

**CONCORD®**

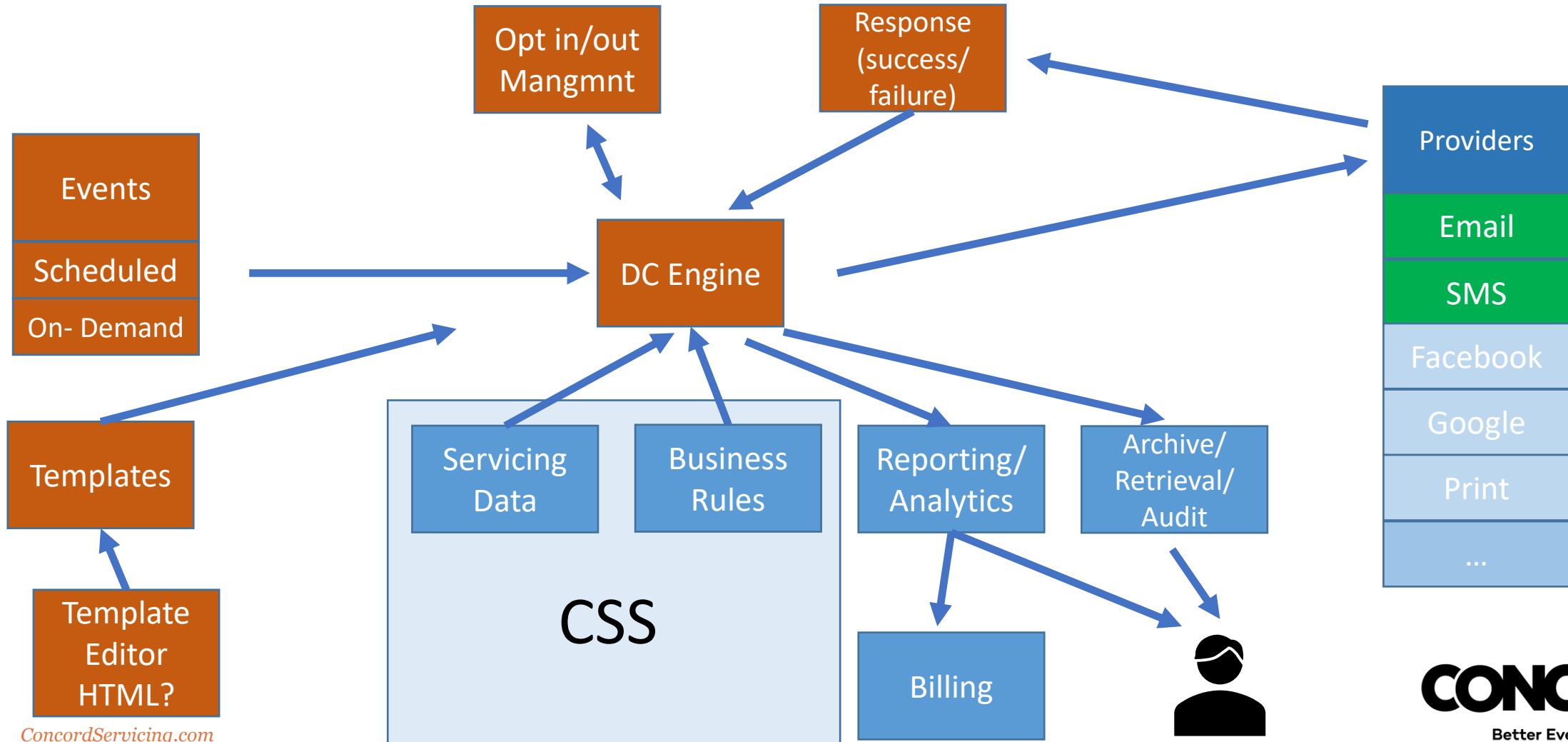


# Digital Communications

# Driving Decisions

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- What will the market pay for each type of communication (email, text, chat, etc)
  - This will provide an idea on solutions and if they are viable or not
- What are the current costs for our vendor (Nordis)
  - This gives an upper bounds for cost on those comms channels
- Where are we going in the future?
  - What other channels are required (Facebook, What'sApp, Google Chat, ...)
    - Current vendor does not offer these and we need to know where we are going and likely timing 6months, 12months, 2months?
- What volumes are we talking about
  - E.g. 100 emails per hour growing to 10,000 emails an hour in 1 year
  - This gives us scale requirements
- All the other non functional requirements (see checklist)



# Requirements – High Level

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- Send messages on multiple channels
  - All one-way communications
  - First priority: Email, SMS/MMS
  - Future
    - WhatsApp, FB Messenger, Line, Telegraph, etc
  - Send in batch first
    - Then on demand
- Channel selected for sending depends on
  - End user client preference
  - Hierarchy setting (DPL?)
- Capture status of message
  - Delivered, failed, read, junk...
- Report on communication status
  - By hierarchy (DPL?)



