An Overview

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# Table of Contents

1 **Introduction** ......................................................... 4

2 **Applications** .......................................................... 5
   2.1 Correspondence ..................................................... 5
   2.2 Customer Journey Map ............................................ 6
   2.3 Customer Preference Management ............................... 7
   2.4 Data Services ....................................................... 8
   2.5 Digital Services ................................................... 9
   2.6 Insights .............................................................. 10
   2.7 Messenger .......................................................... 11
   2.8 Omnichannel Coordination ..................................... 12

3 **Integration** ............................................................... 14
   3.1 Integration within Quadient Cloud ............................. 14
   3.2 Integration with Other Inspire Products ....................... 15
   3.3 Integration via API ................................................ 16
      3.3.1 Correspondence ............................................... 16
      3.3.2 Customer Journey Map ...................................... 17
      3.3.3 Customer Preference Management ......................... 17
      3.3.4 Data Services ................................................ 18
      3.3.5 Digital Services .............................................. 18
      3.3.6 Insights ....................................................... 18
      3.3.7 Messenger ..................................................... 19
      3.3.8 Omnichannel Coordination ................................ 19

4 **Pricing** ........................................................................ 20

5 **Registering an Account and Signing In** ........................................ 21
1 Introduction

Quadient Cloud is a cloud-based platform which significantly extends Quadient's customer communications management (CCM) solutions. It can handle communications, give valuable insight into customer experiences (CX) and leverage mobile delivery strategies. And, because this is already configured in the cloud, it will reduce your initial costs and minimize reliance on your own IT infrastructure.

2 Applications

Quadient Cloud offers the following applications:

- Correspondence
- Customer Journey Map
- Customer Preference Management
- Data Services
- Digital Services
- Insights
- Messenger
- Omnichannel Coordination

NOTE Data Services and Messenger are the default applications that are available after signing up. Quadient Cloud has an Application Store where you can get the other applications based on your business needs.

2.1 Correspondence

Correspondence is an editor for personalized documents. It contains pre-built packages of communication templates that provide a base from which our subscribers can modify their correspondence to address the individual need of their customers. Correspondence then integrates with Messenger to deliver the resulting communications electronically.

Key Functionality

- Cloud-based creation and distribution of communication to customers.
- Content package of industry-specific communication templates.
- Integration with other Quadient Cloud applications.
For more information, see the Correspondence documentation.

NOTE  Correspondence is available only for US users at https://quadientcloud.com.

2.2 Customer Journey Map

Customer Journey Map (CJM) helps our subscribers decide strategic changes and goals to improve their customers' experience (CX). It is a collaborative map which brings together quantitative information with the voice of customers and shares it throughout an organization. By mapping journeys for specific personas, the organization identifies improvement opportunities and can prioritize tasks (e.g. via a CX committee) to implement the most effective changes. Through CJM's filters, they see the holistic view of the entire CX and can drill down through the journey to analyze each interaction point.

When we integrate it with Designer and Interactive, CJM brings CCM into the organization's wider CX strategy, linking designers and owners of content via social commenting.

Key Functionality

- Customer experience management.
- Mapping of customers' journeys.
- Social commenting.
- Integration with Insights dashboard.
For more information, see the Customer Journey Map documentation.

### 2.3 Customer Preference Management

**Inspire Customer Preference Management**

Customer Preference Management helps our subscribers better understand their customers' channel preferences. Invitation emails with preference settings are sent to recipients via Messenger. In return, the customer authorizes the channel of their choice, providing legal proof that it can be used to contact them. Statistics are then collected to show which channels work.

Customer Preference Management can be used with Omnichannel Coordination as a way to review survey results.

**Key Functionality**

- Viewing progress and results of sent emails.
- Legally capture the preference of the customers.
- Smooth transition to digital.
For more information, see the Customer Preference Management documentation.

2.4 Data Services

Quadient Data Services provides our subscribers with value-added data quality and enrichment functionality to help them drive operational excellence and business growth. Built to make integration easy and maintenance free, Data Services can be leveraged anywhere that your customers' personal contact details reside, from business applications to databases to online contact forms, in order to ensure that data is always up to date. It also features pre-built integrations with Quadient DataHub, DataCleaner and Inspire.

