

In10s⁷

Point of View (POV)

Insights from IBM, Red Hat, and
Intense Technologies on the Power
of Agile Customer Communications
to Elevate CX | Key Insights -
September 14, 2023

Transform

Digital

Journey



Summary

The "The Power of Agile Customer Communications to Evaluate CX" event provided a platform to delve into the transformative influence of agile customer communications on customer engagement, loyalty, and overall business success across a spectrum of industries such as film, technology, banking, and insurance. Esteemed speakers from industry giants "IBM, Red Hat, and Intense Technologies" presented cutting-edge strategies, best practices, and real-world case studies that underscored the advantages of agile customer communications and its symbiotic relationship with distributed processing.

Featured Speakers

- **Afaq Siddiqui**
President, Global strategic Alliances,
Intense Technologies
- **Daniel Casali**
Technology Leader, IBM
- **Vinay Rajagopal**
Technology Leader, Red Hat
- **Srinivas Mungi**
Technical Architect, Intense Technologies

Key Speakers and Highlights

Daniel Casali illuminated the significance of efficient resource utilization and sustainability in today's digital landscape. He underscored how "IBM's Power architecture fosters effective and eco-friendly resource consumption." By minimizing energy consumption and cooling requirements, companies can achieve greater processing power while conserving resources and reducing costs. A customer case study demonstrated a four-fold increase in workload capacity after migrating to IBM Power architecture, showcasing its benefits for containerized workloads on platforms like OpenShift. He highlighted the efficiency and sustainability of IBM Power processors, illustrating how they enable four times more workload with reduced energy consumption and cooling requirements. Daniel emphasized the integration of CCM applications with OpenShift capabilities, streamlining deployment and maintenance processes. He discussed the pivotal role of IBM Power Systems in enhancing efficiency and reducing data center space, placing emphasis on the importance of energy-efficient computing and the benefits of migrating to Power Systems.

Afaq Siddiqui acknowledged the innovative collaboration between IBM and Red Hat, emphasizing the advantages of integrating Customer Communications Management (CCM) applications with OpenShift capabilities. He stressed the importance of providing use cases to help the audience understand the real benefits of this partnership, highlighting the value each partner (IBM, Red Hat, and Intense Technologies) brings to the ecosystem. Afaq emphasized that this collaboration not only benefits each party but also creates opportunities for further growth and innovation. He addressed the integration of encryption for field-level data, enhancing security and compliance in customer communications.

Vinay Rajagopal delved into the era of cloud-native technologies, emphasizing the need for businesses to prioritize real-time and accurate communication. He discussed the critical role of automation and scaling in today's environment, leading to operational efficiency and lower total cost of ownership (TCO). Vinay stressed the importance of business agility, with a focus on automating container provisioning and scaling based on workload demands. He described the power of DevSecOps and container registry in accelerating software releases and ensuring consistent deployment across environments. Vinay shared use cases of agile customer communications, highlighting the importance of scalability, automation, and efficient resource management. He discussed how OpenShift and IBM Power Systems can optimize processing power for varying workloads.

Mungi provided insights into how Intense Technologies contribute to the synergy between IBM Power and Red Hat OpenShift. He discussed using encryption, particularly at the field level, and how it enhances security and compliance. Mungi emphasized the importance of scalability and self-healing capabilities in handling unpredictable workloads efficiently. He explained how Intense Technologies leverage distributed processing and IBM's hardware features to achieve optimal delivery across various channels, demonstrating the benefits of encryption at the field level, reducing CPU overhead, and ensuring data security.

Key Takeaways

Encryption is critical in data security and compliance, especially in evolving data protection regulations like GDPR, CCPA, and regional acts.

Panel Discussion

The speakers engaged in a panel discussion, addressing questions about the digital customer experience domain's future, especially in industries like banking, insurance, and technology. They emphasized the role of innovation and agility in adapting to evolving customer needs and regulatory requirements. Afaq highlighted the global trends in digital initiatives and the importance of staying competitive in a rapidly changing landscape. The panellists discussed the evolving landscape of the digital customer experience domain, citing examples of regulations like GDPR and the Digital Personal Data Protection Act in India. They stressed the importance of adapting to changing customer expectations and technology advancements.

Audience Polls

The event included audience polls to measure participants' awareness and perspectives on encryption and data security. The results indicated a need for more information and understanding about these critical aspects.

Value of the Collaboration

Afaq Siddiqui discussed how Intense Technologies add value to the partnership by clarifying customers during their decision-making process. He explained that "Intense's role in evangelizing the benefits of IBM Power and Red Hat OpenShift helps customers make informed choices." Additionally, he highlighted the potential for creating further opportunities in duplicate accounts and expanding the partnership's footprint.

Summary Video

The event concluded with a summary video that encapsulated the key takeaways of the collaboration between Intense, IBM Power, and Red Hat OpenShift. The video showcased how the combination of these technologies delivers unmatched performance, resilience, and security, making it a catalyst for companies on their innovation journey.

Conclusion

"The Power of Agile Customer Communications to Evaluate CX" event brought together industry experts to shed light on the transformational potential of agile customer communications. It highlighted the value of collaboration between Intense Technologies, IBM Power, and Red Hat OpenShift in delivering innovative solutions to enhance customer experiences, drive operational efficiency, and ensure data security in a rapidly evolving digital landscape. "Intense Technologies' expertise in customer communications and IBM and Red Hat's technologies offer a holistic solution for agile and secure customer engagement." The partnership between Intense Technologies, IBM, and Red Hat creates a robust ecosystem that leverages cutting-edge technologies to drive innovation in customer communications and digital experiences. Together, they empower businesses to navigate the complexities of modern customer engagement while ensuring data security and compliance.

Key Words

- Agile Customer Communications
- Digital customer experience
- Automation
- Microservices architecture
- DevSecOps
- Digital transformation
- General Data Protection Act (GDPR)
- Encryption keys
- TCO (Total Cost of Ownership)
- Large-scale workloads
- Tech sector
- Banking
- Insurance
- ROI
- Innovation journey
- OpenShift platform IBM Power Systems
- CPU optimization
- CICD pipeline
- Power consumption
- Customer engagement.

