

Interoperable CCM to Connect Legacy, Current and Future Communication Technology Platforms

Scott Gerschwer

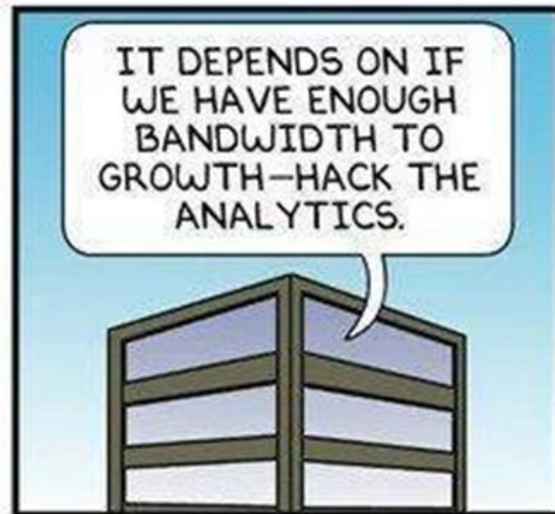
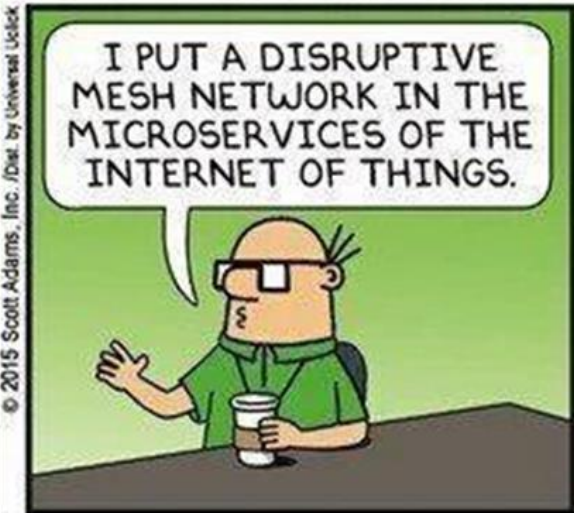
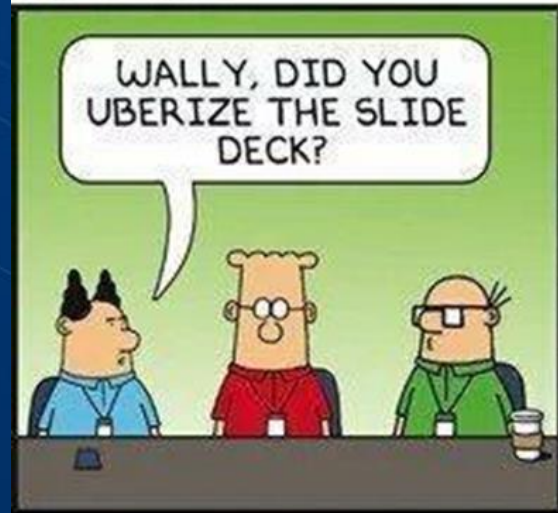
Head of Marketing
Compart North America, Inc.



I am NOT in IT I do NOT speak IT

DILBERT

BY SCOTT ADAMS



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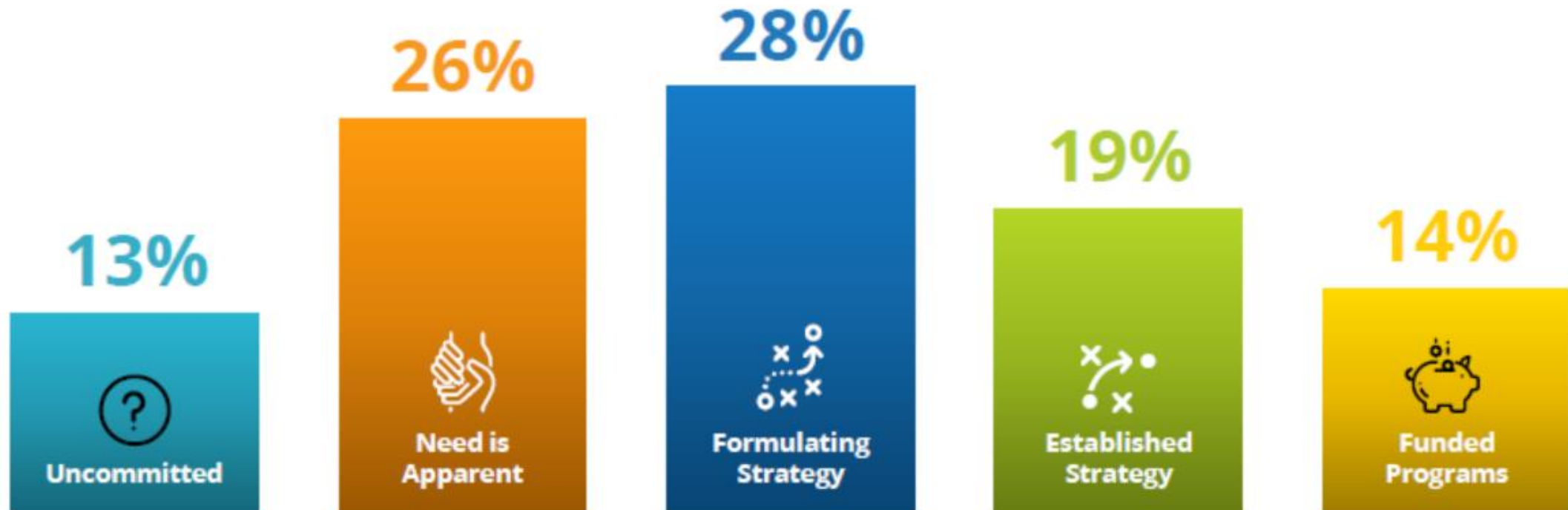
Still, Some Trends Simply Can't Be Ignored



