



SmartMessage Marketing Platform Solution Overview

MARKETING IN THE MOMENT: REIMAGINING THE CUSTOMER EXPERIENCE FROM THE CONSUMER'S PERSPECTIVE



The digital customer requires companies to be one step ahead of them, be present in the channels that they prefer and, in the moment, when it matters most to them.

Legacy applications, integration challenges, disparate IT systems and data silos make it impossible for organizations to deliver seamless and timely customer experiences across all channels.

SmartMessage Marketing Platform is **built to complement your existing IT infrastructure and technology solutions** to help your business become truly customer-centric.

With a comprehensive approach to customer engagement, our solutions unlock opportunities to optimize your customers' experience. We help you **drive relevant, contextual experiences across all channels in real-time**, so that you can create competitive advantages and build long-lasting customer relationships.

SmartMessage has helped some of the world's leading organizations transform themselves in response to changing business environments and customer expectations – **delivering connected experiences, adding new channels and evolving their marketing and communication strategies.**

SmartMessage Helps You



Get a 360° view of your customer interactions



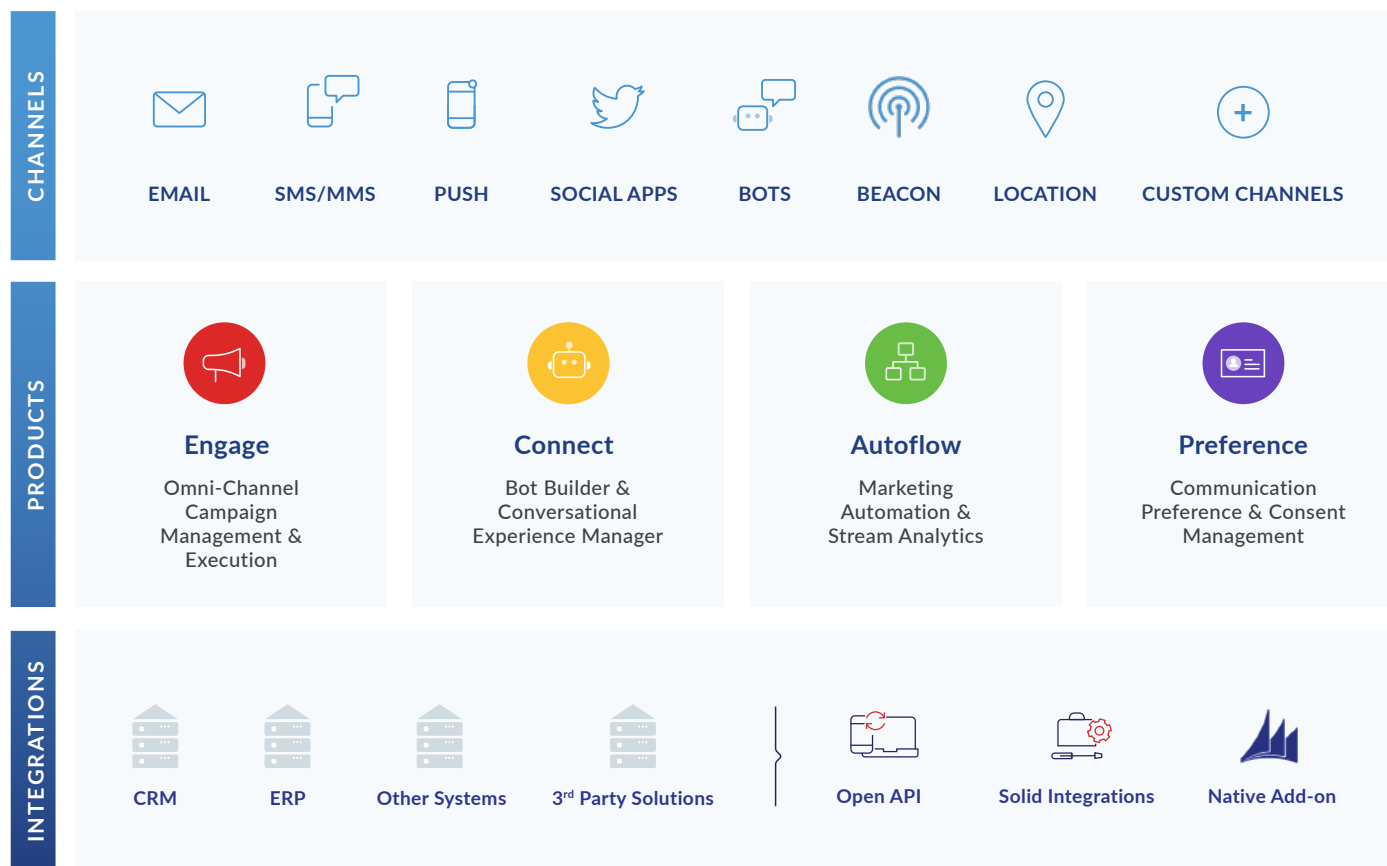
Create and deliver omnichannel experiences in context



Obtain trackable and measurable business results

SmartMessage Marketing Platform

All-in-one platform to orchestrate your digital marketing activities



Key Capabilities

- ✓ Flexible deployment options: On-Premise, Hybrid, Cloud
- ✓ Seamless ecosystem that includes scalable, integrated suite of marketing products.
- ✓ Best-in-class support and professional services that save time and accelerate your ROI.
- ✓ Enterprise-level scalability, reliability and a lower total cost of ownership.
- ✓ Fully customizable products and solutions to meet your unique business needs and requirements.
- ✓ Easy to use, intuitive interfaces to facilitate the design and creation of your campaigns.