



Consolidate platforms, transform the customer experience.

Year by year, project by project and trend by trend; your enterprise has assembled a large collection of communication systems. What seemed to be a series of easy solutions to isolated problems has morphed into a tangled mess of technologies that hurts the customer experience.

Additionally, over the past two decades, the regulatory landscape has changed many times over. Each of your legacy customer communications technologies have years of complex, and sometimes outdated regulations baked into them, creating an unstable foundation. Quadient helps companies create a nimble, effective and unified customer communications infrastructure to improve the customer experience.

The world's leading customer communications management (CCM) platform, Quadient Inspire, enables you to create and deliver personalized, compliant customer communications across all channels, from one centralized platform. It facilitates collaboration, integration, and connections that aren't possible with disconnected project or channel-based approaches.

Our powerful migration technology applies artificial intelligence, machine learning, and natural language processing to the time-consuming problem of retiring legacy CCM systems, saving thousands of person-hours.



What is customer communication unification?

Communication unification puts you in control of every communication you send to your customers, regardless of the channel. It connects your business owners, designers, compliance team, developers and enables collaboration across the business to design, create and deliver communications across all channels. It connects all your customer facing-communications to a customer journey map, ensuring each communication is consistent with your brand promise.

Communication unification helps you make every communication project accountable to your enterprise CX strategy at the highest level. Think of what you can do when you unify your communication strategy connecting marketing to IT, operations to sales, and compliance to line of business.

Customer communication unification lies at the crossroads of two key CX trends:

1. Omnichannel communication
2. Platform consolidation

Why is communication unification important?

1

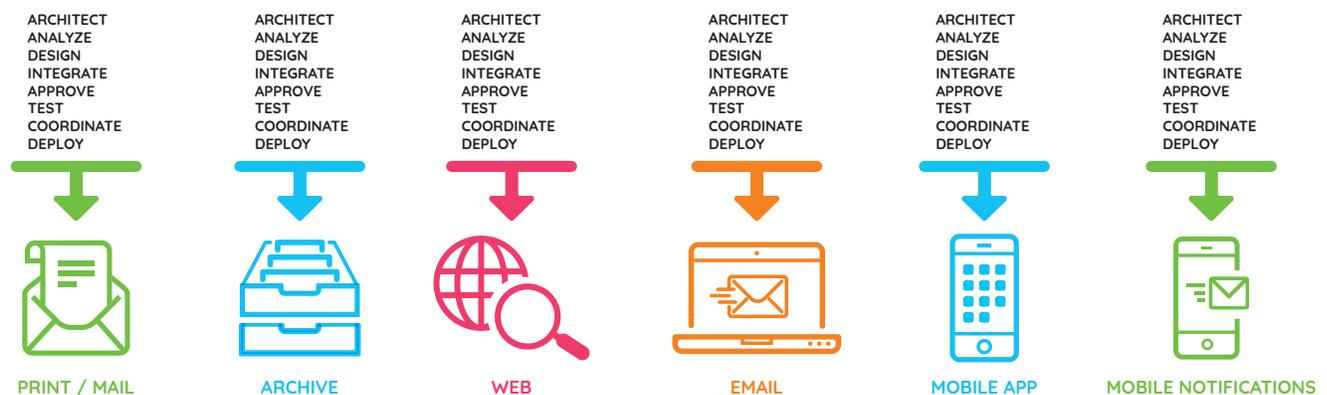
Over the years your organization has accumulated stacks of technology that are:

- Channel-specific
- Business-specific
- Department-specific

For many organizations this has resulted in significant duplication of efforts across departments, channels, and business silos, increased compliance risk, inconsistency, high maintenance costs and a poor customer experience.



Duplication of efforts across departments, channels and business silos.



What makes up your multichannel technology stack?

Do you have:

- Unsupported or abandoned legacy variable data printing (VDP) systems?
- Homegrown systems based on unsupported components?
- Old, unsupported CCM systems, or newer versions that will no longer be supported in the future?
- Cloud-based single-task solutions?
- Outsourced high volume communications?
- Outsourced archiving services?
- Are you still using Word-based applications to create communications?



2

Over the last 20 years, your business has been forced to adapt to significant changes in the regulatory landscape.

Arbitration removed from CFPB, 2017

General Data Protection Regulation (GDPR), 2018

Tax Cut and Jobs Act (TCJA), 2018

Modifications to Patient Protection and Affordable Care Act, 2014

Electronic Health Record Legislation (EHR), 2014

Consumer Financial Protection Bureau (CFPB), 2010

Jumpstart Our Business Startups Act (JOBS) 2012

Patient Protection and Affordable Care Act, 2010

Dodd-Frank, 2008

Emergency Economic Stabilization Act (EESA), 2008

Sarbanes Oxley, 2002

For every new regulation, you have had to:

- Modify your application code
- Incorporate new data sources
- Invest in expensive legal and compliance processes.

As regulations change over time, these changes must be made on top of layers and layers of previous changes, creating a complex and unstable foundation.