Drivers of DX

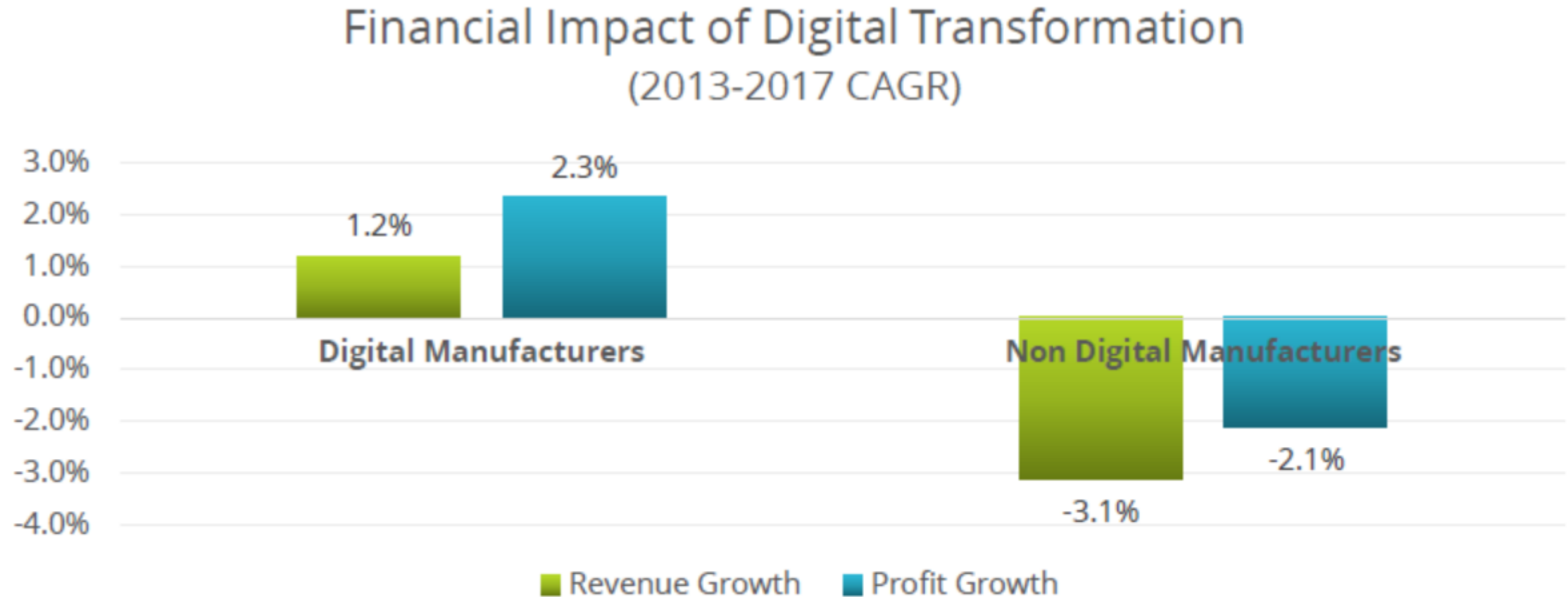
- Primary drivers:
 - end-to-end customer experience optimization
 - operational flexibility
 - innovation
- Secondary drivers:
- the development of new revenue sources and information-powered ecosystems of value, leading to business model transformations and new forms of digital processes.
- Challenges: legacy systems and disconnects in processes.

We Don't Really Know Yet What DX is all About



But We Have to Be Honest About DX:

