

# EMC DOCUMENT SCIENCES XPRESSION ENTERPRISE EDITION

## Intelligent Customer Communications

### ESSENTIALS

- Improve customer experience with relevant, timely, mass personalized, multichannel communications.
- Quickly generate highly customized communications using familiar tools from Microsoft and Adobe.
- Produce intelligent multichannel communications on-demand, via workflow, or batch with one system.
- Consolidate disparate document generation systems to dramatically reduce operating costs, streamline business processes, and improve customer experience.

Today organizations operate under tremendous competitive pressures to improve the customer experience while cutting costs and increasing efficiency. EMC Document Sciences xPression® software suite helps companies face these challenges with a multichannel platform to quickly produce highly personalized and cost-effective customer communications on demand, interactively, and in high-volume batch for delivery via print, e-mail, web, and mobile text messaging.

xPression provides organizations with the ability to build profitable relationships by generating multichannel communications based on each customer's preference while it ensures the use of consistent, relevant, and approved content by combining variable data with digital assets through powerful document assembly logic. Leveraging familiar authoring tools from Microsoft and Adobe, xPression generates communications in a variety of ways to best suit the varying business situations such as high-volume batch printing, responding to real time requests, and generating communications as part of the organization's business process management infrastructure.

With xPression, organizations worldwide can consolidate disparate document generation systems to dramatically reduce operating costs, streamline business processes, and improve customer experience. Built on a service-oriented architecture, xPression generates a wide variety of customer communications including correspondence, proposals, contracts, policies, statements, and marketing materials from a single robust system. xPression provides organizations with the ability to reach the right customer with the right message in the right format.

### CUSTOMIZED, MULTICHANNEL COMMUNICATIONS

xPression Enterprise Edition provides a software suite to administer, design, and publish a wide variety of highly customized and personalized communications.

At the heart of xPression Enterprise Edition is the xPRS Server which contains all the components necessary to generate multichannel communications on-demand, interactively, and in high-volume batch. A robust rules engine executes business logic for dynamically selecting content and images based on customer data to quickly create customized communications. The sophisticated composition engine composes and formats documents to produce electronic and print output in a variety of formats, including PDF, HTML, XML, AFP, PostScript, PPML, .docx, and plain text. For organizations that handle recurring paper

mailings, xPression provides postal processing integration to improve efficiency and accuracy, while reducing costs.

For system administrators, xAdmin is the browser-based administration console to easily configure and maintain all aspects of the xPression environment from any Web-enabled client connected to your network. xDashboard is a browser-based management console that provides at-a-glance reports and drill-down capabilities to easily manage batch jobs, view job and server statistics, monitor job history, and much more.

**“Document Sciences leads the on-demand segment due to a strong multichannel strategy combined with a strong services architecture well suited to real-time and straight-through content generation...xPression is well-positioned for a complete DOCCM enterprise platform, with an open architecture-based on Java and Web Service.”**

“THE FORRESTER WAVE™: DOCUMENT OUTPUT FOR CUSTOMER COMMUNICATIONS MANAGEMENT, Q2 2009”,  
FORRESTER RESEARCH, INC., JUNE 2009.

For integrating xPression into enterprise applications and infrastructures, xFramework is a published API available through both a COM and Java interface, providing a complete Web Services toolkit for integration and adding interactive document services to enterprise applications.

## **FAMILIAR CONTENT AUTHORIZING TOOLS**

xPression offers an unmatched range of document design products. Rather than forcing document designers to learn and use a proprietary interface, xPression provides a set of state-of-the-art xPresso® plugins for the most popular authoring tools, including Microsoft Word, Adobe® InDesign®, and Adobe Dreamweaver®. These plugins enable users to quickly and easily create dynamic document templates with variables and rules, which are then used by the xPRS server to create personalized documents.

- xPresso® for Adobe InDesign leverages the widely used Adobe InDesign Creative Suite to create graphically rich and highly customized relationship statements, marketing materials, and other frame-based documents.
- xPresso for Word uses Microsoft Word to create text-based documents tailored for the recipient, including notices, proposals, invoices, and other correspondence.
- xPresso for Dreamweaver employs Adobe Dreamweaver to create highly personalized HTML e-mail and Web pages without time-consuming and costly coding.
- xDesign includes a hierarchical interface to assemble content and compound documents from Microsoft Word, xPresso for InDesign, and xPresso for Word to create benefits booklets, financial contracts, welcome kits, insurance policies, and other complex, regulated documents.

## **UNIVERSAL CONTENT**

Universal Content enhances content sharing capabilities across document design tools. This powerful capability enables users to leverage variable content within xPresso for Microsoft Word and xPresso for Adobe InDesign documents, as well as static external content such as Microsoft Word documents, Adobe PDF files, and graphic images stored in EMC Documentum, IBM FileNet, or the file system. With Universal Content, source content from

business users can be included based on business rules and easily integrated into the workflow process to ensure accuracy and accelerate time-to-market.

## INTERACTIVE APPLICATIONS

xPression Enterprise Edition provides controlled editing capabilities for customized correspondence and negotiated contracts that must be revised in predefined ways or in ad hoc ways.

- xResponse is a browser-based application for controlled and ad hoc editing of customized correspondence in realtime. xResponse is ideally suited for call centers, agent automation environments, and other on-demand settings.
- xRevise is a browser-based application for the swift generation and revision of custom contracts through the contract negotiation cycle, with access to a searchable library of custom content items as well as a complete revision control system.

## HIGHLY SCALABLE, STANDARDS-BASED PLATFORM

xPression's service-oriented architecture simplifies integration efforts into the organization's existing infrastructure with its use of a Java EE platform, XML and SOAP Web Services. Unlike competitive product offerings, xPression's xPRS server is a pure Java EE application that runs within the leading application servers, allowing it to fully benefit from automatic load balancing, failover, and scalability. This unique architecture makes xPression exceptionally suitable for high-volume batch production as well as high-concurrency, on-demand document generation.

## BEST-OF-CLASS INTEGRATION

xFramework, the published API for xPression, includes a comprehensive set of Web Services, Java API, and JMS facade to enable easy integration with customer relationship management, business process management, enterprise content management, portals, and other enterprise systems, as well as messaging infrastructure. The enterprise application integration capabilities of xPression enable organizations to embed document personalization and generation services in any Java, Microsoft, or Web-based application, and easily call xPression from business workflows to generate documents in real time or queue them up for batch processing.

Enhanced integration capabilities are available to rapidly integrate xPression's rules-based assembly, interactive editing, and document output capabilities with new or existing enterprise systems while having complete control over the user experience. The Interactive Document Development Kit enables organizations to reduce time-to-market when building custom interactive applications for their enterprise systems such as customer relationship management (CRM), enterprise resource planning (ERP), call center, correspondence, and contract management applications.

## ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at [www.EMC.com](http://www.EMC.com).

"xPression sets the bar for solutions that automate the creation, production, and delivery of customized business communications."

RICHARD MEDINA,  
PRINCIPAL ANALYST AT DOCULABS

## CONTACT US

To learn more about how xPression can help you produce effective, relevant, and cost-effective communications contact your local representative or authorized reseller—or visit us at [www.EMC.com](http://www.EMC.com)



[www.helpprintsolutions.com](http://www.helpprintsolutions.com)

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EMC Corporation  
Hopkinton, Massachusetts 01748-9103  
1-508-435-1000 In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

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