



Quadient Named a Leader in the 2026 IDC MarketScape for Worldwide Intelligent Customer Communication Management

Paris, October 20, 2026

Quadient (Euronext Paris: QDT), a global automation platform powering secure and sustainable business connections, announced today that it has been named a Leader in the *IDC MarketScape: Worldwide Intelligent Customer Communication Management 2026 Vendor Assessment* (IDC #US54131626, September 2026). Quadient believes its recognition as a Leader reflects the breadth, depth and proven capabilities of Quadient's customer communications management solution, Quadient Inspire.

According to Amy Machado, research director at IDC: *"As customer communications management evolves into AI-powered customer experience orchestration, Quadient differentiates through its innovation, deployment flexibility, and commitment to helping organizations deliver meaningful customer interactions. By combining AI-driven customer communications, customer journey mapping, communication design, governance, and support for SaaS, hybrid, and on-premises environments, Quadient enables enterprises to deliver personalized, compliant, and omnichannel experiences at scale. This combination of capabilities positions Quadient as a compelling choice for organizations modernizing customer communications, strengthening customer engagement, and accelerating digital transformation."*

[Quadient Inspire](#) covers the full communications lifecycle across digital, interactive, print and forms-based experiences from a single platform, with integrated journey mapping and AI capabilities that help users create and optimize content, streamline workflows, enhance personalization and strengthen governance. With its any-prem strategy, Quadient gives customers the flexibility to deploy on-premises, on IaaS, on PaaS or as SaaS, and change their deployment model without the complexity of migrating to a different platform.

The IDC MarketScape noted Quadient's key strengths, including "Support resources: Customers we spoke with gave Quadient high marks for its support, including technical support and ongoing communication. Quadient fosters an active user community through extensive support resources, including access to samples, sandboxes, reference applications, and training."

"I believe being named a Leader by IDC MarketScape reflects our commitment to helping organizations connect data, governance and AI on a single platform to create hyper-personalized communications that are easier to manage," said Lilac Schoenbeck, senior vice president, product for Quadient Digital. "In today's world, the ability to execute is what turns vision into meaningful customer outcomes. We believe this recognition underscores the breadth and depth of Quadient's ability to deliver for customers today, while continuing to invest in the innovations that will drive future success."

To learn more about Quadient Inspire, visit www.quadient.com/en-us/customer-communications.

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can

be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.

About Quadient

Quadient designs and builds human-centered, AI-driven automation solutions for business communications. Our software empowers hundreds of thousands of customers to create, deliver, and manage world-class communications with speed and ease. From financial automation and customer communications to mail and parcel management, Quadient reduces friction and waste so customers can focus on growth and customer connections. Quadient is listed on Euronext Paris (QDT) and part of the CAC® Mid & Small and CAC Technology indexes. Make room for the remarkable at quadient.com.

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