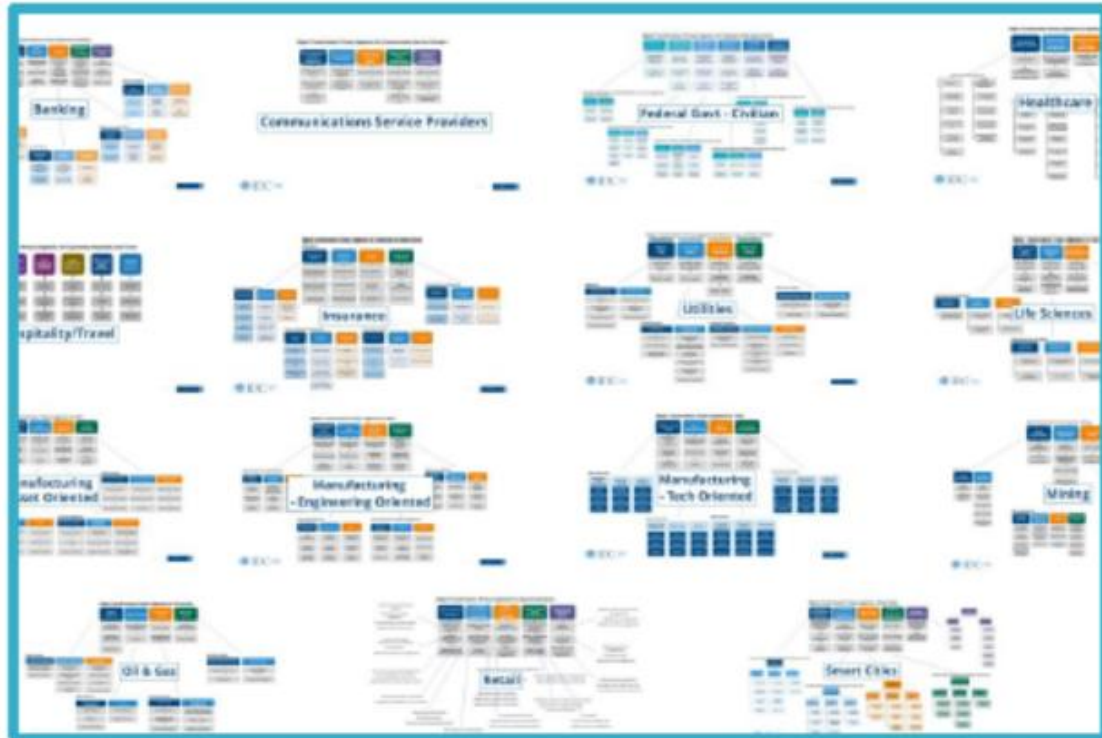
There is an Impact and it is Profound



Source: IDC, 2019
N=402 Global Manufacturers

What Gets Transformed Depends on the Business and the Industry

By Industry-specific Use Cases

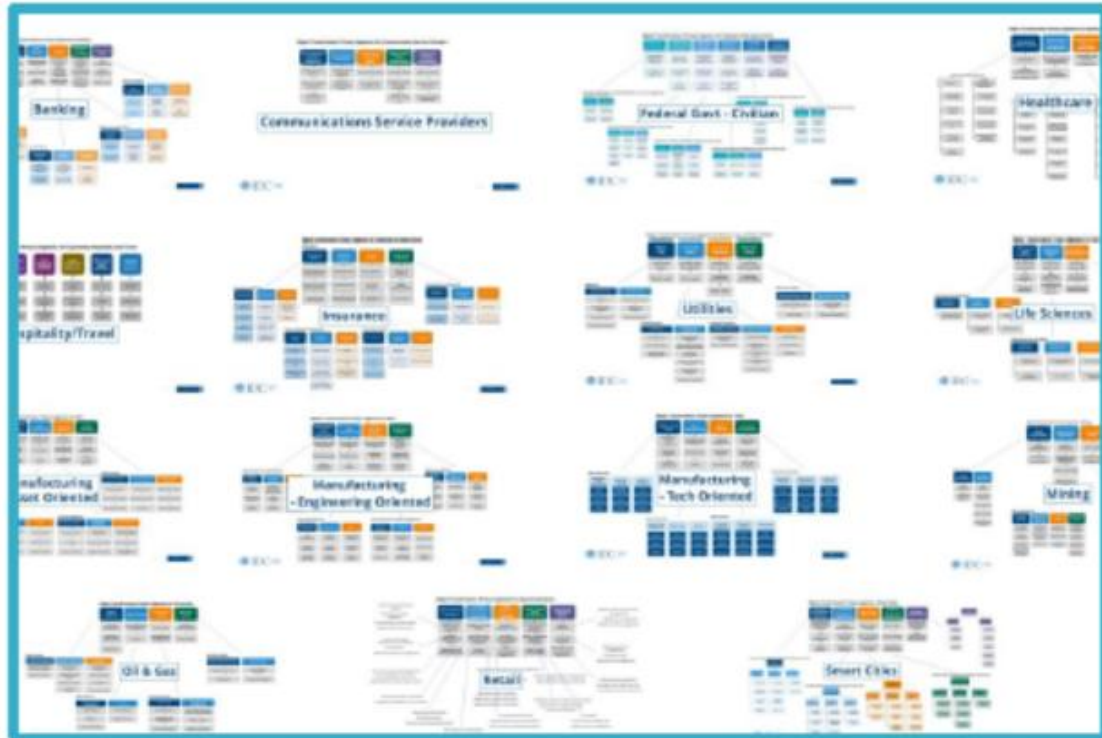


By Enterprise Functions



What Gets Transformed Depends on the Business and the Industry

By Industry-specific Use Cases



By Enterprise Functions



Technology Extends the Human

“Customer Experience is Having a Conversation”

Technology extends human potential by allowing people to do things more efficiently than they would otherwise be able to do.



Biggest Technology Gaps in Customer Experience

One common denominator for all technology problems



Visibility into and understanding of the end customer experience



Data and systems integration across all channels and products



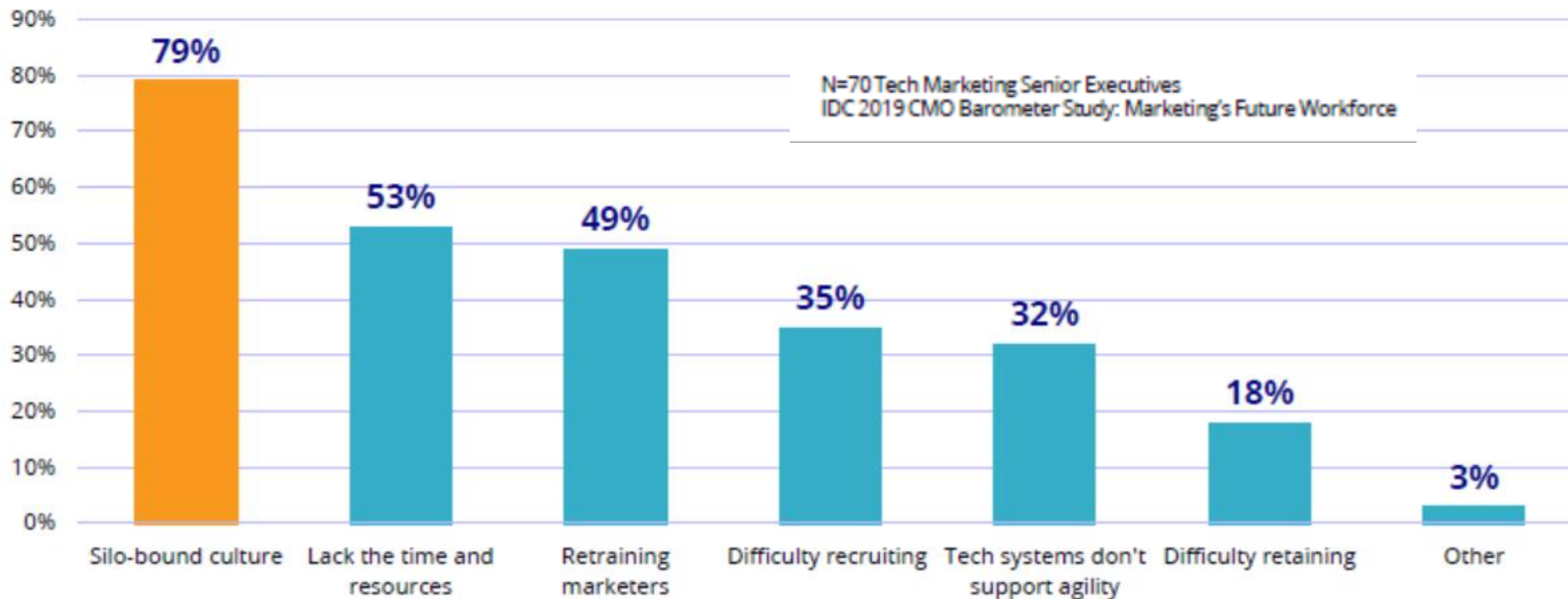
Visibility of data across all functional areas

