

Your Customer Communications Belong in the Cloud

The Elixir logo, featuring the word "elixir" in a white, lowercase, sans-serif font inside a rounded orange rectangle.

Modern customer communications call for modern management and delivery. It's time to leverage the power and scalability of the cloud. Cloud native CCMs enable multichannel communications that sync with your customer data. This results in better engagement and boosts your bottom line. If you're still unsure whether a move to the cloud is right for you, keep reading. The cloud delivers high return on investment across several value propositions.



Safety and Accessibility

Data privacy and accessibility are top priorities both on-premises and in the cloud. To meet legal mandates, and build trust with customers, you must safeguard personally identifiable information (PII). This has become increasingly difficult as the demands of the regulatory landscape evolve. Additionally, as marketing and customer communications merge, security must remain a top consideration. Ultimately, security and accessibility must be part of your omnichannel engagement strategy.

The Elixir Difference

Elixir Cloud is a single source of truth for customer communications. It is both secure and accessible from anywhere. As a SaaS solution, we manage your resources according to your specific requirements. We back up and secure your assets while we leverage the heavy security investments of our cloud partner, AWS. Through this partnership we provide dedication to security, data privacy, and continuous advancement. Plus, we enable customer communication workspaces that are dynamic, collaborative, and secure.

We take pride in our comprehensive approach to data security. To that end, we are also a HITRUST-certified organization. HITRUST certification maps seamlessly across regulatory and industry-leading frameworks. So, you know you'll always meet your security obligations. HITRUST certification also means that we pass regular third-party audits to validate our practices for protecting sensitive information. With Elixir, you have the peace of mind you deserve.



Business Continuity

There is always risk of the unexpected. When unforeseen events disrupt your business, you need to be ready. When responding to these kinds of events, communications play a key role. They're how you inform and update your employees, customers, suppliers, and partners. Modern cloud tools build scalability and redundancy into the product. This means you have high availability when, not if, the unforeseen occurs.



Cost Savings

Data breaches can be catastrophic. Both from a financial perspective and in regard to customer trust. To avoid steep fines, legal fees, and damage to your business reputation, you must follow best practices for security and data privacy. Cloud-based technology can help.

The Elixir Difference

Elixir Cloud keeps communication projects and resources secure and globally available at scale. Integrated provisioning, secure channels, and workspaces you can spin up and down, make the tool work for you. You get unlimited users and unlimited documents. There is no need to maintain duplicate or inactive infrastructure and archives. And the costs scale with usage, so you only pay for what you need.



Empowered Collaboration

Give time back to your valuable workforce. Modern tools need far less maintenance. This frees your technical experts from managing and maintaining legacy software and infrastructure. This means your teams have more time to collaborate on high-value projects and goals. Let them help grow your business with things like personalized, targeted customer communications and integrated marketing campaigns.

The Elixir Difference

Elixir Cloud brings business and IT together. It provides a space to collaborate, solve challenges, and support business objectives. Elixir integrates with Active Directory and LDAP, Identity and Access Management. Plus, it gives you role-based, project-based, and granular permissions. This makes provisioning workspaces faster and more effective.

Our approach supports all kinds of team structures and business models. From modern product-led and SCRUM to more traditional hierarchies and divisions, you can collaborate in new ways without adding risk or cost.



A Deeper Talent Pool

There is a disconnect between aging technology and a younger workforce. In practice, this translates to difficulty hiring technical resources to manage legacy technology. Younger employees see no incentive in learning the capabilities of an already outdated system. And those who know the system are aging out of the workforce.

If you want to attract and keep talent in IT, you must advance your tech stack. You need a vision of the future embedded in your culture and practices. And your tools need to support this vision. Cloud-based tools cut technical debt and take the burden of aging infrastructure off IT. In turn, this increases speed to value for technology acquisition and adoption.



Modern Ecosystems

Technology is evolving faster than ever. AI and other advancements are being adopted at scale. Aging systems require extensive customization and change management. If you want to play in a digital ecosystem, you need connectivity and integration.

The Elixir Difference

Elixir Cloud gives you a formula for this. We have a microservices architecture with ready-made and repeatable components. Certified connectors for ecosystems everywhere enable modern communications.

About Elixir

For almost 40 years, Elixir has led the charge in CCM innovations. Now, our revolutionary, cloud-native platform is set to change the landscape again. Break down silos, foster collaboration, and create personalized omnichannel journeys. And do it all through an intuitive, no-code interface. Elixir Cloud delivers the performance, scalability, and security to manage communications at scale. Plus, our deep expertise and commitment to partnership means we'll help you optimize customer relationships and drive growth. The future of CCM is simplified, secured, and scalable – it's Elixir Cloud.

Elixir Cloud makes the move to cloud simple.

Want to see how?

[Request a Demo](#)



www.elixir.com



+1.805.641.5900

elixir