Announcing a new working partnership between
Citycom Solutions and smart/tasking

Citycom Solutions, global leaders in communications data management and analytics solutions, and smart/tasking, the business optimisers, are delighted to announce a new working partnership.

This arrangement leverages the strengths of both businesses: driving their individual strategies and addressing unsolved issues that currently exist in risk assurance and compliance.

Both Citycom Solutions and smart/tasking are passionate about optimising businesses' performance capabilities, whilst delivering tangible business benefits. The two organisations share a strong belief that this is achieved by harnessing people, processes, and technology, underpinned by the use of intelligent automation. The benefits of this approach are far-reaching. Businesses' risk mitigation and compliance assurance capabilities are strengthened, leading to more confident regulatory engagement. With deeper insights and more powerful decision-making capabilities, businesses become more resilient and responsive to market conditions, and are better able to demonstrate true customer-centricity.

Working alongside one another, Citycom Solutions and smart/tasking will collaborate on projects and develop bespoke solutions that will transform clients' ability to collect, store, interrogate and re-use valuable data in order to deliver better customer outcomes – all the while enhancing compliance. Whereas other providers in the market focus on the "what" aspects of regulatory compliance, Citycom Solutions and smart/tasking will focus on the "how": shifting the emphasis from resource-heavy solutions (of people and time) onto cost-effective, results-driven solutions that deliver a tangible difference.

Founded in 2012, Citycom Solutions (www.citycomsolutions.com) is an innovative, flexible and dynamic developer and supplier of cloud native solutions that enables its customers to utilize data to gain insights while maximizing profit, reducing risk, and enhancing customer and employee satisfaction. Its highly intelligent technologies, including the popular ARC platform, enriches existing voice capture applications by assuring all communications is captured, useable and compliant. CAR voice capture and transcription software turn unstructured data into meaningful, useful data. The level of detail and the accuracy this provides enables advanced monitoring and surveillance, highly intuitive decision-making, and deep insights that can be used to drive more customer-centric initiatives.

Smart/tasking (www.smarttasking.com) was founded in 2015 and has grown its reputation and its client base through first-class business optimisation engagements. With clients in technology, data, telecommunications, manufacturing, retail and government, the firm has an excellent track record in transforming productivity and accelerating business growth. Its PMO offering continues to prove extremely popular, with a methodology that focuses on optimising and automating processes in order to deliver real 'wow-factor' outcomes. In 2022, Smarttasking Inc. launched in the US, and its success continues to go from strength to strength.

FOR FURTHER INFORMATION PLEASE CONTACT info@citycomsolutions.com or optimise@smarttasking.com

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The new working partnership between smart/tasking and Citycom Solutions:

Frequently-asked questions

- **Why has smart/tasking and Citycom Solutions formed a 'working partnership'?**
  Moving forward, smart/tasking and Citycom will collaborate on some projects where there is a clear benefit to having both organisations' capabilities combined. Smart/tasking's passion for optimisation, and Citycom's strength in the data and automation arena, makes for a powerful proposition that will drive even greater benefits to our clients.

- **What sort of projects will the two organisations work on together?**
  One of their biggest areas of focus is risk assurance and Compliance. All too often, businesses view compliance as something that requires more resource – more people, more investment, and more time. Smart/tasking and Citycom believe that more intelligent, more streamlined processes are a much more effective answer, and will deliver longer-term benefits than putting more resource onto an issue alone.

- **What does 'working partnership' mean for Citycom and smart/tasking?**
  For the two organisations, 'working partnership' means high levels of collaboration. When required, we'll be working seamlessly as one unit, so clients who engage us will get one key point of contact, one approach and methodology, and one set of engagement principles for the duration of the project – to ensure maximum impact for the client, with the outstanding results they are seeking. Outside of joint project commitments, Citycom and smart/tasking will continue operating as two independent companies, with their respective websites, marketing and engagement activities, and networks.

- **What do the two organisations aim to achieve?**
  Smart/tasking and Citycom Solutions aim to support organisations by combining their data, analytics, and business optimisation skills**,** with a strong focus on people, process, and technology. In particular, we aim to support organisations that need a dedicated, specialist approach to their risk assurance and compliance protocols. This plays directly into our combined capabilities, and will also enhance our reputations and intensify market penetration. Naturally, we would not be venturing into this working partnership if we did not believe it would also support our own business strategies. We are excited about our new ways of working together, and we firmly believe it marks a milestone in our journey as two businesses who have found a natural partner in one another.

- **What will be the primary areas of focus?**
  As mentioned, the initial and immediate area of focus will be on organisations that need a dedicated, specialist approach to their risk assurance and compliance protocols. This leans naturally towards the financial services sector: banking, investments, insurance, wealth management, funds, and so forth. However, all organisations require some level of compliance and risk assurance: to their customers, their suppliers, their shareholders, and to their supervisors and regulators. We will build out from our initial area of focus, as the parallels between different sectors become clear, and our offering more compelling to other organisations.

- **What are the market drivers for the new working partnership?**
  Certainly in financial services (but also in other sectors), in addition to the intensifying need to control costs, regulation is intensifying and the requirement to monitor and report on risk is becoming more stringent. This is due to a number of factors, ranging from widespread home- and remote-working (leading to increased risk of security breaches and cyber-crime); to greater reliance upon the Cloud; through to consumer accessibility via mobile devices. As the working world becomes more flexible and more accessible, risks become exposed and easier to leverage. Organisations recognise this, but typically address the problem by investing large sums of money and large teams of people. This rarely gets to the heart of the problem; rather, it provides an expensive bandage with the real problem undiagnosed (or inaccessible due to lack of insight and capability).

- **Why is the regulatory world changing so fast?**
  Organisations today are navigating change at a faster pace than ever, and standard regulatory oversight is struggling to keep pace. In a 2020 survey of commercial organisations across nearly 200 countries, an average of 257 regulatory alerts were reported every single day. The recent pandemic prompted businesses to move more of their activities online, creating more data security challenges and more opportunities for cyber criminals to target vulnerable organisations. This evolution has naturally caused regulators to tighten up existing guidelines in addition to introducing new ones. As a result, organisations which may struggle to adapt to regulatory change quickly are constantly playing catch-up. Day-to-day operations prevent a "back to basics" review of systems and processes, and a patchwork approach to compliance and risk assurance is often the result.

- **How does smart/tasking and Citycom's approach differ from other firms?**
  Smart/tasking and Citycom aim directly at the heart of the issue: assessing the organisational structures necessary to support effective compliance assurance; neatening up data collection, storage and interrogation methods; automating processes that fail when reliant upon basic electronic or manual handling, and providing automated, real-time reporting that is largely impervious to cyber-attack. By optimising processes with intelligent, secure technologies, we are helping organisations to future-proof their data storage and enhance their compliance standards, which in turn opens up new communications front with regulators and supervisors in their jurisdictions.

- **Will this new working partnership focus more on the US, the UK, or both?**
  We envisage this joint working partnership will be popular across all our operations, as the market drivers are largely the same in all geographies (albeit with slightly different requirements depending on jurisdiction).

- **Who are the key contacts at both organisations?**
  - Chief Executive Officer, smart/tasking: Niall Anderson
  - Head of Customer Experience, smart/tasking: Gary Gamp
  - Head of Operations, smart/tasking: Paul Bibby
  - Chief Executive Officer, Citycom Solutions: Mark Whiteman
  - Chief Revenue Officer, Citycom Solutions: Tony Procops
  - Media enquiries, smart/tasking and Citycom Solutions: Helen Greenwood