The Persistence of Silos

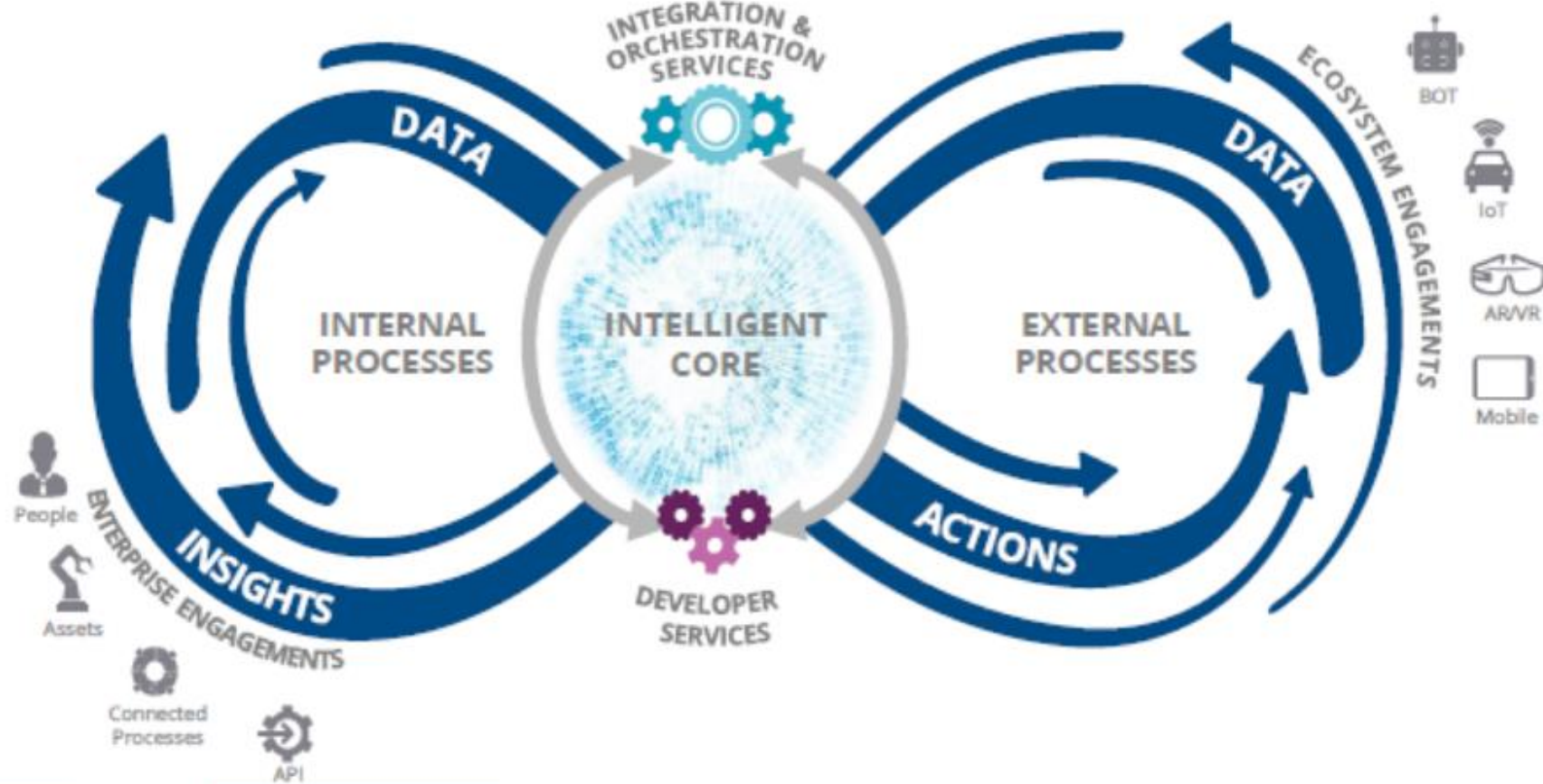


Silos are the Biggest Challenge to Marketing Agility

Q) Biggest Agility Challenges: Which of the following do you find are your biggest obstacles to gaining greater agility? Marketing workforce agility is defined for this survey as the ability for the CMO to respond quickly and easily change the workforce to respond to changing business needs. (Please select your top 3)



Coordinating a lot of Data



Case Study: Interoperable CCM

- Who is this company?
- Data to Profit Platform , the quarterback of your data.
- Because you are talking to millions of people,
- Because you manage hundreds of products and thousands of transactions,
- Because you must take into account the latest legislation to protects your customers and prospects.
- A single solution to make all of your customer data, prospects, products, logistics, transactions, contracts, competitors, etc., available in a single customer repository. These data are refined in real time for the purpose of understanding, exploitation and total control of your market.

Case Study: Interoperable CCM

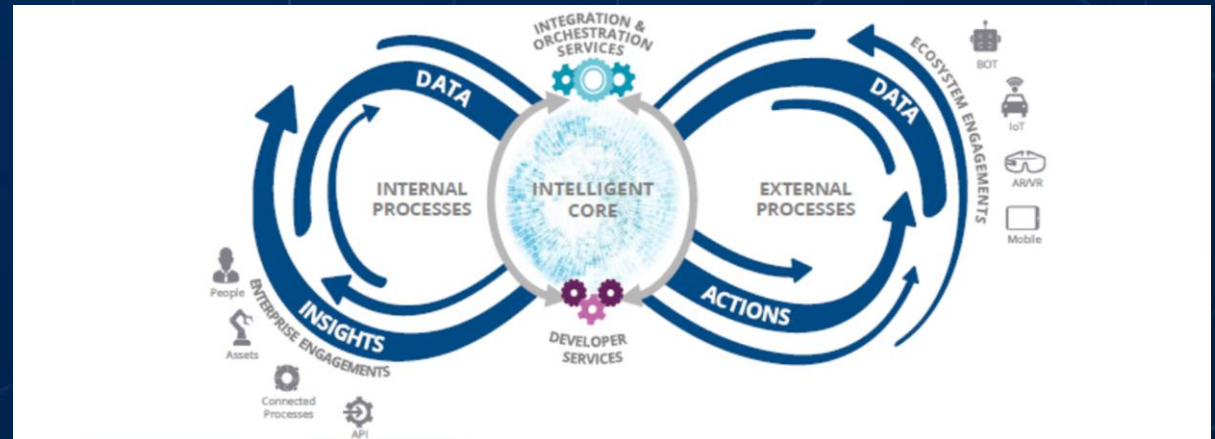
As a service provider they offer a highly specialized, cloud-based CRM/ERP application for a very special segment of the market. Clients choose from a variety of templates to create their own messages, invoices, statements, direct mail, etc.

- Challenges:

- Connect legacy systems (IT, operations) with CRM, ERP, etc.
- Cope with **increasing complexity** of bi-directional customer communications
- Permanent race against the clock to offer customers access to new channels before competitors do – future proof. Add channels as needed.
- To fit with the SaaS Model, onboarding of new customers need to happen fast, automated and reliably.
- A pricing model that fits with the core offering.

Case Study: Interoperable CCM

- “Based on an innovative data storage and processing technology developed by our R & D, the platform is resolutely adaptable to the specific needs of each client, so that it can integrate its own business rules.”



Case Study: Interoperable CCM

Goals:

Provide a conversational customer experience (Omnichannel)

Small IT footprint/Low Cost

Automate as much of the customer interaction as possible for fast, low cost processing of most cases



Building Block #1



AWS **Virtual** Private Cloud (VPC)

Building Block #2

Deployment through Docker



Services

DocBridgeImpress_engine
impress-engine:latest

3 replicas

RUNNING REPLICATED

SEE STACK VIEW LOG

created 4 days ago, updated 4 days ago
ak2dbzkguet2w89w7612985m

Secrets

Tasks

TASK	NODE	CPU USAGE	MEMORY USAGE	
h50j5gd latest	linuxkit-025000000001	0.42%	80.00% 419.4M B	RUNNING
jycmb2s latest	linuxkit-025000000001	0.33%	85.72% 449.4M B	RUNNING
tm6jnjs latest	linuxkit-025000000001	0.50%	85.31% 447.3M B	RUNNING
r8hymh9 latest	linuxkit-025000000001	-	-	REJECTED

Networks

NAME	DRIVER	SUBNET	GATEWAY
DocBridgeImpress_impressnet	overlay	10.0.1.0/24	10.0.1.1

