



COREMEDIA


Elevate Experience. Drive Impact.

DEVCON 2024

Engagement Cloud

An Introduction

Join us at CoreMedia Connect 2024: Explore Omnichannel Engagement & the Human Touch [Get tickets](#)

 Platform Client stories Resources About Get started [Book a demo](#)

CoreMedia Strengthens Digital Experience Capabilities with Acquisition of BySide and Smarkio

With BySide and Smarkio, CoreMedia will offer a comprehensive and robust suite of tools for crafting, managing, and optimizing digital experiences.


HAMBURG, GERMANY (August 03, 2023) – CoreMedia, a global leader in Content Management and Digital Experience Platform (DXP) solutions, announces its acquisition of BySide, a pioneer in customer journey, engagement, and personalization technology and Smarkio, a reference in chatbot technology. These strategic acquisitions reinforce CoreMedia's position as a comprehensive provider of solutions for crafting, managing, and optimizing digital experiences, as well as expanding its competencies in the areas of automation and Artificial Intelligence.

In today's fiercely competitive market, delivering exceptional customer experiences is vital. Luxury brands demand exclusive concierge services, while businesses must captivate B2C customers with engaging and personalized experiences. Additionally, B2B buyers expect seamless digital sales with tailored selling options.

By integrating BySide and Smarkio, CoreMedia tackles these challenges head-on. BySide's technology enables real-time personalized experiences across multiple channels, including Voice, Messaging, Video, and Live Shopping capabilities. Smarkio offers cross-cutting solutions in contact management, from chatbots to automation tools and lead management, with the aim of making the interaction process with customers and prospects more effective. These acquisitions solidify CoreMedia's leadership in the DXP market, covering all aspects of the customer journey, thereby delighting customers, and significantly increasing conversion rates.

"Joining forces with CoreMedia is an exciting opportunity for us," said Vítor Magalhães, Co-Founder and CEO of BySide. "We're thrilled to bring our expertise in turning visitors into buyers to CoreMedia's customers. Together, we will help companies achieve their business goals effectively and provide personalized experiences that drive engagement and loyalty."

"We are delighted to welcome BySide and Smarkio to the CoreMedia family," said Sören Stamer, Co-Founder and CEO of CoreMedia. "These acquisitions mark a significant step in our mission to elevate experience and drive impact. BySide's and Smarkio's innovative capabilities perfectly align with our vision, enabling us to offer a comprehensive solution that empowers brands to deliver exceptional experiences and achieve unprecedented conversion rates."





Porto

Your composable
DXP to elevate
experience and
drive impact.



COREMEDIA
**Experience
Platform**

CoreMedia Experience Platform

The composable platform driving impact across more channels than any other DXP

Content Cloud



Smart Content Management

Create highly engaging content for all channels, regions and languages – turbocharged by AI.

CoreMedia
Content Cloud

Engagement Cloud



Personalized Experiences

Convince customers with personalized experiences at every opportunity – supported with data and insights.

CoreMedia
Personalization & Optimization

CoreMedia
Journeys



Real-time Conversations

Convert visitors into buyers with conversational experiences, contextual content and a human touch.

CoreMedia
Cloud Contact Center

CoreMedia
Touchpoints



Inspirational Commerce

Grow your business by nurturing customers and connecting the buying journey seamlessly.

CoreMedia
Commerce Accelerator

8 3 1 > Live chat **Julia** ✕

Smartwatch Sports 42mm
in black
279,99€

Hi, can I help you?

Hi, I'm looking for a smartwatch

I can suggest our most popular smartwatches

Smartwatch 40mm
279,99€
Added to your view list

CANCEL **CONFIRM**

OPEN IN PAGE **ADD TO CART**

Connect 2024: Explore Omnichannel Engagement & the Human Touch Get tickets ✕

Platform Client stories Resources About Get started Book a demo

Reducing our nced platform

Experience Platform uniquely pairs our powerful CMS with real-time personalization, optimization and contact

COREMEDIA
Experience Platform

How can we help?
Talk to one of our experts

Call us free of charge
We'll call you back

CALL ME

A new era
CoreMedia Experience Platform

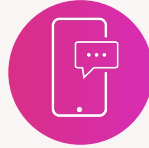
AI Content Booster
Boost your content workflows

Client story
ESPRIT

AI with a human touch

powered by byside

CoreMedia Engagement Cloud



Personalized Experiences

CoreMedia Personalization & Optimization

- Cross-channel Marketing Automation
- AI Empowered Workflows
- Email Marketing & SMS Marketing
- Social Messaging

CoreMedia Journeys

- Real-time Personalization
- Customer Data Platform (CDP)
- Web Analytics
- Mobile App Data
- Segmentation Intelligence & Predictive Lead Scoring
- Push Notifications
- Forms & Surveys
- AI Personalization
- Real-time Optimization
- A/B/N Multivariate Testing



Real-time Conversations

CoreMedia Cloud Contact Center

- Click2Call, Inbound & Outbound Calls
- Contact Analytics & Attribution
- Call Management
- Customer Interaction & Collaboration
- Team Collaboration Tools
- Call Transcription & AI Contact Classification

