

Unsere «Reise» in die Cloud

GSE Tagung, Magdeburg

22. September 2022



Agenda

- **Ausgangssituation**
- **Drei Herausforderungen**
- **Meine Low- und Highlights**
- **Der Weg nach vorne**





Ausgangssituation



assentis

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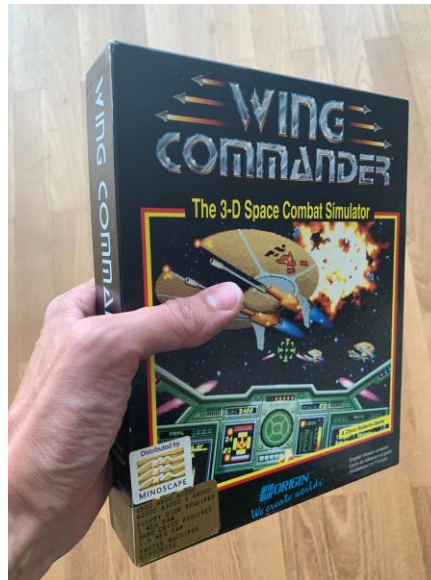
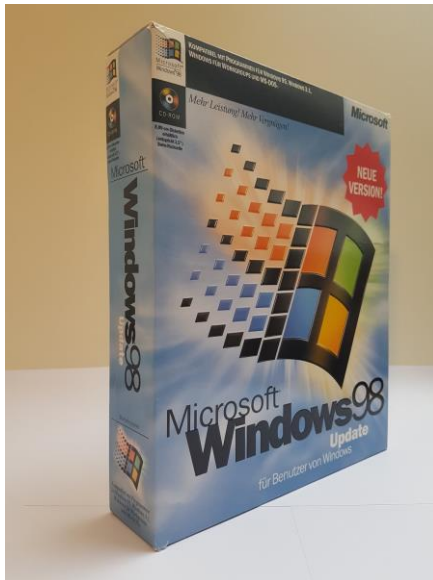
Perfecting Customer Communication

Smart Communications™





So hat man unsere Software genutzt





Übernahme Assentis durch Smart Communications 2020

Assentis Technologies AG

- Gegründet 2002, Hauptsitz: Rotkreuz, Schweiz
- Ca. 100 Mitarbeiter
- Über 100 zufriedene Kunden
- Märkte: DACH, APAC, USA

- **On-Premise**

DocFamily

- Customer Communication Management

SMART Communications Inc.

- Gegründet 2001, Hauptsitz: London, England
- Ca. 350 Mitarbeiter
- Über 550 zufriedene Kunden
- Märkte: EMEA, USA, APAC

- **SaaS**

SMART COMM™

SMART IQ™

SMART DX™

- Customer Communications Management
(Batch/Interaktiv/OnDemand; Conversation
Cloud™)



Was hat das mit uns gemacht?

On-Prem-Angebot

vs

10 Jahre SaaS Erfahrung





Herausforderung

Neues Geschäftsmodell



A close-up, high-contrast photograph of Al Pacino as Don Vito Corleone from the movie 'The Godfather Part II'. He is wearing a black tuxedo with a white shirt and a black bow tie. His right hand is raised, with his index finger pointing upwards. The background is dark, and the lighting is dramatic, highlighting his face and hand.

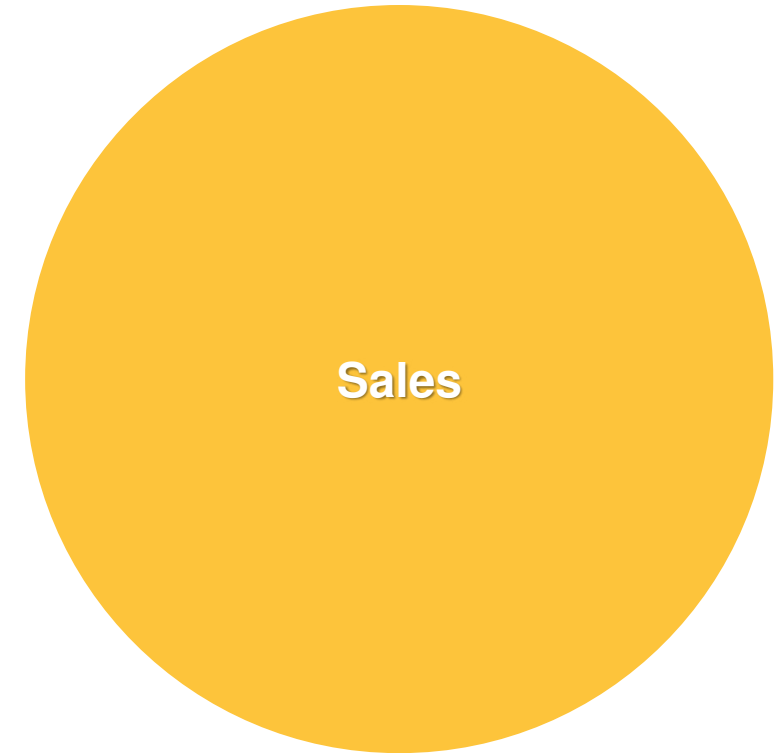
Es gab kein «Nein»