Building Block #2

Deployment through Docker

Services

DocBridgeImpress_engine

impress-engine:latest

3 replicas

RUNNING

REPLICATED

[SEE STACK](#) [VIEW LOG](#)

created 4 days ago, updated 4 days ago

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tm6jnjs latest	linuxkit-0250000000001			<div>ING</div>
r8hymh9 latest	linuxkit-0250000000001			<div>ED</div>

Networks

NAME
DocBridgeImpress_impressnet

```
1 version: '3.3'
2 services:
3   engine:
4     image: impress-engine:latest
5     ports:
6       - 8082:8080
7     volumes:
8       - demo-impress-core:/usr/local/tomcat/webapps/Impres
9     networks:
10      - impressnet
11     secrets:
12      -
13      source: cpdff-license
14      target: /ImpressLicenses/cpdff.lic
15     configs:
16      -
17      source: cpressmgr.pro
18      target: /usr/local/tomcat/webapps/ImpressRestApi/cg
19      -
20      source: mffiff.pro
21      target: /usr/local/tomcat/webapps/ImpressRestApi/cg
22      -
23      source: mffpdf.pro
24      target: /usr/local/tomcat/webapps/ImpressRestApi/cg
25      -
26      source: mffsvg.pro
27      target: /usr/local/tomcat/webapps/ImpressRestApi/cg
```


Building Block #3

“Digital First” Document Generation

Document Generation: Digital First

Digital

Dynamic and fast-paced

Need to keep up to speed with new technologies, devices, form factors and rapidly changing customer preferences