# Requirements – High Level

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- Any user interfaces should be operable by a client as well as Concord
- All user interfaces must be useable from a browser
- This feature should support multi-tenancy so each client can have their own custom configuration
- Communications should be able to be customized by channel, correspondence type, client and client hierarchy
- All communications should be personalizable, using a range of information held by us
- Where a channel supports graphic content communications should support them



# Requirements – High Level

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- There should be multiple channels for a single type so if one provider fails then communications can be sent via other channels
- The solution should be capable of sending up to 100K messages per day
- Each channel should have a customizable template
- Templates can be specified by DPL & Channel (channel groups?) combinations
- The solution should contain all the necessary management screens to enable self service by business and our clients





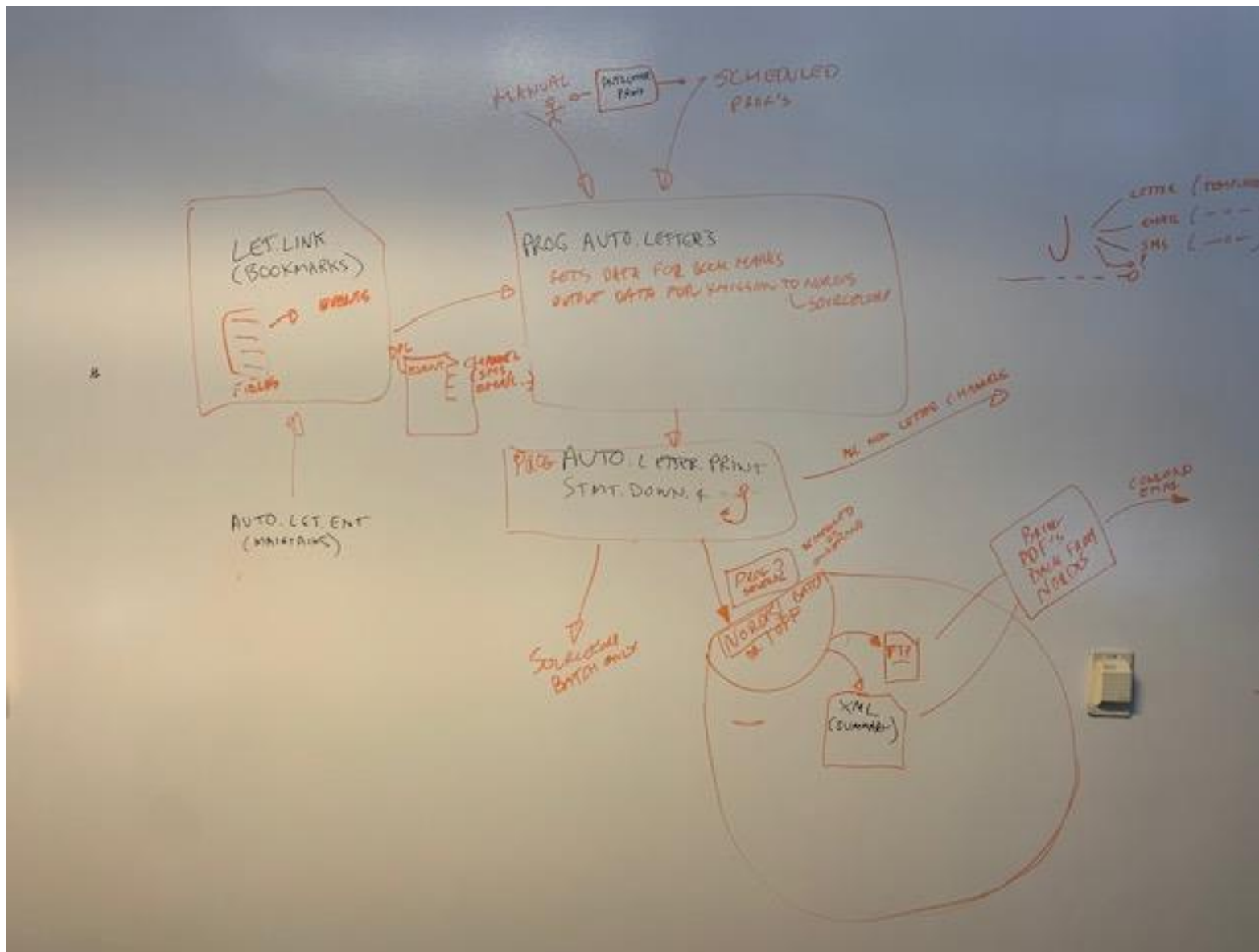
# Requirements – High Level

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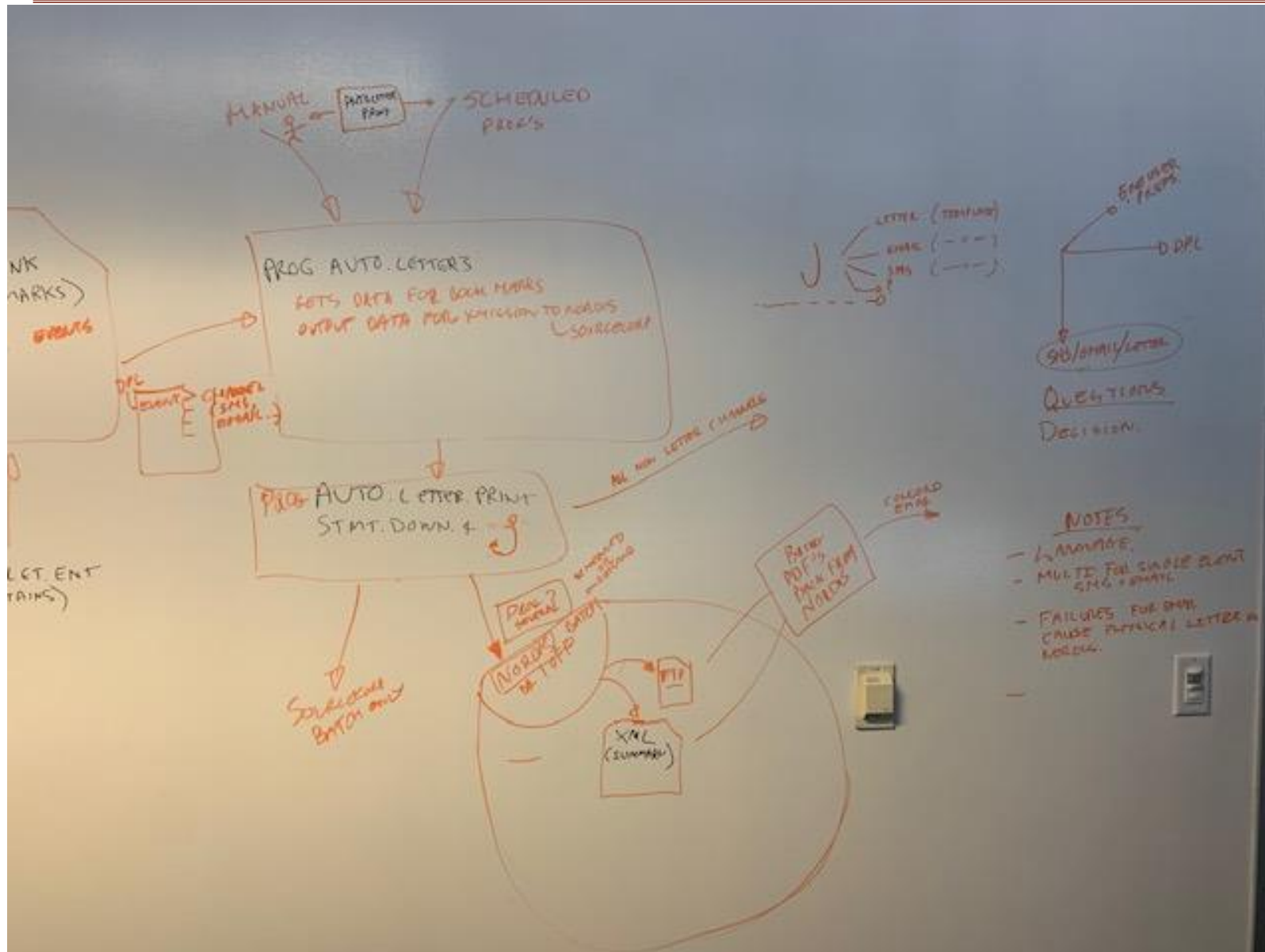
- Analytics will be available that shows by client how many messages were sent and the final disposition of each message (delivered, failed)
- Reports should be generated for accounting that enable client billing to be done with the minimal human involvement







