



IDC's Latest Report Confirms Quadiant's Leadership in the Customer Communications Management Software Market

Paris, December 15, 2020

[Quadiant](#) (Euronext Paris: QDT), a leader in helping businesses create meaningful customer connections through digital and physical channels, announces a newly released report by market research and consulting firm IDC on the Customer Communications Management (CCM) software market shows Quadiant rapidly closing the gap on the top position. Quadiant's offering in the CCM market encompasses software solutions in both Customer Experience Management (CXM) and Business Process Automation (BPA). According to IDC data included in the report, with 10.6% year-over-year CCM software revenue growth in 2019, Quadiant outperformed the overall 7% growth of the market and recorded the highest growth among the top three market leaders.

The report, "Worldwide Customer Communications Management Software Market Shares, 2019: Shifting to Cloud-Based Communication Services," is the only CCM market's revenue tracking research. According to IDC's data, the total CCM market software revenue grew from \$1 billion in 2017 to \$1.2 billion in 2019, an increase of about \$208.4 million. During this period, Quadiant captured more than 25% of this revenue growth, which represents more than twice the revenue added by its nearest competitor.

This strong performance is the result of the combined successes of Quadiant's CXM solutions for large enterprises, with Quadiant Inspire, and Quadiant's BPA solutions for small and medium-sized organizations, with its suites of platforms including Quadiant Impress, OMS and Neotouch.

"As noted in the report, our leadership position and growth in CXM/CCM revenue is the result of strong commercial and technological synergies with our other businesses," said Geoffrey Godet, CEO, Quadiant. *"The expansion of the Inspire platform in the customer experience space and the integration of the Impress platform into our overall CCM strategy sharply focused Quadiant's efforts to strategically expand our reach since the Back to Growth strategy was announced in January 2019."*

IDC's CCM market survey found that improving customer experience was the top business goal of CCM solutions. In the survey, IDC estimates that 65% of consumers will be using voice, images, and augmented reality by 2023 for interacting with brands via their mobile device, extending the physical and digital experiences of today.¹

According to Marci Maddox, research director of IDC's Enterprise Content Strategies program and author of the report, *"The growing demand for dynamic, real-time communications and faster document generation has vendors modernizing their architecture for the cloud. Augmented by artificial intelligence (AI) and supporting expanding conversational interfaces, CCM solutions are finding their way into new business groups to deliver consistent, timely, and personalized experiences at scale."*

"Quadiant's continuous innovations with our CXM solutions and our commitment to delivering customizable, efficient, and user-friendly software to our clients help them turn important communications into meaningful touchpoints with their customers," said Chris Hartigan, chief solution officer, Customer Experience Management, Quadiant. *"Partnerships with leading technology providers, such as our recent strategic partnership with*

¹ Source: IDC, Worldwide Customer Communications Management Software Market Shares, 2019: Shifting to Cloud-Based Communication Services, Doc #US47004720, Nov 2020



Kitewheel, allow us to deliver a more robust customer experience solution, fully integrated with our communications management platform.”

A complimentary copy of the IDC report can be downloaded from the Quadiant website at this link: www.quadiant.com/resources/idc-market-share-report-worldwide-customer-communications-management-software-market.

IDC’s recent “Worldwide Customer Communications Management Software Forecast, 2020–2024: COVID-19 Thwarts Expansion Momentum,” report is also available from Quadiant at no charge: <https://www.quadiant.com/resources/idc-market-forecast-worldwide-customer-communications-management-software-forecast-2020>.

About Quadiant®

Quadiant is the driving force behind the world’s most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small and EnterNext® Tech 40 indices.

For more information about Quadiant, visit www.quadiant.com.

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