100% Open Standard

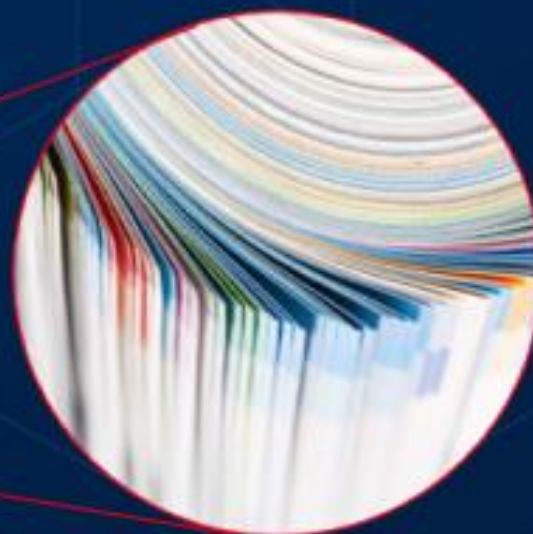
Compart Innovation

Add Printing to HTML5

Paper

Rather static,

Well understood, longer innovation cycles



Omnichannel

Open Standards

Flexible Integration

Output: → Compart Format Matrix

Investment Protection

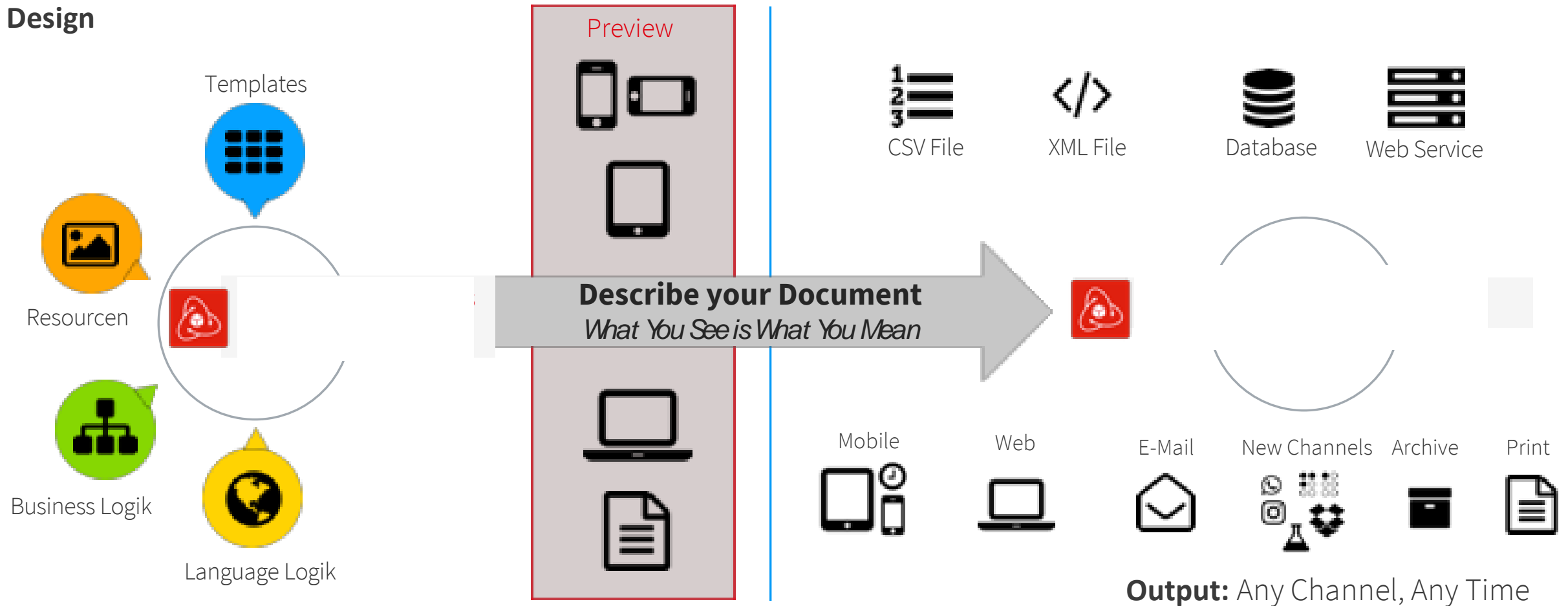
Optional web-based Designer UI

Flexible Deployment - cloud ready

Building Block #4

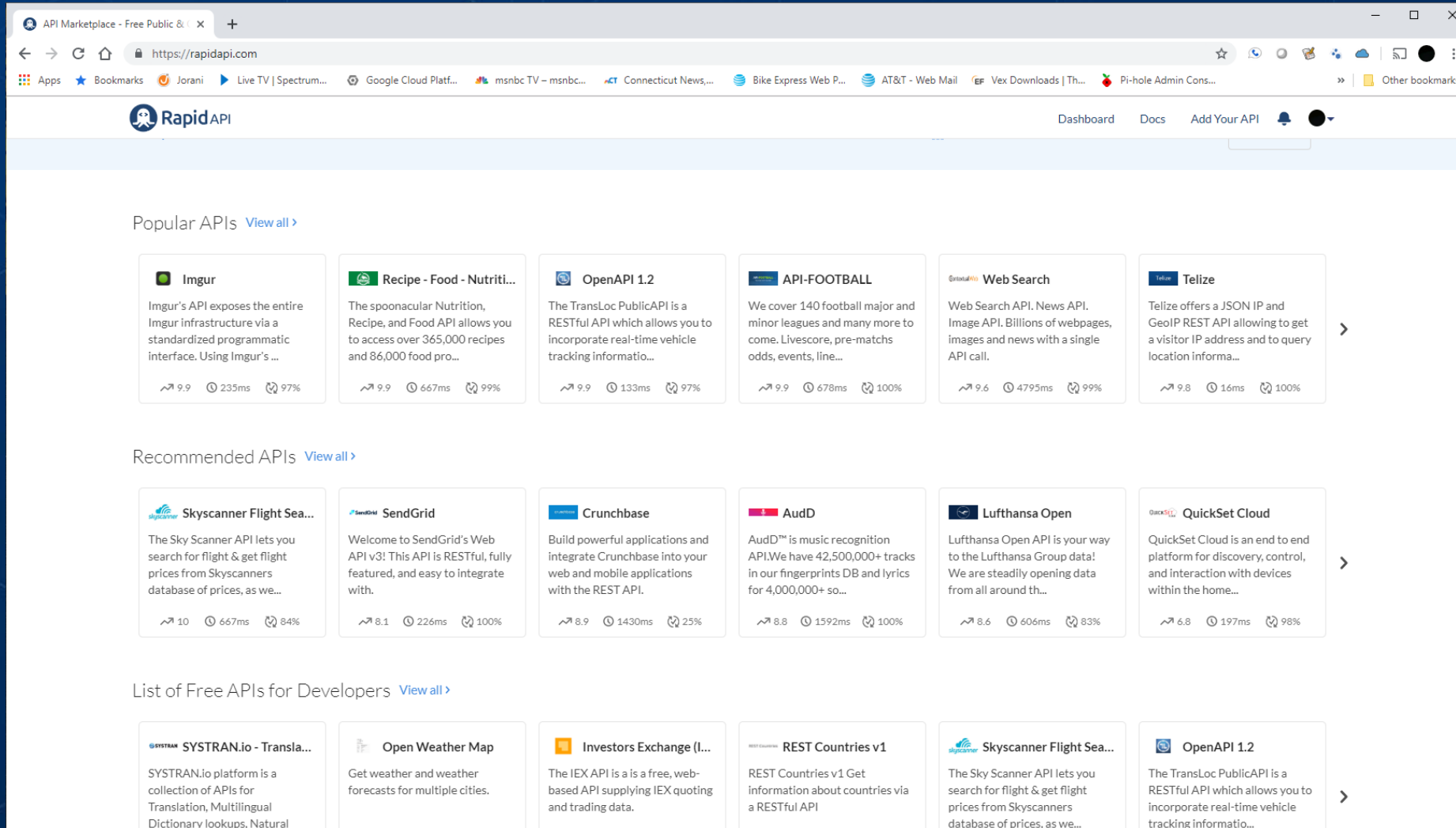
Cloud Service Integration

Design



The API Economy

Pay For Functionality and Data



The screenshot shows the RapidAPI website interface. The browser address bar displays <https://rapidapi.com>. The website header includes the RapidAPI logo and navigation links: Dashboard, Docs, Add Your API, and a user profile icon. The main content area is divided into three sections: Popular APIs, Recommended APIs, and List of Free APIs for Developers. Each section contains a grid of API cards. Each card displays the API name, a brief description, and performance metrics (rating, latency, and success rate). For example, the 'Imgur' card shows a rating of 9.9, a latency of 235ms, and a success rate of 97%. The 'Recipe - Food - Nutri...' card shows a rating of 9.9, a latency of 667ms, and a success rate of 99%. The 'OpenAPI 1.2' card shows a rating of 9.9, a latency of 133ms, and a success rate of 97%. The 'API-FOOTBALL' card shows a rating of 9.9, a latency of 678ms, and a success rate of 100%. The 'Web Search' card shows a rating of 9.6, a latency of 4795ms, and a success rate of 99%. The 'Telize' card shows a rating of 9.8, a latency of 16ms, and a success rate of 100%. The 'Skyscanner Flight Sea...' card shows a rating of 10, a latency of 667ms, and a success rate of 84%. The 'SendGrid' card shows a rating of 8.1, a latency of 226ms, and a success rate of 100%. The 'Crunchbase' card shows a rating of 8.9, a latency of 1430ms, and a success rate of 25%. The 'AudD' card shows a rating of 8.8, a latency of 1592ms, and a success rate of 100%. The 'Lufthansa Open' card shows a rating of 8.6, a latency of 606ms, and a success rate of 83%. The 'QuickSet Cloud' card shows a rating of 6.8, a latency of 197ms, and a success rate of 98%. The 'SYSTRAN.io - Transla...' card shows a rating of 8.1, a latency of 226ms, and a success rate of 100%. The 'Open Weather Map' card shows a rating of 8.1, a latency of 226ms, and a success rate of 100%. The 'Investors Exchange (I...' card shows a rating of 8.1, a latency of 226ms, and a success rate of 100%. The 'REST Countries v1' card shows a rating of 8.1, a latency of 226ms, and a success rate of 100%. The 'Skyscanner Flight Sea...' card shows a rating of 10, a latency of 667ms, and a success rate of 84%. The 'OpenAPI 1.2' card shows a rating of 9.9, a latency of 133ms, and a success rate of 97%.

API Marketplace - Free Public & ...
https://rapidapi.com

Apps ★ Bookmarks ⚙️ Jorani ▶ Live TV | Spectrum... ☁️ Google Cloud Platf... 📺 msnbc TV - msnbc... 📺 Connecticut News... 📺 Bike Express Web P... 📺 AT&T - Web Mail 📺 Vex Downloads | Th... 📺 Pi-hole Admin Cons... ⌵ Other bookmarks

RapidAPI Dashboard Docs Add Your API 🔔

Popular APIs [View all >](#)

API Name	Description	Rating	Latency	Success Rate
Imgur	Imgur's API exposes the entire Imgur infrastructure via a standardized programmatic interface. Using Imgur's ...	9.9	235ms	97%
Recipe - Food - Nutri...	The spoonacular Nutrition, Recipe, and Food API allows you to access over 365,000 recipes and 86,000 food pro...	9.9	667ms	99%
OpenAPI 1.2	The TransLoc PublicAPI is a RESTful API which allows you to incorporate real-time vehicle tracking informatio...	9.9	133ms	97%
API-FOOTBALL	We cover 140 football major and minor leagues and many more to come. Livescore, pre-matches odds, events, line...	9.9	678ms	100%
Web Search	Web Search API. News API. Image API. Billions of webpages, images and news with a single API call.	9.6	4795ms	99%
Telize	Telize offers a JSON IP and GeoIP REST API allowing to get a visitor IP address and to query location informa...	9.8	16ms	100%

