

# Smart Communications and Hyland

Complementary nature of offerings and strategic relationship



## Which Clients Choose Smart Communications?

The Smart Communications Conversation Cloud delivers omnichannel personalized conversations at an enterprise scale through digital collection, communication, collaboration, coordination, across the entire customer experience. Primary industries are insurance (P&C, L&A and others), financial services (retail banking, credit services, investment banking) and healthcare insurance payers and providers.

### Key reasons clients choose Smart Communications:

- ✓ Designed for business users – allows faster time to market and lower overall maintenance costs
- ✓ Certified integrations, including Duck Creek, for all key platforms within an enterprise architecture.
- ✓ Mature cloud offering - pure cloud AWS, Azure and Google cloud as well as hybrid
- ✓ Single template design- lowers costs through multiple channels, jurisdictions, languages & brands
- ✓ Digital adaptive interviews – Replaces manual and static forms, replaces the requirement to speak to someone, with relevant simple digital interviews

### Hyland and Smart Communications overall Summary of alignment:

- Hyland's offerings in enterprise content management and intelligent capture solutions are great complements to Smart Communications document generation and adaptive interview software.
- Hyland and Smart Communications have strong relationships with a common set of strategic system integrators and technology platform partners.



# Why Clients Choose Hyland for Content Services & Enterprise Content Management?

Hyland is a leading content services provider that enables thousands of organizations to deliver better experiences to the people they serve. Hyland insurance solutions combine intelligent capture, content services, case management, process automation, and secure file sharing for claims, policy and billing.

- ✓ Hyland brings over 30 years of experience in the financial services and insurance industries
- ✓ Hyland ranked a Leader in the IDC MarketScope: Worldwide Intelligent Document Processing Software 2023–2024 Vendor Assessment

**Products:** OnBase, Nuxeo, Alfresco and Intelligent Capture

## Hyland Intelligent Capture

Intelligent capture solutions combine optical character recognition and human-like intelligence to turn paper and electronic documents into actionable data, without manual data entry. Hyland Intelligent Capture and SmartIQ offer complementary capabilities. SmartIQ enables intelligent digital interviews and enrollment capabilities gathering just the missing information for a process. Use cases where integration between these can lead to great customer value have been identified.



## About Hyland

Hyland puts your content to work, making it smarter and more accessible in the moment of need. Our intelligent content solutions empower our customers to deliver exceptional experiences to those they serve. Our solutions capture, process and manage high volumes of diverse content, helping you improve, accelerate and automate operational decisions and workflows.

Smart Communications is a Recognized Industry Leader



### About Smart Communications

Smart Communications provides the platform that leading organisations trust to deliver personalised, consistent, and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organisations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.

