

IMlvault Simplifies POPI Compliance

Large enterprises needing to store virtually unlimited amounts of customer data can simplify their Protection of Personal Information (POPI) Act compliance with IMlvault from Archer Digital.

This indexed and searchable client data cache service helps ensure POPI compliance with its storage of sensitive customer data at a remote data centre with dedicated infrastructure hosted in a restricted physical environment.

Integrating hundreds of terabytes of IMlvault data into CRM environments is a simple task which helps radically boost customer satisfaction. “IMlvault ensures that client information becomes available to contact centre agents in milliseconds via a slick web-based interface only accessible using encrypted access keys. Enterprises can respond so much faster to customer invoicing, statement and other enquiries,” says Archer Digital CEO, Ross Venter.

The service’s permission-based access for different users offers rapid data storage, update and search functionality. The restricted web-based API offers call centre and CRM integration centred on any type of document storage, with bills and statements currently being the most popular amongst large corporations. Archer Digital can guarantee high uptime while providing very low latencies that significantly reduce customer frustration.

“The primary benefit of IMlvault is that it enables enterprise users to quickly and easily search all client information such as invoices and statements, for example, without making changes to their core CRM platforms,” explains Venter. IMlvault is offered as a white-labelled product that provides the ultimate protection against internal and external threats.

Archer Digital has created, built and executed tens of thousands of mobile initiatives across the globe. The firm is an IMImobile company and has developed industry best practices by delivering country-specific mobile initiatives from mobile bank statements in South Africa to personalised marketing videos in the U.S. IMImobile is a global software and solutions company with deployments in over 60 countries.

“We’re experts at harnessing the power of the mobile device to build and strengthen relationships between brands and consumers. IMlvault will further positively transform how companies use enterprise solutions to interact with their customers at a fraction of the cost of conventional storage and cloud services,” concludes Venter.

More information: info@archerdigital.co.za