CoreMedia Touchpoints

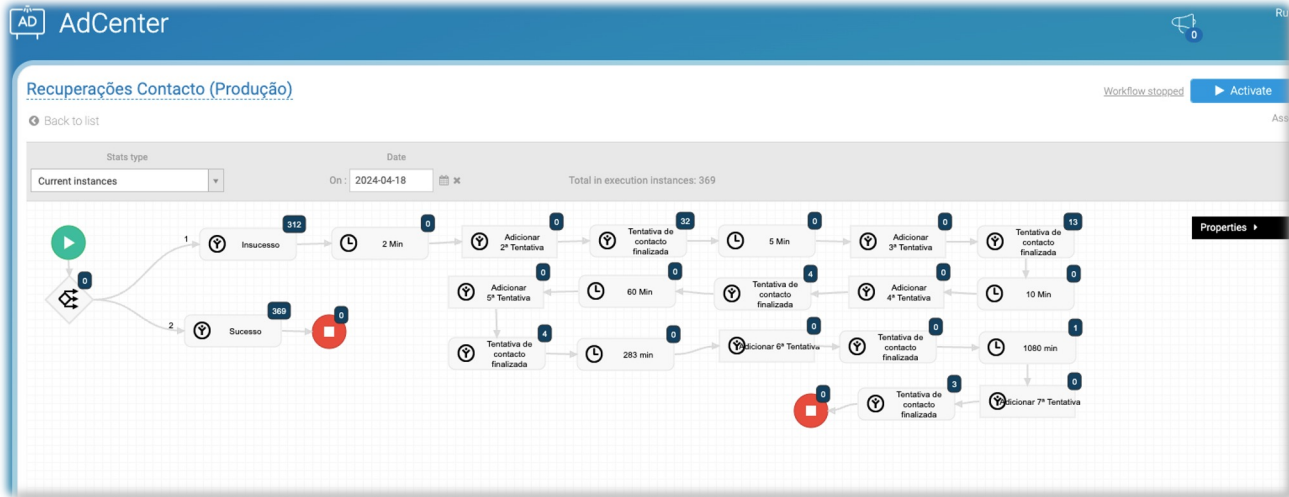
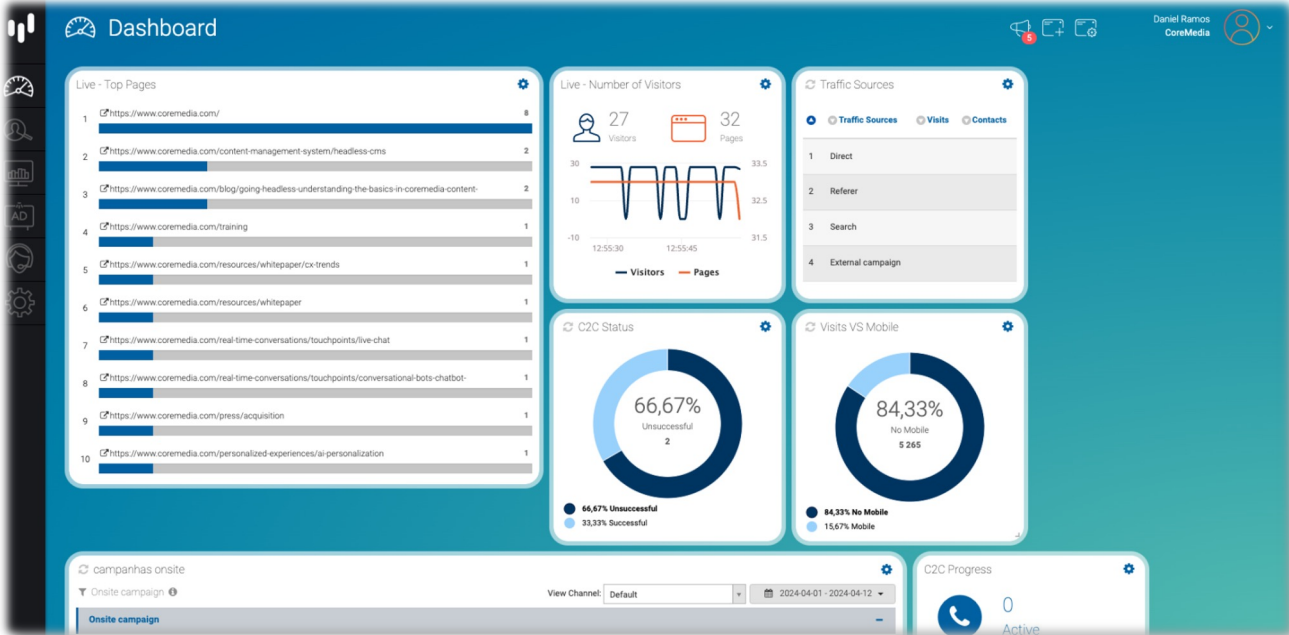
- Video Shopping
- Conversational Bots – Chatbot & Voicebot
- Live Chat
- Smart Windows