Recommended APIs [View all >](#)

API Name	Description	Rating	Latency	Success Rate
Skyscanner Flight Sea...	The Sky Scanner API lets you search for flight & get flight prices from Skyscanners database of prices, as we...	10	667ms	84%
SendGrid	Welcome to SendGrid's Web API v3! This API is RESTful, fully featured, and easy to integrate with.	8.1	226ms	100%
Crunchbase	Build powerful applications and integrate Crunchbase into your web and mobile applications with the REST API.	8.9	1430ms	25%
AudD	AudD™ is music recognition API. We have 42,500,000+ tracks in our fingerprints DB and lyrics for 4,000,000+ so...	8.8	1592ms	100%
Lufthansa Open	Lufthansa Open API is your way to the Lufthansa Group data! We are steadily opening data from all around th...	8.6	606ms	83%
QuickSet Cloud	QuickSet Cloud is an end to end platform for discovery, control, and interaction with devices within the home...	6.8	197ms	98%

List of Free APIs for Developers [View all >](#)

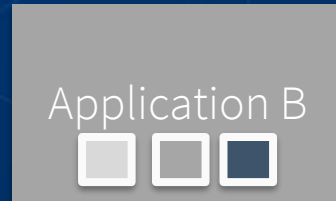
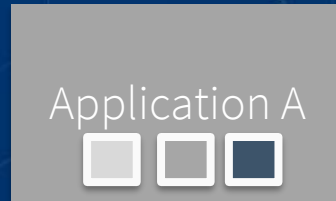
API Name	Description	Rating	Latency	Success Rate
SYSTRAN.io - Transla...	SYSTRAN.io platform is a collection of APIs for Translation, Multilingual Dictionary lookups, Natural	8.1	226ms	100%
Open Weather Map	Get weather and weather forecasts for multiple cities.	8.1	226ms	100%
Investors Exchange (I...	The IEX API is a free, web-based API supplying IEX quoting and trading data.	8.1	226ms	100%
REST Countries v1	REST Countries v1 Get information about countries via a RESTful API	8.1	226ms	100%
Skyscanner Flight Sea...	The Sky Scanner API lets you search for flight & get flight prices from Skyscanners database of prices, as we...	10	667ms	84%
OpenAPI 1.2	The TransLoc PublicAPI is a RESTful API which allows you to incorporate real-time vehicle tracking informatio...	9.9	133ms	97%

