

### A New Approach to IT— IBM PureSystems

In today's economy, companies cannot afford to move slowly. Businesses around the world are undertaking transformational journeys to become smarter and free up their IT personnel and budgets so they can deploy new and innovative capabilities faster.

PureSystems is IBM's response to this changing business landscape. PureSystems is a new class of expert integrated systems that combine the flexibility of a general-purpose system, the elasticity of cloud and the simplicity of an appliance. Expert integrated systems fundamentally change the experience and economics of IT with:

- **Built-in expertise:** Capturing and automating everything—from the infrastructure to the application
- **Integration by design:** Deeply integrating and tuning hardware and software in a single, ready-to-go system
- **Simplified experience:** Making every part of the IT lifecycle easier with integrated management and a broad, open ecosystem of optimized solutions

This smarter computing approach will dramatically speed the deployment of new IT processes and services while reducing many of the risks and inefficiencies that are inherent in today's fixed IT solutions.



Cincom is an IBM Premier Business Partner.

# Guiding Smarter Interactions With IBM PureSystems

Cincom® Synchrony™: Ready for PureSystems



Synchrony, Cincom's customer experience management solution, is among the first IBM Business Partners to be "ready for PureSystems." The combination of Cincom Synchrony and PureSystems will help businesses simplify deployment and ongoing operations.

*"By tapping into our vast ecosystem and working with partners such as Cincom Synchrony, we're allowing clients to pursue a best-of-breed strategy for their businesses—one that provides them with a level of flexibility and choice they have never before had access to.."*

— Ed Abrams, vice president global business partners and mid market, IBM

# A Better Customer Experience with Synchrony

Given the rise of new generations of empowered and digitally literate customers, it's clear that the world's technology has to become as smart as the individuals who are now driving it. Fortunately, it can. Cincom's Customer Experience Management solution, Synchrony, is focused on helping companies consistently deliver experiences that not only build your brand, but are valuable to both your customers and your organization. Cincom Synchrony guides smarter interactions that deliver optimal customer experiences and organizational outcomes. In the contact center and across other customer-facing channels, Synchrony leverages insights about each customer in the context of each interaction and provides intelligent, adaptive guidance to deliver the "designed" experience. This aligns with and supports IBM's initiative of "the age of the customer."

With intelligent, adaptive guidance, every customer-facing employee is well-equipped to perform consistently and correctly every time. Intelligent, adaptive guidance lets you insulate employees from processes and workflow that don't add value to the interaction while simultaneously presenting value-add guidance, personalization and expert recommendations. This enables employees to respond quickly and appropriately to each customer for better, faster, more effective interactions.

Synchrony supports both inbound and outbound calling as well as e-mail, web, chat, face-to-face and other channels. It also works in unattended environments, making sure that customers enjoy a clear, convenient experience when they choose self-service.



Smarter interactions across all channels

## The core capabilities of Cincom Synchrony include:

Supported by a robust and highly flexible platform of IBM technologies, Synchrony is a powerful software application specifically designed to help organizations provide smarter, streamlined experiences that deliver intended results, even for complex, cross-channel interactions that utilize multiple back-end applications.

Cincom Synchrony provides:

- **Intelligent, adaptive guidance** – Adaptive guidance walks employees through every step of even the most complicated interactions, enabling them to respond quickly with personalized answers, recommendations and offers, basing the suggestions on the context of the interaction, automatically in real time.
- **Single, holistic customer view** – Synchrony instantly presents employees with a single view of customer data from multiple information systems, including IBM's Master Data Management (MDM), Unica and other supporting applications. Information is presented dynamically, so employees never have to toggle back and forth among multiple windows.
- **Seamless, cross-channel continuity** – Synchrony offers a single interface for all customer interaction channels, including phone, face-to-face, e-mail, IM/chat, fax and the web. During every interaction, employees can see the customer's complete interaction history to guide the current interaction.
- **Enterprise mash-ups** – Synchrony not only pulls data from back-end systems, it pushes new information back and automatically delivers the data to the correct system without employee intervention.
- **Personalized follow-up** – Synchrony tracks the results of every interaction, prompts and escalates follow-up actions and automatically generates personalized correspondence, documents and offers.
- **Reporting and analytics** – Synchrony gives decision-makers complete visibility into staff performance, with metrics that align with specific goals.

## Cincom and IBM: a Closer Look

The benefits to customers and the organization include:

- **Intelligent, adaptive guidance** – Serves up the right information to sales and service employees at exactly the right time resulting in a comprehensive yet cost-effective solution for delivering smarter customer interactions
- **Single view of the customer** – Ensures a seamless and continuous experience, regardless of touch point or channel
- **Dynamic interaction flow and process automation** – Turns every employee into an expert resulting in higher customer satisfaction, lower costs and higher employee productivity

By personalizing each interaction and guiding employees to deliver relevant recommendations, Synchrony strengthens customer relationships while reducing costs.