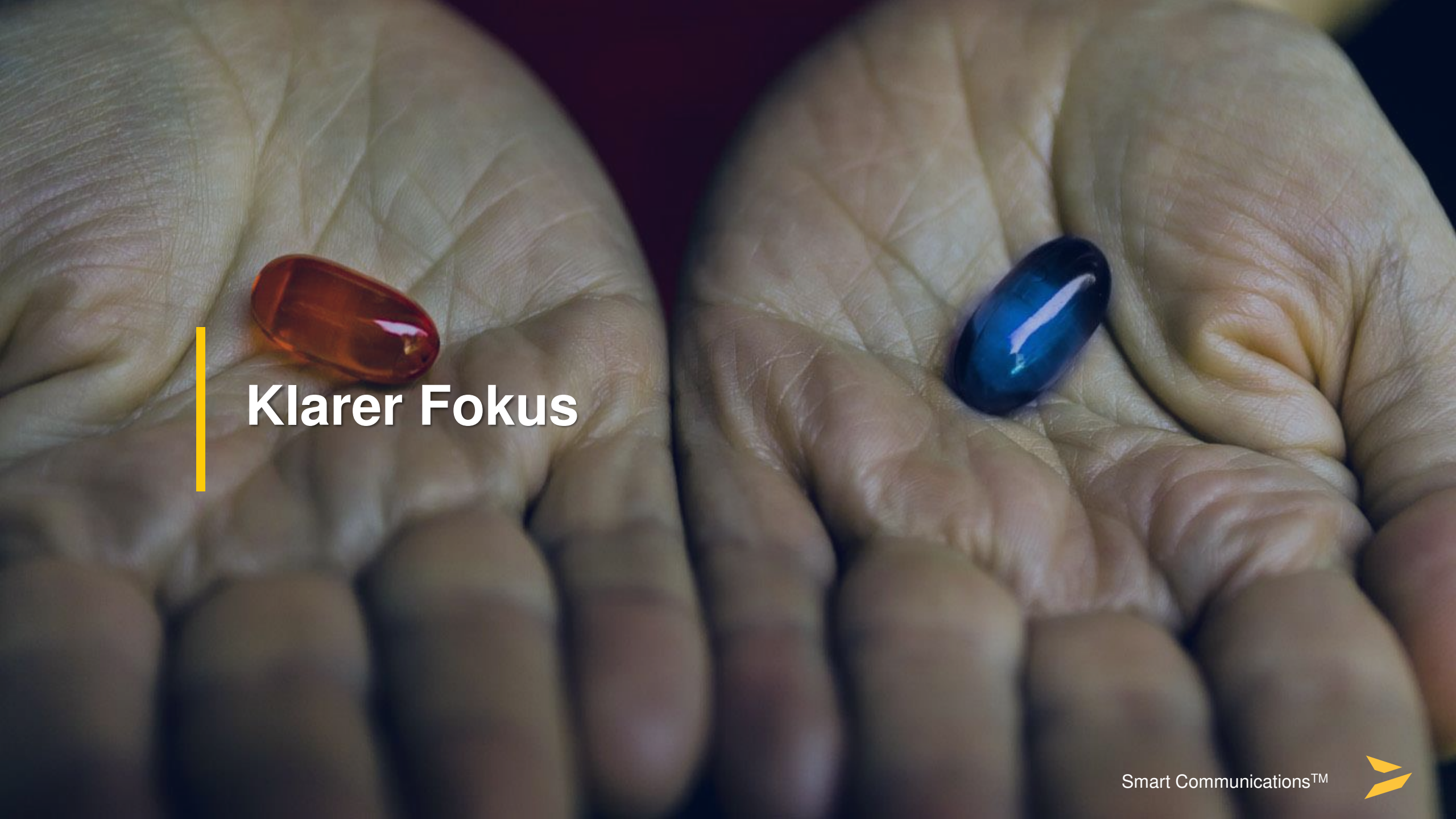


Altes Geschäftsmodell



Neues Geschäftsmodell



A close-up photograph of two open hands, palms up, holding two capsules. The left hand holds a translucent orange capsule, and the right hand holds a translucent blue capsule. The skin texture of the hands is clearly visible. The background is dark and out of focus.

Klarer Fokus



A person is sitting at a desk, working on a laptop. They are holding a smartphone in their right hand and a pen in their left hand. On the desk, there is a vase with orange and yellow flowers, a small clock, and some papers. The background is a window with light coming through. The text "Herausforderung" is overlaid on the image in white, with a yellow vertical bar to its left.

Herausforderung

Neues Prozesse & Prioritäten



Neue Prozesse & Prioritäten

Entwicklung

Weg von Wasserfall

Kürzere Release-Zyklen

Klarer Fokus

Customer Success Management

Zentraler Ansprechpartner

Neues Vertragsmodell



Herausforderung

Neues Wissen & Mindset





Fachkräftemangel



Neues Wissen ist gefragt

Sales

Development

Pre-Sales

Professional Service

Legal



A male tennis player in a white shirt and shorts is celebrating a victory on a tennis court. He is jumping with his arms raised, holding a tennis racket in his left hand and a fist in his right. The background is a large, cheering crowd of spectators. The text "Was ist mit dem Mindset?" is overlaid on the image, preceded by a vertical yellow bar.

Was ist mit dem Mindset?



Meine Highlights



A blurred photograph of a modern building lobby with large glass windows and doors. People are walking through the space, their figures out of focus to convey a sense of movement and activity. The floor is highly reflective, mirroring the people and the architecture. The overall color palette is cool, with blues and greys, accented by a yellow vertical bar on the left.

Der Weg nach vorne



Der Weg nach vorne

Der Mensch ist der Erfolgsfaktor

Cloud ist eine globale Entscheidung

Marathon und kein Sprint

und ...





Alte Zöpfe abschneiden



**Danke für Ihre
Aufmerksamkeit**

SMART 
COMMUNICATIONS™

Scale the Conversation™