Inspirational Commerce

CoreMedia Commerce Accelerator

- Ecommerce Integrations
- Live Product Feeds
- Next Best Recommendations (NBO & NBA)
- Shoppable Images
- Shoppable Videos
- Real-time Product Catalog Integration



BySide Backoffice

opwe1.byside.com

CCC LUIS FIGUEIREDO | WEBPHONE | AVAILABLE

Contact (21)

LO 2024-03-25 17:50:50

Conversation | Data | Classification | Script | Files

Ticket nr. 31418114102

✓ Contact Summary

Mood analysis: "Patience"

The customer called the contact center for help setting up a new device. The agent checked his account details and found that he had the new iPhone 15 Pro Max. The agent then transferred him to the Apple Assistant team for assistance with initial configurations. The call ended with the customer being asked to wait in line for the next available colleague.

✓ Contact Transcription

Operator: Hello.

Operator: I'm Luis.

Operator: How can I help?

Contact: Hello. I'm having trouble setting up my new device. Can you help me?

Operator: Yes, yes, of course.

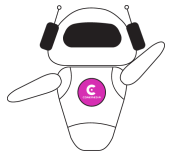
Operator: Just let me check your account details first and we'll go through.

Operator: Just wait a minute, please.

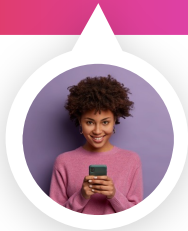
Operator: Just found your file.

CCC LUIS FIGUEIREDO

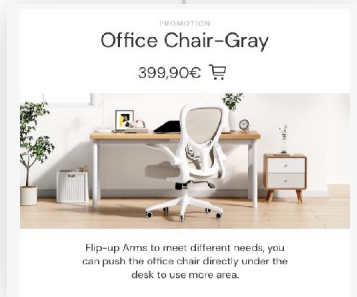
Let high value customers talk to real people for increased conversion



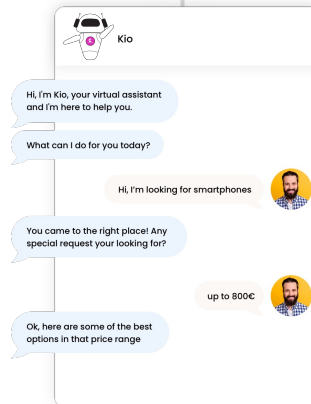
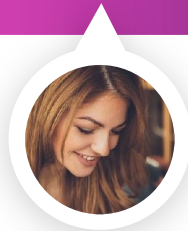
Automated Journeys



Your personal recommendation



Conversational Commerce



Product added to cart

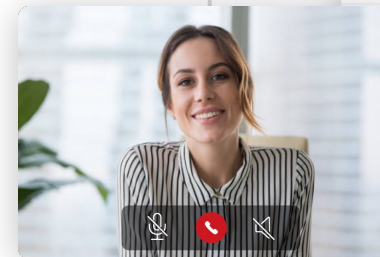
One-Click Human Support



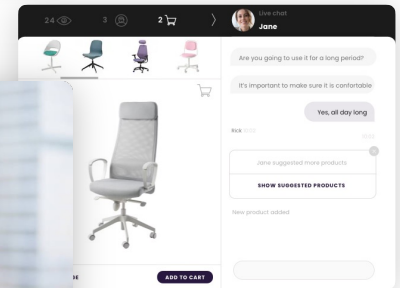
Searched for high value product



Live shopping assistance



Personal Shopping Assistance



How does Engagement Cloud differ from Content Cloud?

Technical and Architecture

Content Cloud

Single Tenant

PaaS / SaaS

Can be self-hosted

On-Prem or Cloud

Engagement Cloud

Multi Tenant

SaaS

No self-hosting

SaaS only

Content Cloud

Some effort to upgrade

Long Implementations
3 to 6 months

Each client runs a
different codebase

Engagement Cloud

Instant upgrades

Fast to implement
Less than 24 hours

Same codebase for all
clients

Content Cloud

Java on the backend

React on the frontend

Low Data



Engagement Cloud

PHP and Node.js

React on the frontend

Big Data

Fast to implement



```
<script>
  var bysideWebcare_webcare_id = "_TENANTID_";
  var bysideWebcare_lang = "pt";
</script>

<script src="https://cdn.byside.com/agent/bwc_we1.js" type="text/javascript"></script>
```

**Do all companies work the
same way?**

**With the same codebase for
all customers, how can we
adapt?**

Customizable SaaS

API
REST API, Browser API

API Connectors
Google, Facebook, Salesforce

Webhooks

External API Calls

Plugins | Micro-UIs

Low code sandboxes

Event Streams
E-Commerce, Content

BYOP
Voice, SMS

What's next?

Personalize content based on Engagement Cloud data

- Segments and Profiles

A/B/n content testing

Measure content effectiveness

- Track the impact of each content item – impressions, clicks, conversions, \$ value

AWS migration

Improve documentation / training

- Developer / Integration focus



Thank you!

Rui Campos

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