

# Meet Micom: Powering the Future of Business Messaging

Wednesday 9 July, 2025

**COVENTRY, 9th July 2025** — Today, iMail Comms announces its rebrand to **Micom** - short for [Multi-channel Intelligent Communications](#) - marking the next phase in its evolution as a tech-first platform transforming how businesses deliver customer communications across all channels.

Micom is designed for organisations that need to communicate smarter. It combines automation, speed and scale across channels from a single, intelligent platform. Whether it's a service update, regulatory notice or marketing campaign, Micom ensures messages land through the right channel at the right time, automatically triggering print only when digital delivery fails.

"This isn't a new direction, it's a name that finally fits the tech we've already been delivering," said Andy Barber, CEO of Micom. "Micom unifies what used to be separate systems into one intelligent multi-channel communications platform, giving Marketing and Operations teams control, speed and consistency."

## From Fragmented to Unified

### One Platform

Micom brings together email, SMS, and triggered print into a single, intelligent command centre, eliminating the need for multiple vendors, clunky integrations, and siloed workflows. Everything is managed in one place, with real-time visibility and control.

### Proven in Practice

We're already powering millions of messages for leading brands in [healthcare](#), retail, utilities, and [financial services](#). We're simplifying regulatory communications, streamlining operations, and cutting the time to send from days to seconds.

### Ready for What's Next

Micom's automation engine is already live, with smart triggers, scheduling, and channel routing. Next up: AI-driven personalisation and deeper workflow integration, so businesses can move faster, communicate smarter, and stay ahead.

## Why Micom

**Micom** is short for **Multi-channel Intelligent Communications**—a name that captures exactly what we do and how we think.

It's about clarity in complexity, intelligence over noise, and giving businesses one place to deliver the messages that matter—wherever and however they need to land.

Our new icon brings this to life:

A **lightning bolt** for speed, agility and the power to cut through.

A **digital pixel** for accuracy, precision and the modern, tech-driven edge.

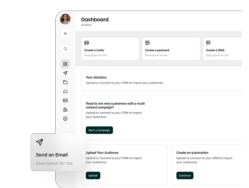
Together, they form a bold "M" that stands for **momentum, messaging and making it happen**—faster, smarter, sharper.

Micom isn't just a name—it's a statement: this is how customer communication gets done now.

## What's next...

- **New website:** The new Micom website is live, showcasing our full multi-channel prowess. [www.micom.com](http://www.micom.com)
- **Brand roll-out:** Existing clients will see the web application interface and name transition updates

### Media:



### Related Sectors:

Business & Finance :: Charities & non-profits :: Computing & Telecoms :: Education & Human Resources :: Government :: Health :: Media & Marketing :: Medical & Pharmaceutical :: Public Sector & Legal :: Retail & Fashion ::

### Related Keywords:

Micom :: Multi-Channel Communications :: Intelligent Communications Platform :: Hybrid Mail Software :: Customer Communications :: Digital To Print Workflow ::

### Scan Me:



over the coming weeks, with no disruption to service.

- **Stay Connected:** To follow our progress and announcements, visit [linkedin.com/company/micom-technologies](https://linkedin.com/company/micom-technologies) and follow us on LinkedIn.

“Micom is about making communications matter, at speed, at scale, and on the customer's terms,” added Barber. “We're just getting started.”

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## About Micom

Micom is a SaaS communications platform that enables businesses to deliver business critical and marketing multi-channel communications effortlessly and securely with real-time automation. Intelligent workflows uniquely trigger mail communications when the digital communication fails, ensuring the communication lands with the recipient swiftly and securely, allowing them to take action when it matters most. For more information, visit [www.micom.com](https://www.micom.com).

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