*“We selected Synchrony for its ability to present all of the content and resources our agents need to access from a single desktop.”*

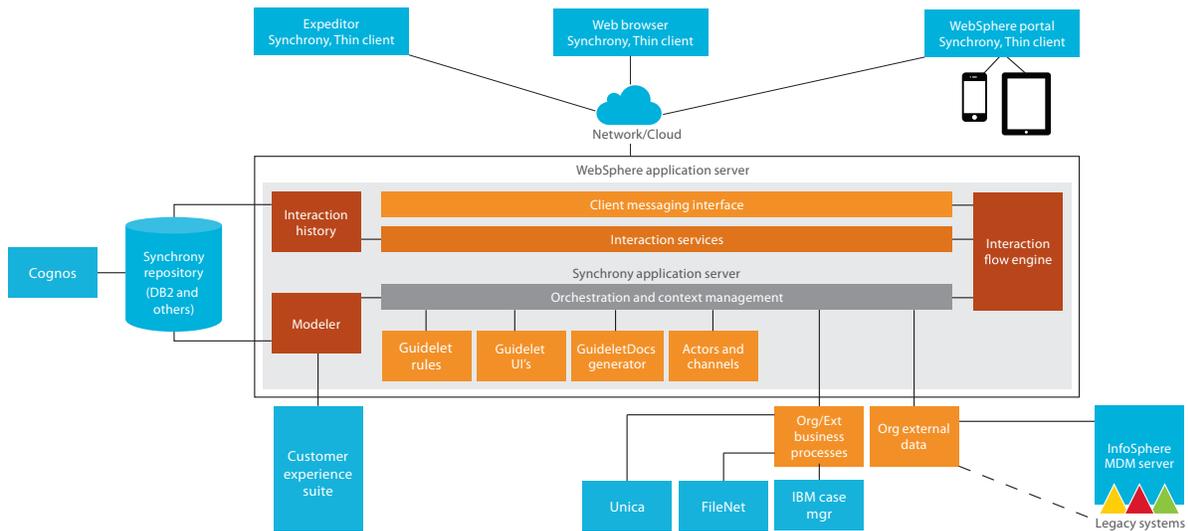
— Kelly Johnston, Chief Operations Officer, Health Advocate

The Cincom Synchrony/IBM PureSystems solution will accelerate implementation times and reduce operation and maintenance efforts. This will result in fewer IT resources needed, lower costs and a faster time-to-value.

Cincom Synchrony utilizes numerous IBM technologies and services to enhance its functionality. Synchrony is validated in four IBM Industry Integration Frameworks: Health, Banking, Retail and Energy/Utilities, so users can expect reliable performance, flexible configurations that adapt to changing needs and expert service before, during and after implementation.

### Components of the solution can include:

- **IBM PureSystems** provides expert integrated systems for simplified deployment and maintenance of Synchrony.
- **IBM Enterprise Marketing Management (EMM), IBM Unica and Coremetrics** provide greater customer insight and deliver highly personalized, relevant offers
- **IBM WebSphere Application Server** – a J2EE platform for essential application services.
- **IBM Global Business Services** provides business transformation, application and IBM software implementation, back-office integration and infrastructure implementation.
- **IBM DB2** – employed at the data tier, utilized as the transaction database.
- **IBM InfoSphere Master Data Management (MDM)** Server retrieves customer data from a centralized data hub that is shared by numerous back-end systems. Its web services are consumed by Synchrony, and the resulting data guides customer care center employees.
- **IBM Cognos** drives business intelligence and performance analytics.
- **IBM FileNet and Advanced Case Management** provide workflow and process capabilities to manage customer cases and drive task automation.
- **Tivoli** provides secure, single sign-on capabilities.
- **Lotus Expeditor** for a unified client framework, automated data exchange and single sign-on
- **IBM RAMP** enhances Synchrony’s routing capabilities with a success-based call routing engine.



Cincom Synchrony/IBM solution architecture

## Summary

In an increasingly competitive and quickly changing economy, companies face a stark, new reality—today's customers expect an efficient, personalized, high-quality experience every time they connect with an organization. At the same time, companies have an ongoing mandate to manage costs, improve productivity and increase revenue.

Cincom Synchrony offers an innovative, cost-efficient way to overcome this challenge. Supported by a robust and highly flexible platform of IBM technologies, Synchrony is a powerful software application specifically designed to help customer care centers provide smarter, streamlined experiences that deliver intended results—even for complex, cross-channel interactions that utilize multiple back-end applications.

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## Highlights:

- A comprehensive, yet cost-effective solution for delivering smarter customer interactions
- Intelligent, Adaptive Guidance that serves up the right information to customer care center employees at exactly the right time
- A single view of the customer that ensures a seamless and continuous experience, regardless of touch point or channel
- Dynamic interaction flow and process automation that turns every employee into an expert
- Higher customer satisfaction, lower costs and higher employee productivity
- Developed on a proven, reliable and flexible framework of IBM technologies
- Ready for PureSystems

## For more information:

To learn more about Cincom Synchrony, please visit:  
[www.synchrony.cincom.com](http://www.synchrony.cincom.com)

To learn more about Synchrony and PureSystems, please visit:  
[www.synchrony.cincom.com/partners/ibmpuresystems](http://www.synchrony.cincom.com/partners/ibmpuresystems)

