

Secure by design:

Why off-the-shelf platforms are your best bet for secure customer communications

Customer communications have evolved far beyond simple message delivery. While customers' expectations for seamless, personalized, multi-channel experiences are at an all-time high, organizations must navigate an increasingly complex regulatory landscape. As frameworks like DORA, GDPR, and the European Accessibility Act (EAA) set ever-stricter requirements – with the EU Data Act arriving in September 2025 – the limitations of custom-built systems become more apparent.

Off-the-shelf customer communication management (CCM) and customer experience management (CXM) platforms offer a proven solution. These platforms address security, compliance, and accessibility challenges through pre-built components designed to run smoothly on cloud infrastructure from the major cloud providers – piggy-backing on the massive investments these providers are putting into infrastructure security and compliance. Compared to custom-built systems, which often require significant ongoing development to maintain compliance, off-the-shelf solutions streamline operations and reduce risks.

This paper explores how CCM and CXM platforms help organizations navigate these challenges while maintaining efficient, secure, and compliant communications that meet the needs – and expectations – of their customers.



CCM and CXM: What's the Difference?

CCM (Customer Communication Management) handles the nuts and bolts of getting messages to customers – creating, sending, and storing communications across all channels.

CXM (Customer Experience Management) takes a wider view, focusing on the complete customer journey and ensuring every interaction delights customers. While CCM manages the technical side, CXM shapes the overall strategy for customer engagement and satisfaction.

Did you know?

Customer experience quality is at an all-time low – according to Forrester's 2024 US Customer Experience Index. Only 3% of companies are currently putting customers' needs and satisfaction at the forefront.

1 Security, compliance and accessibility: Built right in

Off-the-shelf CCM and CXM platforms aren't just about smoother customer communications, they're built with security at their core. Whether you're sending out personalized marketing communications or handling sensitive financial documents, these platforms ensure that security controls and compliance measures are automatically applied, reducing risk without sacrificing efficiency.

Here's the overview:

Compliance covered

These platforms come ready to play by the rules, designed with regulations like DORA, GDPR, the Data Act and EAA accessibility guidelines in mind. No scrambling to catch up later.

Always up to date

Automatic updates and vendor partnerships within regulated industries keep these platforms in sync with the latest requirements. Less risk, more peace of mind.

Accessibility for everyone

Features like WCAG (web content accessibility guidelines) compliant templates and user interfaces make accessibility a standard, not an extra. You can reach a wider audience without complex customizations.

Security is key

Robust security measures like data encryption and access controls are built in to protect sensitive information. It's like having a digital bodyguard for your customer data.

Control and clarity

Centralized platforms give you a clear view and control over all your customer communications, making it easier to stay consistent and compliant.

Room to grow

These modular platforms scale and adapt as your business evolves and regulations change. Flexibility is the name of the game.

Off-the-shelf CCM and CXM solutions take the stress out of security, compliance, and accessibility, letting you focus on what matters most: connecting with your customers.

Key regulations at a glance

GDPR (General Data Protection Regulation)

Sets rules for the protection of personal data within the EU. Enforceable since May 25, 2018.

DORA (Digital Operational Resilience Act)

Aims to strengthen the IT security of financial entities in the EU. Enforceable from January 17, 2025.

EAA (European Accessibility Act)

Mandates that many products and services, including websites and apps, be accessible to people with disabilities. Enforceable from June 28, 2025.

EU Data Act

Seeks to create a fairer data market by giving individuals and businesses more control over their data and promoting data sharing. Most provisions will apply from 2026 onwards.

Did you know?

94% of CISOs (chief information security officers) say CCM could improve compliance and security by improving visibility, automation and compliance.

- CISO Society and RegScale, State of Continuous Controls Monitoring (CCM) report

2 Taming the compliance beast: simplified governance and audit trails

Keeping up with governance, audits, and compliance can feel like a never-ending race. Off-the-shelf CCM and CXM platforms are designed to make this journey smoother, offering streamlined processes and built-in tools to simplify these critical tasks.

What are the top regulatory challenges for CISOs?

Maturing the compliance program – 52%

Data and system silos – 42%

Lack of a centralized system – 41%

CISO Society and RegScale, State of Continuous Controls Monitoring (CCM) report

Here's how off-the-shelf solutions help

Compliance made easier

Pre-configured workflows and templates take the headache out of compliance. They're designed to align with regulations like DORA, GDPR, and accessibility mandates, giving you a head start and minimizing the risk of errors.