3

Your infrastructure gained complexity with the addition of new:

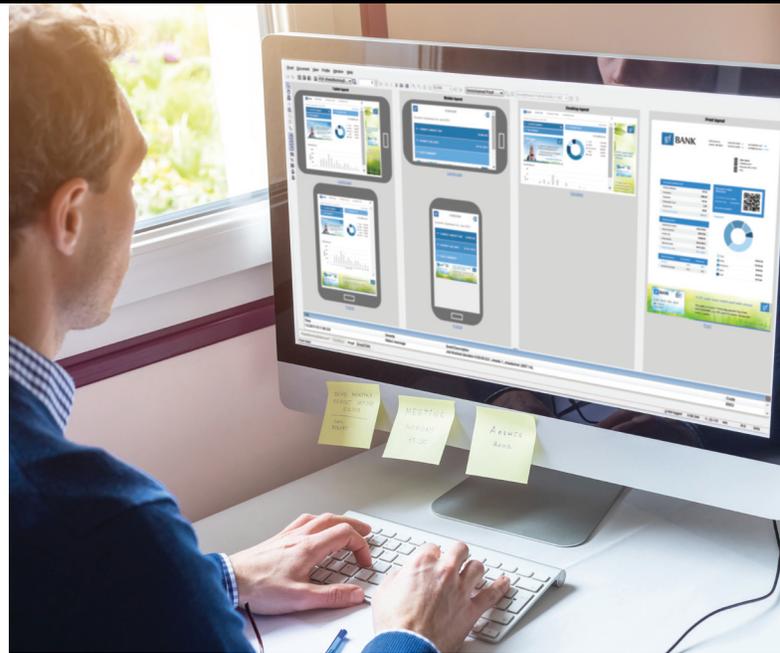
- Teams
- Departmental initiatives
- Organizational principles within the business

Contributing to more silos, duplicated efforts and inconsistent customer experiences.

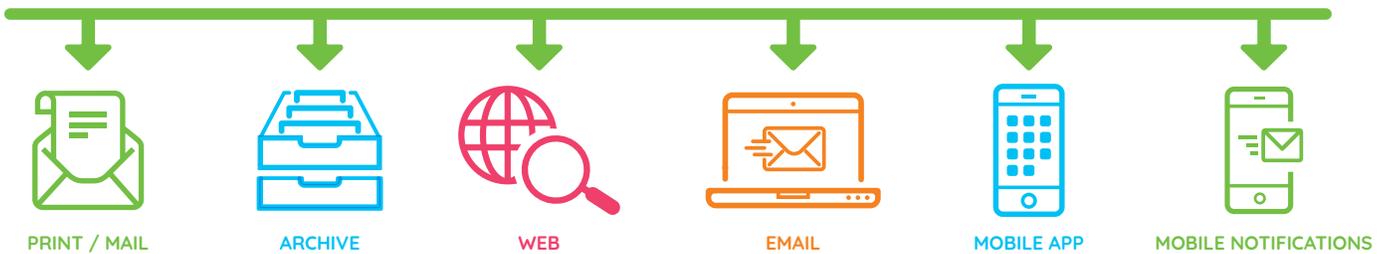
Why choose Quadient for customer communication unification?

One platform. Unlimited channels.

The world's leading customer communications management (CCM) platform, Quadient Inspire, enables you to create and deliver personalized, compliant customer communications across all channels, from one centralized platform. It facilitates collaboration, integration, and connections that aren't possible with disconnected project or channel-based approaches.



ARCHITECT • ANALYZE • DESIGN • INTEGRATE • APPROVE • TEST • COORDINATE • DEPLOY



Migration simplification.

Our powerful migration technology applies artificial intelligence, machine learning, and natural language processing to the time-consuming problem of retiring legacy CCM systems, saving thousands of person-hours.



Continued innovation.

World's Largest CX Team

- More than **350** CX INNOVATORS
- New Release every **4-6 MONTHS**

Process Driven Innovation

- Major releases approximately every **20 MONTHS**
- **19,000+** DAYS of innovation a year
- Frequent quality audits





60%

of Quadient customers chose Inspire to help them modernize and migrate their Customer Communications

Quadient Migration Experience

(We've done it all)

- **EMC:** Compuset, DLS, Document Science
- **Insystems:** Mosaic, Calligo, iStream
- **Xerox:** DocuRight
- **Microsoft:** Word
- **Pitney Bowes:** DOC1
- **CSF Suite:** CSF Legacy, CSF Designer
- Oracle Documerge, Documaker
- Thunderhead
- HP Exstream
- Legacy Mainfam/Server Solutions

and more!

High return on maintenance (ROM).

If your current CCM provider(s) have gone two, three or even four years between software releases, without any innovation, your current return on maintenance is low.

At Quadient, we are committed to providing our customers with a high return on maintenance. With major product releases approximately every 20 months, and the largest CX-focused R&D team on the planet, Quadient routinely delivers meaningful innovation that enables you to meet the evolving needs of your customers and deliver against your CX transformation goals.

quadient
Because connections matter.

About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit [quadient.com/connections](https://www.quadient.com/connections).

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