel communications – quotes, contracts, statements with complex charts, graphics and tables
- Enterprise scale to support billions of transactions across on-demand, interactive and batch use cases while remaining in compliance with leading industry regulations
- Enterprise scope to integrate throughout the organization via Smart Communications’ Conversation Cloud across public cloud, private cloud and on-premise infrastructure
- Faster time to market via an ever-evolving communications platform that brings ease, agility and scale to business and IT users
- Seamless user experience in Vlocity and Salesforce

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