- Copy of the board from conversation with Eric B

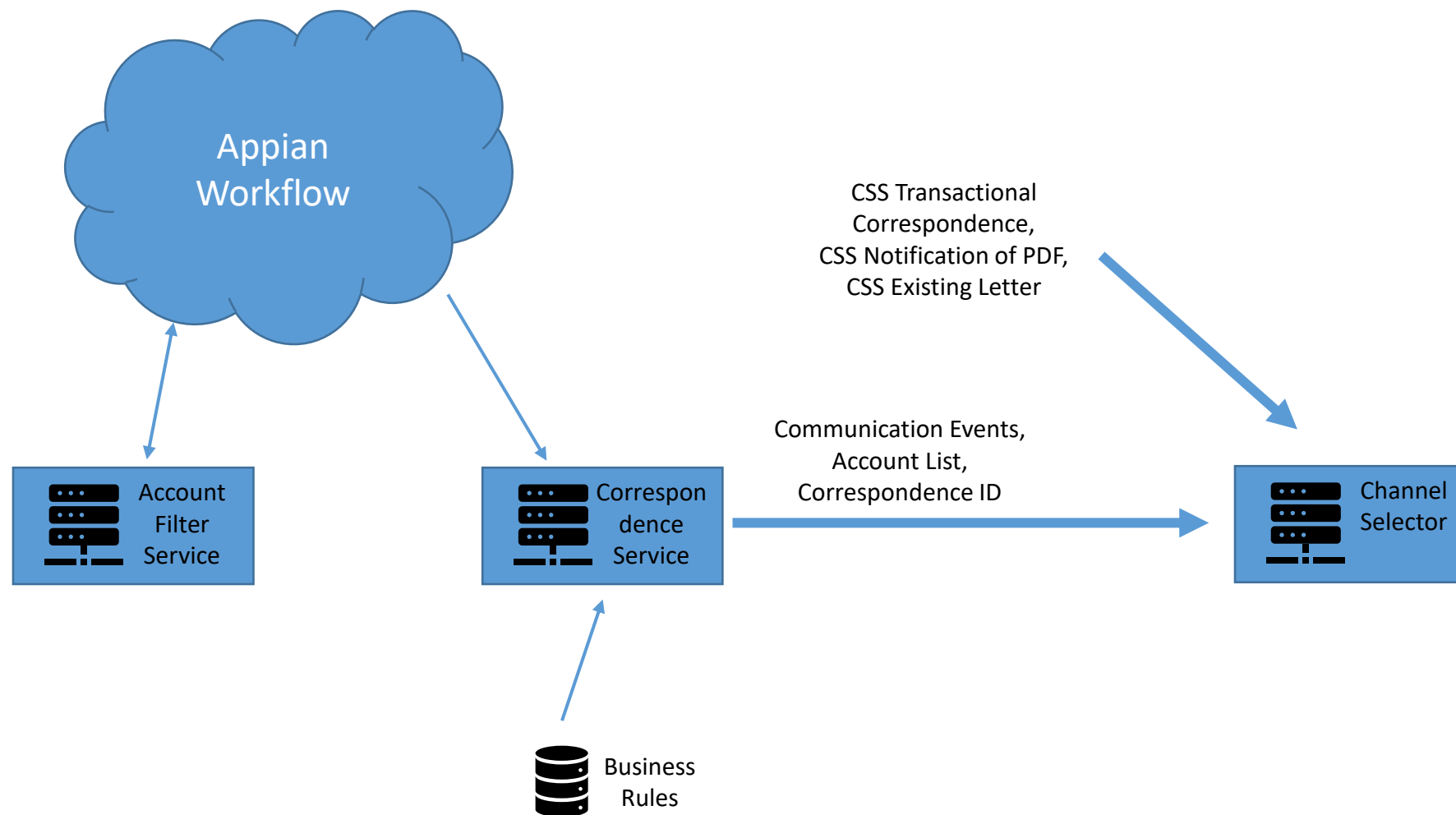


- Copy of the board from conversation with Eric B

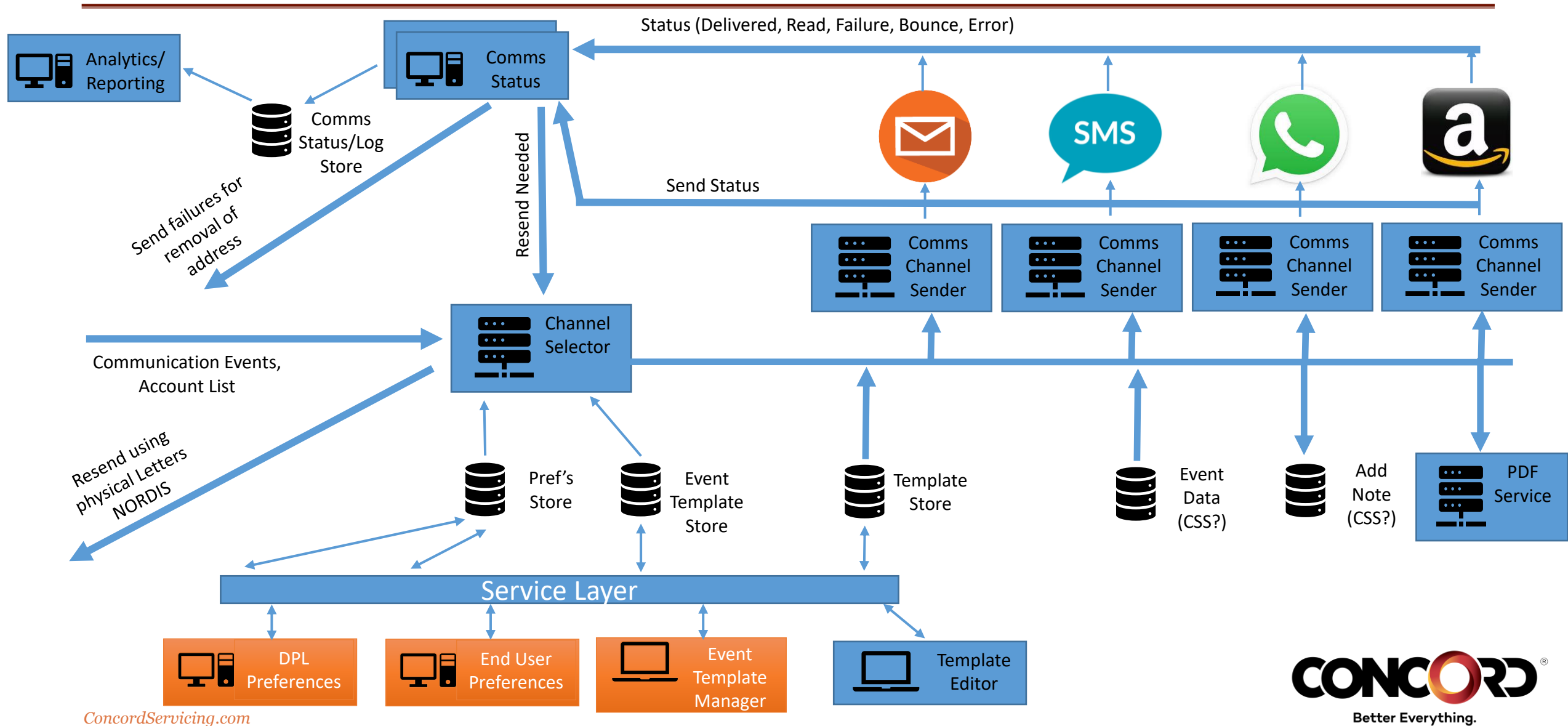


# Digital Communications Architecture

# High Level Architecture – POC

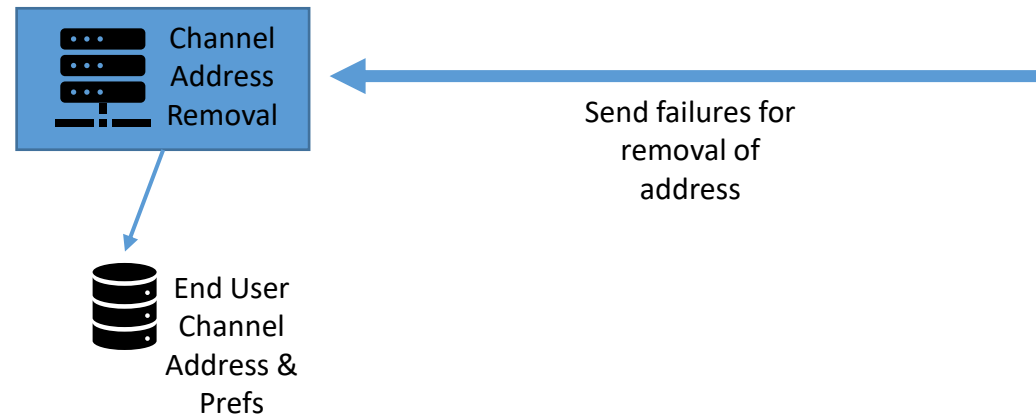


# High Level Architecture – POC



# High Level Architecture – POC

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# High Level Architecture – Sequence

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# QUESTIONS





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