Top CCM Trends: Cloud and Content Services

Integrating CCM with your Digital Experience Stack

Companies of all sizes and across all industries are busily moving everything to the cloud, including customer communications management (CCM). This drive to streamline business agility and operational efficiency has forced these companies to face their fears about data privacy and security. What they've found is that the real benefits outweigh the perceived risks. In fact, what they have discovered is that cloud-based CCM solutions are just as secure—and often more so—than their previous on-premise practices.

These same companies have also changed how they view CCM. It's no longer seen as department-driven siloed software. In this new age of serverless computing, CCM is now part of an integrated, enterprise-wide digital experience stack, where features from multiple software applications come together to create new capabilities that users can access across multiple touchpoints.

Cloud-Native CCM
Cloud-based CCM has all of the benefits of other SaaS solutions, including increased flexibility, infrastructure savings, and the shift of many risks to vendors. Some CCM-specific benefits, for example, include content creation and review/approval workflows that can be easily extended to folks outside the firewall.

With many flavors of "cloud" available, you must be aware of what you're getting. Some so-called cloud solutions are little more than a legacy on-premise solution running on top of a public cloud provider. Other CCM offerings have some parts in the cloud, with a smattering of pieces parked on-premise. You'll need to carefully construct your requests for information to dig deeply into how "cloudy" a given CCM solution really is, and how well that works for you needs and operational environment.

Content Services
According to Gartner, Forrester, and industry leaders, content services represent the future of customer communications. According to Gartner analyst Gene Phifer, writing in Adapt Customer Communications to the Demands of the Digital Customer Experience (Gartner, Inc., November 7, 2018), organizations should ask CCM vendors about their three-year product roadmap. We would further recommend that, if you don't see cloud and content services on your vendor's near-term horizon, you should find another option.

Topdown's INTOUCH cloud-native CCM solution is built using microservices, which is why Forrester, Gartner and others analysts consider INTOUCH to be a content services application. Topdown makes these services available to customers as

application programming interfaces (APIs). Content services multiply the agility and flexibility of the cloud, increase the ease of integration, and extend the return on investment (ROI) of INTOUCH.

Better Together
INTOUCH represents the best of both worlds. It's the only cloud-native CCM solution built from microservices. That means you can use it to address your current CCM use cases, and then leverage the content services to solve for future use cases as they emerge.

Contact Topdown today to discuss moving your customer communications to the cloud and to see a demonstration of INTOUCH.

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