

# Smart Communications Launches SmartHUB: Driving Contextual Customer Outcomes with Accessible Digital Archives

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## IDC'S QUICK TAKE

On June 17, Smart Communications introduced SmartHUB, a digital archiving solution that expands the Conversation Cloud platform for customer communication management (CCM). This strategic expansion allows Smart Communications to manage complex, end-to-end, AI-driven workflows, and by providing integrated access to archived content and data, SmartHUB can enable AI-driven workflows that require historical context for more accurate and relevant customer interactions.

## PRODUCT ANNOUNCEMENT HIGHLIGHTS

On June 17, [Smart Communications introduced SmartHUB](#), a digital archiving solution that expands the Conversation Cloud platform for customer communication management.

In April, Smart Communications acquired Joisto, a Finnish data archive company that leverages multitenant, SaaS architecture to service companies in heavily regulated industries. Smart Communications has quickly integrated Joisto's digital records management technology into the Conversation Cloud, with a "purchase to product" turnaround in only a few months.

Smart Communications' Conversation Cloud platform centralizes the creation, management, and retrieval of customer communications within a single, secure environment. The platform includes SmartCOMM (pure SaaS CCM), SmartIQ (intelligent forms and digital experiences), and SmartDX (trade documentation).

Also in April, Smart Communications unveiled SmartPATH, its low-code orchestration and digital delivery offering that overlays the entire platform. SmartPATH includes drag-and-drop decision logic to optimize communication channels, based on user behavior and feedback.

This addition of SmartHUB — run on AWS — provides Smart Communications customers frictionless access to archived data for faster search and retrieval, alleviating the challenges of latency and data access in legacy workflows that plague real-time customer service and self-service interactions.

SmarrHUB uses open APIs to integrate across a diverse set of enterprise applications based on departmental needs, including CEP, CSaaS, HR, CRM, and ERP. Users can deploy pipelines across multiple geographies and streamline operations by automating retention policies and tracking document lineage. The archive's immutable storage, audit trails, and retention rules will help Smart Communications customers meet strict regulations including GDPR and ISO 14641.

With the April acquisition and subsequent June rollout, Smart Communications now offers a unified platform for managing the entire customer conversation life cycle, end to end. It also reduces the complexities — and potential risks — of maintaining disparate systems. Smart Communications has quickly evolved from a "two product" company to a platform offering.

Looking ahead at the road map, Smart Communications is integrating Conversation History with SmarrHUB. And SmarrPATH orchestration is currently available in North America and will expand globally by October 2025.

## **IDC'S POINT OF VIEW**

AI is already changing operations and CCM use cases. It is also changing how the enterprise thinks about the archive because context is what drives AI. The lines between hot and cold storage are blurring, and companies want to do more with their data whether that data is active, back up, or long-term storage.

AI-powered solutions rely on capabilities of data discovery and availability of intelligence about data, providing context and making data more accessible and consumable, breaking down data silos. This need will only increase as we think about agentic workflows of the future. Understanding and reasoning within the customer journey is driven by context and relationships, and that data is often housed in the communication archive.

With any technology disruption comes risk, and most companies are either risk aware or risk averse. Companies tell IDC that fears around exposing their brand — especially to regulatory risks — and concerns about accuracy and potential toxicity of answers are limiting factors in greater AI and GenAI adoption. This is especially important in the financial services, insurance, and healthcare verticals that must adhere to strict compliance rules.

The SmarrHUB integration and expansion of the Communication Cloud address this concern — and opportunity — by providing seamless access to the archive at scale, embedding compliance directly into the workflow.

By managing high-volume customer communications, Smart Communications users can provide contextual outcomes, with real-time responsiveness and adaptability required by agentic AI to support dynamic business activities.

With continued investment and expansion of capabilities, Smart Communications can address more of the jobs to be done, following the entire customer journey which is often complex and interrupted.

As teams are still trying to catch their breath on what is happening in the AI and agentic space, they want their IT investments to be future proof and able to adapt to fast-moving innovations. Smart Communications is demonstrating a commitment to being "future proof" because the company understands that being AI driven means being data driven. The immutable archive is key for compliance, but immutable doesn't have to mean locked away. SmartHUB transforms the communications archive from vault to accessible asset.

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