Center-of-excellence enablement

While custom solutions often excel in niche applications, establishing a truly enterprise-wide CoE requires a platform capable of serving a broad range of systems. Off-the-shelf solutions are designed with this breadth of integration in mind, enabling organizations to develop standardized communication processes that benefit the entire IT landscape.

Real-time monitoring and proactive alerts

These features keep an eye on your compliance status across multiple regulatory requirements, reducing risk and helping you maintain customer trust.

Audit-ready records

Maintaining detailed audit trails is crucial. Off-the-shelf platforms automatically log communication activities, making it easier to track interactions, demonstrate compliance, and respond efficiently to audit requests.

Streamlined collaboration

These platforms often facilitate collaboration among teams involved in governance, risk, and compliance. Centralized access and streamlined workflows improve communication and ensure everyone is on the same page.

Version control and content approval

Built-in version control and content approval processes help maintain consistency and accuracy in your communications, reducing the risk of errors and ensuring compliance with brand guidelines and regulatory requirements.

With off-the-shelf CCM and CXM solutions, governance, audits, and continuous compliance become less of a burden and more of a manageable process, freeing you to focus on building strong customer relationships.

3 Expert guidance, global reach: Scaling with confidence

One of the biggest challenges companies experience with custom-built solutions is scalability. Off-the-shelf CCM and CXM platforms bring a wealth of built-in expertise and scalability to the table. This ensures that your customer communication solutions can meet the ever-evolving demands of security, compliance, and accessibility, both now and in the future.

Here's what off-the-shelf platforms offer:

Vendor expertise at your service

These platforms are backed by teams of experts who deeply understand the intricacies of regulatory compliance and security challenges. They proactively monitor the landscape, ensuring the platform remains aligned with the latest requirements and best practices. This translates to less risk and more peace of mind for your organization.

Scalability for global reach

Whether you're operating in one country or multiple jurisdictions, scalability is key. Off-the-shelf solutions offer the flexibility to support multi-jurisdictional compliance, including diverse accessibility requirements for global audiences. Expand your reach without worrying about communication roadblocks.

Modular and flexible architecture

The modular design of these platforms allows them to adapt to your changing needs without costly overhauls. Easily add new features, integrate with other systems, and adjust to evolving communication strategies as your business grows and customer expectations shift.

What's the number one pain point of CCMs systems?

Lack of ability to manage customer facing communications across the entire customer journey, with 88% not "very satisfied", highlighting gaps in personalization, automation and cross-departmental communication capabilities.

Forrester Consulting SSM/DX Research
commissioned by Topdown

Reduced development time and costs

Leveraging off-the-shelf solutions significantly reduces development time and costs compared to building custom systems. You gain access to robust functionality and expertise without the heavy upfront investment.

Continuous innovation

Vendors continually invest in research and development, ensuring that their platforms remain at the forefront of innovation. Benefit from the latest advancements in security, compliance, and accessibility without having to dedicate your own resources to development.

Focus on your core business

By relying on off-the-shelf solutions, you can free up your internal IT team to focus on your core business objectives, rather than getting bogged down in the complexities of building and maintaining custom communication systems.

In essence, off-the-shelf CCM and CXM solutions provide a powerful combination of vendor expertise and built-in scalability, empowering you to deliver secure, compliant, and accessible customer communications efficiently and effectively.

4 Accelerate your transformation: Faster implementation, less hassle

If your organization is like many, every day is fast-paced, and you have no time to waste. Off-the-shelf CCM and CXM platforms are designed for rapid deployment, minimizing complexity and getting you up and running quickly. This translates to faster time-to-market, reduced costs, and a quicker path to realizing the benefits of enhanced customer communications. The "2025 State of Continuous Controls Monitoring Report" identifies significant pains that organizations face which include:

1. Duplication of Compliance Efforts

A notable 80% of CISOs acknowledge that there is unnecessary duplication in their compliance efforts, which suggests a major inefficiency that could be streamlined with better tools or processes.

2. Integration Challenges

More than half of the organizations reported that compliance is not embedded into their CI/CD pipelines, indicating a gap in integrating compliance effectively within existing workflows.

3. Cost of Compliance

It's highlighted that a substantial percentage of CISOs experience budgetary constraints, with 50% spending more than \$200,000 annually on compliance. This high cost underpins the critical need for more cost-effective compliance solutions.

Underscoring the potential benefits of adopting streamlined and cost-effective solutions like off-the-shelf CCM and CXM platforms.

