

CIOReview

The Navigator for Enterprise Solutions

DOCUMENT MANAGEMENT SPECIAL

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CIOREVIEW.COM

20 Most Promising Document Management Solution Providers-2017

The demand for Document Management Systems (DMS) is exponentially increasing owing to its ability to offer convenience of access and control over critical business data while powering a paperless world. DMS empowers businesses and workers to be on the same page of the workflow. The proliferation of advanced technologies has further simplified the document management scenario by digitally managing documents, reducing the amount of time, money and hassle wasted in searching files and manually processing them.

Cloud is one such advanced technology. It brings plethora of advantages—not only providing an easy access to resources and repositories for documents but does so in a cost-effective way. Mobility is another technology that is impacting DMS space. With employees working from various locations, a mobile DMS is playing a significant role in offering constant access to important

files at their fingertips. Increased mobility has also boosted a user friendly interface and collaboration capabilities of the solution to better communicate over projects.

To simplify and help CIOs navigate the DMS landscape, CIOReview is has come up with annual special edition on 20 Most Promising Document Management Solution Providers - 2017.

A distinguished panel comprising of CEOs, CIOs, VCs, analysts including CIOReview's editorial board has evaluated companies with a proven record in successfully assisting enterprises with robust document management solutions. The companies featured here fulfill the need for cost-effective and flexible solutions that add value to the complex document management landscape.

We present to you CIOReview's 20 Most Promising Document Management Solution Providers - 2017.

Content Critical Solutions

recognized by **CIOReview** magazine as



An annual listing of 20 companies that are at the forefront of providing document management solutions and impacting the marketplace

Company:

Content Critical Solutions

Description:

Content Critical Solutions provides comprehensive customer communications solutions for transactional document processing, including content management, compliance messaging and omni-channel delivery.

Key Person:

Fred Van Alstyne, COO
John Slaney, CTO
Dana Johnston, CRO

Website:

contentcritical.com

Content Critical Solutions Supporting Clients with Business Communication Innovations

Content Critical Solutions (CCS) has a history of over 100 years in supporting clients with processing, digital printing, packaging, and mailing services. Over the past few years, the company dramatically redefined its business by incorporating the latest technologies in their offerings—without losing touch with the values of its legacy business. CCS provides comprehensive customer communication solutions for transactional document processing, including content management, compliance messaging and omni-channel communication delivery.

What differentiates CCS from other participants in the marketplace is their intense focus on quality content. Fred Van Alstyne, COO, elaborates, “Many of the physical documents we print today may go away, but their messaging impact must survive. We have been repositioning ourselves in the customer communication management space with our product offering called SmartTouch™, a hosted managed service platform that offers capabilities along a linear value chain.”

The platform leverages “intelligent content” to blend relevant marketing messages with “must read” transaction documents such as bills, statement, invoices, and customer correspondence (direct mail). This enhances a client’s brand value by strengthening customer engagement, improving the overall experience and generating better financial outcomes. SmartTouch™ achieves this by analyzing the transaction, customer, and third-party data then segmenting it to create discreet audiences and generating messages that are designed and tailored specifically for them. “By creating documents that are delivered with greater

relevance to the audience, SmartTouch™ helps companies broaden customer engagement (conversion/retention) and create up-sell/cross-sell opportunities,” remarks Van Alstyne.

“Our company delivers the entire SmartTouch™ platform as a hosted managed service to provide the lowest cost of entry for customers to participate in this ecosystem,” states Dana Johnston, Chief Revenue Officer. Competitive systems are traditionally license-based and require an IT staff for process management. CCS offers a low cost of entry with SmartTouch™, giving their clients the opportunity to take advantage of best in class technology so they can provide a true CCM experience for their customer base. “By identifying specific opportunities where we can offer immediate value, our clients can quickly generate a positive ROI,” shares Johnston.

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In one particular case, through the use of an interactive PDF, the client was able to drive Electronic Bill Presentment and Payment (EBPP) adoption by redesigning the billing document to provide easy to follow instructions and detailed billing history. This eliminated the need to write a check or make a call to the service center to make a payment. The client also used



Fred Van Alstyne

the redesigned bill to deliver personalized Disease Management content by mining the billing data and collecting the consumers’ opt-in data at the time they enrolled for electronic bill payment. The result was an increased electronic document delivery and bill payment adoption rate from the low teens to more than 60 percent. Overall costs were also reduced, due to the reduction in printing and postage expense.

For over a century, CCS’ success was driven by their desire to offer the most technologically advanced solutions. Van Alstyne elaborates, “Our clients constantly challenge us to provide them with new products and services to help them communicate more effectively. While there is a desire for higher quality content, at the same time clients are seeking cost savings.” Because clients are looking for communications solutions that improve quality while reducing costs, CCS continuously evaluates their digital printing and automated mailing equipment and related technology investments in order to provide the highest level of service to their clients. **CR**