<https://rapidapi.com/>

Building Block #6: Management

DocBridge® Gear Enables the CCM Hub

Applications
and
Business
Processes



Batch
Print
Stream



Data



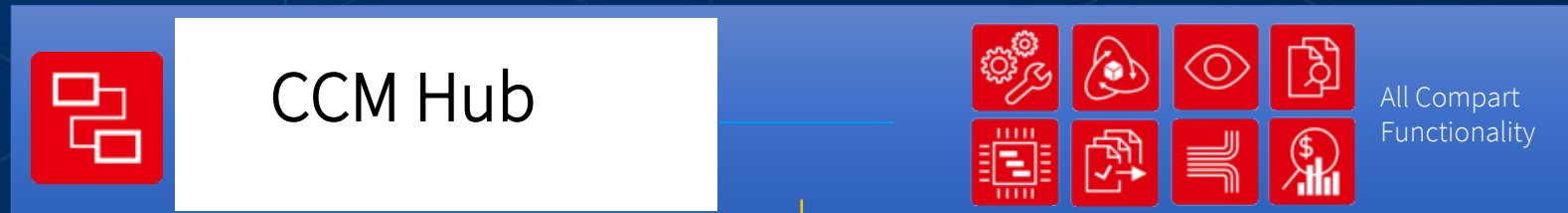
Data



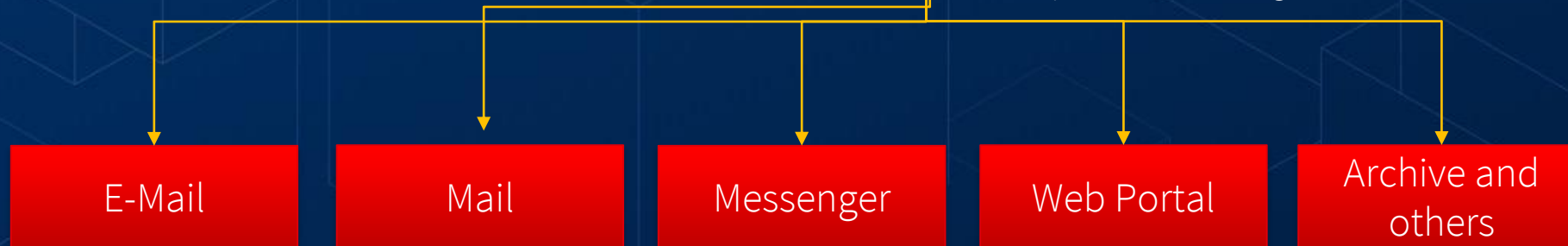
Data

Common, stable interfaces, virtually all
channels accessible to all applications

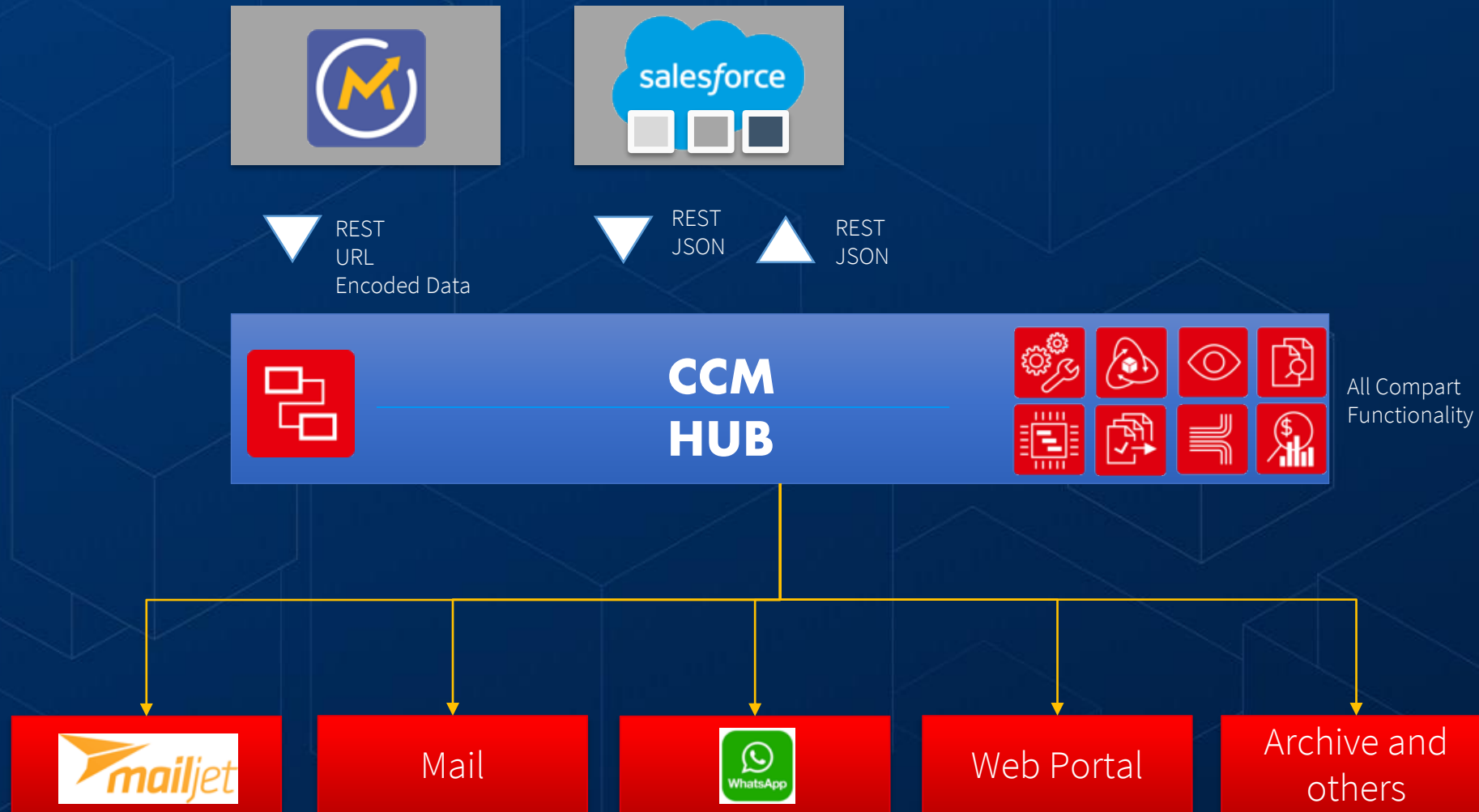
Single Integration Layer
Between Applications,
Business Processes and
Communication Channels



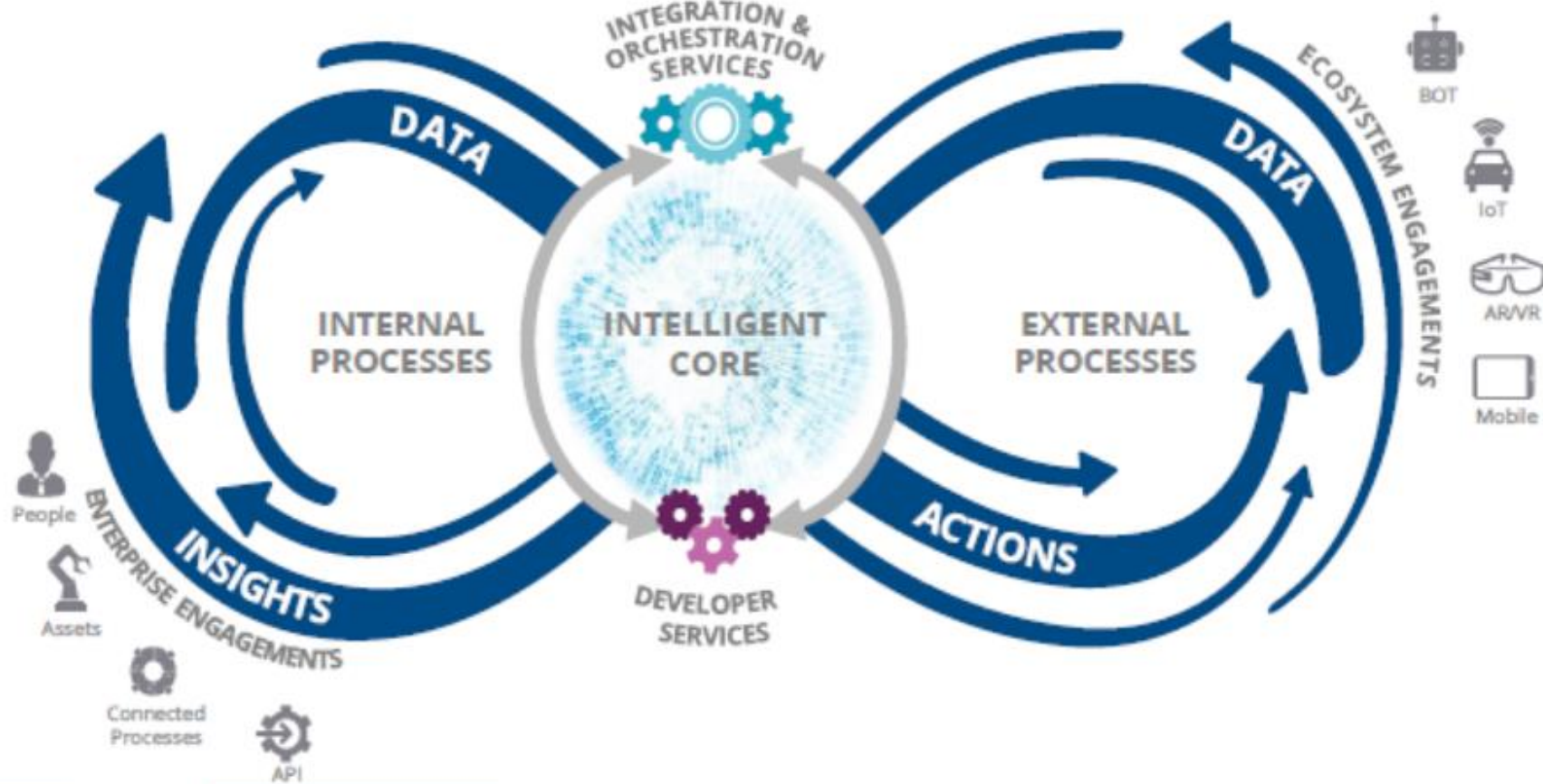
Single interface for all channels, single
touch point for all changes



Adding CRM and Marketing Automation Tools



CCM Hub – intelligent, interoperable, small footprint, integrated, no Silos



Omnichannel CCM: A Human Challenge



Thank you for your patience
and attention

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