Here's how off-the-shelf platforms contribute:

Pre-configured compliance and accessibility

These platforms come equipped with pre-configured compliance and accessibility features, significantly reducing the time and effort required to meet regulatory requirements. Think of it as having a compliance and accessibility head start, accelerating your time-to-market for frameworks like GDPR and EAA.

Rapid deployment

In situations where compliance readiness is critical for delivering timely customer communications, off-the-shelf solutions shine. They enable rapid deployment scenarios, ensuring you can meet critical deadlines and regulatory obligations without sacrificing efficiency.

Cost efficiency

Building compliance and accessibility features in-house is a costly and complex undertaking. Off-the-shelf platforms eliminate these expenses, allowing you to allocate resources to other strategic initiatives. Avoid the high costs and headaches of custom development.

Technology know-how

Vendors offer expertise and support to help you get the most out of their platforms. Benefit from their implementation methodologies and guidance on how to best structure your organization to leverage the product effectively. This translates to smoother projects and optimized utilization.

Simplified integration

Modern platforms are designed with integration in mind, reducing the complexity of connecting them with your existing systems. Streamlined integration processes minimize disruption and accelerate the implementation timeline.

User-friendly interfaces

Intuitive interfaces make it easier for your team to learn and use the platform, reducing the learning curve and boosting productivity from day one. Get your team up to speed quickly with user-friendly tools.

By choosing an off-the-shelf CCM or CXM solution, you can bypass the complexities of custom development and accelerate your journey to delivering exceptional customer communications. Faster implementation, reduced costs, and expert support empower you to achieve your goals quickly and efficiently.

5 Investing in trust: The ROI of secure, compliant and accessible communications

Investing in off-the-shelf CCM and CXM platforms isn't just about checking boxes – it's a strategic move that delivers a strong return on investment (ROI). By prioritizing security, compliance, and accessibility, you're not only mitigating risks but also unlocking significant cost savings and building a foundation for long-term success.

Here's how the ROI adds up:

Long-term savings

Avoiding fines for non-compliance, data breach costs, and legal repercussions from accessibility violations translates to substantial long-term savings. Investing proactively in these areas is far less expensive than reacting to a crisis.

Total Cost of Ownership (TCO) comparison

When you compare the total cost of ownership between building a custom system and buying an off-the-shelf solution, the advantages become clear. Consider development time, ongoing maintenance, security updates, compliance management, and the cost of specialized expertise. Off-the-shelf solutions often offer a more cost-effective path.

Swift time-to-market

Faster implementation means quicker time-to-value. Get your communication strategies up and running rapidly with pre-configured features and streamlined deployment processes. Accelerate your ability to connect with customers and capitalize on market opportunities.

Enhanced customer trust

Demonstrating a commitment to security, compliance, and accessibility builds trust with your customers. This trust translates to stronger relationships, increased loyalty, and positive brand perception.

Improved operational efficiency

Streamlined workflows, automation, and centralized management contribute to significant gains in operational efficiency. Reduce manual tasks, optimize resource allocation, and free up your team to focus on strategic initiatives.

Competitive advantage

By prioritizing secure, compliant, and accessible communications, you position your organization as a leader in customer experience. This can be a powerful differentiator in a competitive market.

Investing in off-the-shelf CCM and CXM solutions is a strategic decision that yields tangible returns. From cost savings and operational efficiencies to enhanced customer trust and a stronger competitive position, the benefits extend far beyond simply meeting regulatory requirements. It's about building a sustainable foundation for growth and success in the digital age.

The future of customer communication: Choosing off-the-shelf platforms

Managing customer communications effectively requires a strategic approach that prioritizes security, compliance, and accessibility. By leveraging the power of off-the-shelf CCM and CXM platforms, businesses can confidently navigate the complexities of modern customer communication, building stronger relationships, enhancing customer trust, and driving sustainable growth. These platforms empower you to focus on what matters most: delivering exceptional customer experiences that set you apart from the competition.

Let Metaforce help you make it happen

Metaforce specializes in providing off-the-shelf CCM and CXM solutions designed to meet your security, compliance, and accessibility needs. Our platforms integrate seamlessly into your existing business systems and workflows, enabling faster implementation, continuous compliance, and scalable communication strategies.

With Metaforce, your organization can confidently navigate complex regulatory landscapes, including EU Data Act, GDPR and the EAA, while enhancing customer engagement and trust.

Ready to transform your customer communications with secure, real-time data integration?

Reach out to us at hello@metaforce.se and discover how we can help your business communicate better while staying safe and compliant.