Key Functionality

- Build and maintain a contact database with accurate, complete, and up-to-date contact information – address, phone, and email.
- Gain insight into what people are saying about your organization through sentiment analysis – identify key topics of discussion, and assess your overall brand performance in the marketplace.
- Process records in a highly secure cloud environment.
- Track usage of Data Services in an easy to understand dashboard.
For more information, see the Data Services documentation.

2.5 Digital Services

Digital Services allows our subscribers to create and manage applications, as well as their deployment to application stores. They can also manage authentications and identity providers, and even create own user stores via the Inspire Authentication. The application also serves as a Digital Advantage Suite data hub, providing monitoring of data communication and efficiently collecting data, as well as monitoring the progress of clients’ interactions with dynamic communications for which statistics are instantly created. Profiting from this information, online data capture assets can be quickly fine tuned.

Key Functionality

- Creation and management of mobile and web applications for various platforms.
- Management of authentications, identity providers and user stores.
- Data communication and data collection with statistics.
For more information, see the Digital Services documentation.

2.6 Insights

Inspire Insights

Insights gives our subscribers tools for creating customized dashboards for monitoring different production processes. Dashboards can be assembled and shared internally (e.g. with production or account managers within a Service Provider), or externally (e.g. with enterprise clients).

Data can be pushed to Insights from any on-premise source (Inspire Automation or Scaler; client bespoke or 3rd party) and from other Quadient Cloud applications (Customer Journey Map, Messenger). Insights components can also be used directly within Customer Journey Map.
Key Functionality

- Integration to overview on premise production (Inspire or other).
- Integration to overview Cloud services (e.g. Messenger).
- New component creation from JSON objects.
- Dashboard shareable with sub-tenants.

For more information, see the Insights documentation.

2.7 Messenger

Inspire Messenger

Messenger is for our subscribers to schedule and send personalized messages from Inspire Designer. Each message has a unit price, for which they purchase credits. From here, they can: Track the delivery status; manage the messages (before and after they have been sent); and view detailed statistics about delivery and response in real time.

Key Functionality

- Email and SMS delivery.
- Payment for what you consume.
- Online dashboard to drive operations.
- Add a new digital channel in less than 20 minutes.

For more information, see the [Messenger documentation](#).

### 2.8 Omnichannel Coordination

Omnichannel Coordination provides our subscribers with a simple business user interface to manage available communication channels and their associated attributes. Channels can be assembled using powerful delivery rules which define how customers will receive their personalized communications. Omnichannel Coordination integrates with Messenger to distribute emails and SMS messages and (when Inspire Scaler is also integrated) can also automate other processes in your infrastructure, e.g. to deliver print based communications.

**Key Functionality**

- Easy channel definitions.
- Powerful GUI design to control the sequence of channel use.
- Co-ordination of cloud and on premise activities for print, email, SMS, and preference management tasks.
- Collaborate between business owners and operations to ensure the most effective use of channels.
For more information, see the Omnichannel Coordination documentation.

**TIP** You can click on the Help icon in the title bar of each application to see the related documentation.
3 Integration

3.1 Integration within Quadient Cloud

As often mentioned in our introduction of the individual applications, some of the Cloud applications integrate with others, to employ specific features.

- **Correspondence** uses **Messenger** to send generated tickets.
- **Customer Journey Map**:
  - Sends data about object counts (programs, phases, touch points, attributes) and list of programs with details that are graphically represented in Insights dashboards.
  - Uses Insights components for better graphical representations.
  - Connects touch points with delivery rules and channels in Omnichannel Coordination.
- **Customer Preference Management** uses **Messenger** to send invitation emails.
Data Services validates data, such as email and postal addresses, for Messenger and Correspondence.

Messenger:
- Sends data about email statistics (number of opened emails, unopened emails, sent emails etc.) and SMS messages statistics (number of delivered SMS messages, undelivered SMS messages, sent SMS messages etc.) that are graphically represented in Insights dashboards.
- Uploads application templates to Digital Services.

For more information about internal Cloud integration, see the related sections in Quadient Cloud User Guide.

### 3.2 Integration with Other Inspire Products

Cloud applications integrate with other Inspire products, to offer more complex customer communication solutions.

