

# emtex **VDE** <XML>

Internet Presentment Generated from Legacy Applications

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## Overview

Customers today are demanding choice in how they do business with their service providers. With the Internet, adoption rates growing exponentially, consumers are looking to their service providers to interact with them electronically. Companies that produce business critical transactional documents such as statements, bills and invoices can no longer ignore this demand as they could lose this growing market segment (usually the most profitable) to their competitors if they are unable to satisfy this customer demand.

Migrating existing mainframe based legacy applications to a new generation web-enable systems, requires significant investment in new software & skilled resources and can sometimes taking years to implement.

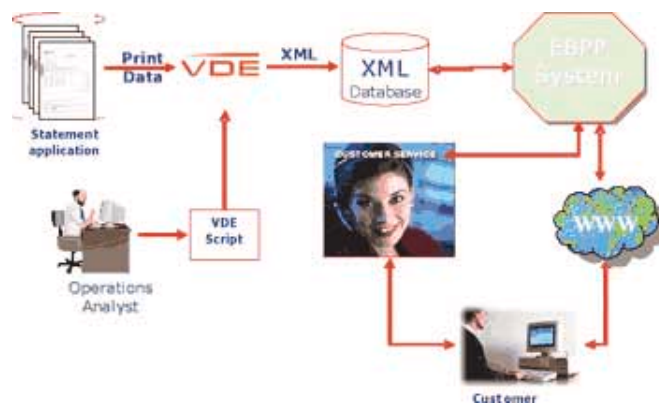
VDE Web Delivery provides customers with existing legacy print applications to quickly and easily generate output for the web without the need to make application changes.

## Solution

Many in-house Print Centres and Service Bureaus are beginning to capitalise on the potential uses of the internet as a Communication or data exchange medium. With VDE Web-Delivery, extracting information from existing print applications and creating XML tagged data provides the ability to offer services in the electronic communications to both your customers (B2C) and to your business partners, suppliers and buyers (B2B)

Using the VDE Web Delivery, the variable data within a document can be extracted and wrapped around with a specific XML data structure (XML Schema or DTD). XML Schemas and DTD express shared vocabularies, and provide a means for defining the structure, content and semantics of XML documents. These schemas and DTD's enable XML generated by VDE Web Delivery to be readily accepted by e-business systems such as:

- EBPP systems for Internet presentment and payment of bills and invoices, for example, where consumers (either individuals or companies) can view and pay their bill electronically
- Business to Agent systems, e.g. Insurance companies providing customer information in XML format to Insurance Agencies to process and manage electronically.
- Business to Business (B2B) order processing systems where two organisations exchange XML directly between their IT systems to order goods and services.
- B2B invoicing processing systems where two organisations exchange XML directly between their IT systems to pay for goods and services.



## Benefits

### Business

- Reduce delivery costs by eliminating paper and postage expenses.
- Tailor documents to unique individual profiles and gain up-selling and cross-selling opportunities.
- Reduce accounts receivable float through faster delivery and collection.
- Track documents during delivery.
- Meet the needs of electronically-enabled consumers.

### Customer - Business to Consumer (B2C)

- Gain convenience and time savings associated with electronic formats.
- Mobile, 24-hour, online access to current and historical data.
- Information that can be automatically/easily interrogated

### Customer - Business to Business (B2C)

- Direct interface to business application such as billing & accounting.
- Streamlined business processes - purchasing & cost recharging
- Information that can be automatically/easily interrogated



For further information please visit [www.emtex.com](http://www.emtex.com)

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