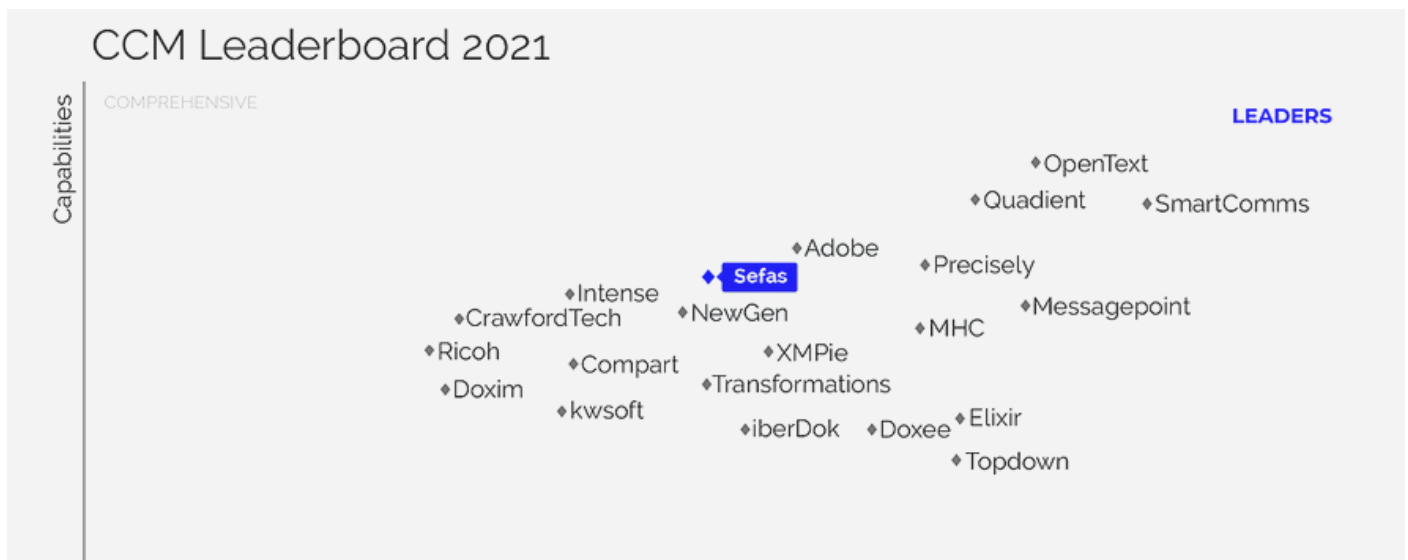


SEFAS IS RECOGNISED A GLOBAL CCM LEADER



**BY GILES HILL,
MANAGING DIRECTOR,
SEFAS UK**

I am proud to share with you that Sefas has been named as a 2021 leader in Customer Communications Management by independent analyst **Aspire** for the fourth year in a row.

According to Aspire, "In 2020, Sefas accelerated the modernisation of its' platform and expanded their cloud-enabled offering with micro-services, containerisation and cloud/edge deployment capabilities. Sefas's omni-channel communications hub is a new vision, based on a single platform that can drive communication transformation across a variety of use cases".

Aspire states, "We like Sefas's fresh focus on bring omni-orchestration to downstream print-production environments. Maintaining flexible, high-performance data processing and omni-channel workflow capabilities for fully automated transactional communications production at scale. Sefas's focus on accelerating onboarding, reducing setup and configuration complexity should be a big help, especially for organisations running complex delivery facilities".

If you would like to find out more about what the Aspire Leaderboard is or what this means for Sefas's capabilities going forward, please get in touch by emailing marketinguk@sefas.com.