- Customer Journey Map uses social commenting which is integrated into Inspire Content Manager, Designer and Interactive.
- Customer Preference Management uses Inspire Automation, or Inspire Scaler, for automatic sending of invitation emails, downloading results etc; and Designer for running scripts that call API services.
- Data Services validates data for Interactive and Designer, such as email and postal addresses.
- Digital Services use Inspire Automation, or Inspire Scaler, for automatic document management and API calls, and communicate with mobile applications built on the Quadient Digital Advantage SDK.
- Insights use Inspire Automation, or Inspire Scaler, for automatic data upload.
- Messenger uses Inspire Designer for designing and compiling its emails and SMS messages, drawing on personalized data.
- Omnichannel Coordination uses Inspire Scaler for automatic communication delivery.

For more information about external Cloud integration with other Inspire products, see the related user guides.
3.3 Integration via API

Via APIs you can interact with these Quadient Cloud applications:

- Correspondence
- Customer Journey Map
- Customer Preference Management
- Data Services
- Digital Services
- Insights
- Messenger
- Omnichannel Coordination

3.3.1 Correspondence
3.3.2 Customer Journey Map

For a more detailed description of this API, see the [Correspondence](#) documentation.

3.3.3 Customer Preference Management

For more detailed description of this API, see the [Customer Journey Map](#) documentation.
3.3.4 Data Services

Push
- Get
  - Data validation

For more detailed description of this API, see the Data Services documentation.

3.3.5 Digital Services

Push (Client)
- Manage documents and their metadata and states
- Manage notification subscriptions

Get (Client)
- List documents and their metadata and states
- List resources

Push (Enterprise)
- Manage clients
- Manage data
- Manage documents and their metadata
- Send notifications

Get (Enterprise)
- Manage data
- List clients
- Verify API keys

For more detailed description of Digital Services API, see the Digital Services documentation.

3.3.6 Insights
Push

- Upload data

For more detailed description of this API, see the Insights documentation.

3.3.7 Messenger

![Image of Quadient Cloud with Push and Get options]

- Start batches
- Schedule batches
- Delete batches
- Unsubscribe recipients

For more detailed description of Messenger API, see the Messenger documentation.

3.3.8 Omnichannel Coordination

![Image of Quadient Cloud with Push and Get options]

- Create jobs
- Start jobs
- Upload input CSV files

- Retrieve Delivery Rule IDs
- Retrieve Job IDs
- Check input CSV files status

For more detailed description of Omnichannel Coordination API, see the Omnichannel Coordination documentation.
4 Pricing

The price for sending emails, SMS messages, Correspondence documents, email address validation, and physical address correction is set by the Cloud administrator. It does not change with the amount of transactions made. The cost is displayed for every 1,000 transactions and can change.

For more information about this fixed pricing method, see the Administration documentation.
5 Registering an Account and Signing In

To use Quadient Cloud, you need a company account. To register:

1. Go to:
   - https://quadientcloud.eu
   - https://quadientcloud.com for US users
   - https://quadientcloud.com.au for Australian users

2. Click on the SIGN UP NOW button on the Welcome page.

3. Fill in the form:

   ![Sign Up Form]

   - Company:
   - Your name:
   - Email:
   - Company URL:
   - Password:

   Your password must contain:
   - At least 9 characters.
   - Both lower and upper case characters.
   - At least one number or special symbol (!, @).

   Retype password:

   I agree to Terms and Conditions and Data Processing Agreement.

   SIGN UP

A company URL is generated automatically according to the company name you fill in. It is possible to edit it.
The URL for Vital International company will be https://vitalinternational.quadi-entcloud.eu.

The password must contain:

- At least 9 characters

And 3 out of these conditions:

- General letters (e.g. a, b, c, d)
- Capitals (e.g. A, B, C, D)
- Numerals (e.g. 0, 1, 2, 3)
- Special characters (e.g. @, #, $, *)

NOTE The password policy may differ depending on the Account Policy.

4. Read the Quadient Terms and Conditions, and the Data Processing Agreement and check I agree.

5. Click on the SIGN UP button. The confirmation dialog opens.

6. Check your email inbox for the activation email and click on the ACTIVATE ACCOUNT button.
Congratulations, your account has been created and activated. Your company URL address will be: https://companyname.quadientcloud.eu.

7. To sing into your account, fill in your credentials, select the language and click on the SIGN IN button.
If you forgot your password, click on the **Forgot your password?** link. You are asked to enter your registered email address. To retrieve your forgotten password, click on the **SUBMIT** button.

If you need help with the registration, contact Quadient Support by clicking on the **CONTACT US** button on the Welcome page.