

EMC DOCUMENT SCIENCES XPRESSION DOCUMENTUM EDITION

Customer communications management for EMC Documentum

ESSENTIALS

- Maximize your digital asset investments stored within EMC Documentum with a single content repository and document generation engine
- Customize on-demand and workflow-based document generation with well-designed, highly personalized customer communications
- Automate highly customized communications for multichannel delivery, such as e-mail, print, and mobile device.
- Reduce development costs by up to 90 percent, improve time-to-revenue by as much as 75 percent, and enhance the customer experience.

Today's organizations operate under tremendous competitive pressures to improve the customer experience while cutting costs and increasing efficiency. EMC® Document Sciences® xPression® Documentum Edition helps companies face these challenges by integrating with existing EMC Documentum® business and marketing workflows and infrastructure for the creation and delivery of highly customized and personalized customer communications. New applications can be rapidly built and deployed using the EMC Documentum xCelerated Composition Platform (xCP).

STANDARDS-BASED ARCHITECTURE BUILT ON THE EMC DOCUMENTUM PLATFORM

xPression Documentum Edition leverages enterprise content stored in Documentum to generate personalized correspondence, rich HTML e-mail, dynamic marketing material, and relationship statements. The advanced business process management capabilities of the Documentum Process Suite are tightly integrated with xPression document generation capabilities to enable organizations to generate customer communications in real time either in response to events (for example, customer requests or renewal triggers) or at particular steps within a business transaction (for example, opening a bank account or managing an insurance claim). Whether delivered electronically or in print, any communication sent to customers can then be archived in Documentum for long-term records management and reuse.

HIGHLY CUSTOMIZED, MULTICHANNEL COMMUNICATIONS

xPression Documentum 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 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.

FAMILIAR CONTENT AUTHORING 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 material, 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.

“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.

CONTENT CREATION AND MANAGEMENT

The combination of xPression Documentum Edition’s dynamic document design tools and Documentum core content services enables multiple teams across the enterprise to collaborate and control shared content without relying on IT personnel. The business team can change content to meet revenue goals. The marketing team can ensure content and designs adhere to corporate branding. And the legal team can approve all regulated content. The xPression design clients now take full advantage of the robust collaborative features available from Documentum such as check-in/check-out, versioning, advanced search and retrieval, and secure access control.

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 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.

CONTENT ARCHIVING

Administrators using the web-based application, xAdmin, can configure xPression Documentum Edition to archive generated customer communications, including letters, proposals, and statements. Customer communications generated by xPression—both through a production batch job or through individual on-demand requests—can be stored directly into the Documentum Content Server with the correct index and metadata, making them available for records management, search, retention, and retrieval.

As an output option, xPression Documentum Edition users can employ the multi-threaded archiving capability to store generated output back into Documentum to meet legal retention requirements. The xPression Server creates PDF and associated XML index files for archive using a multi-threaded process to meet enterprise-level archiving demands.

XPRESSION DOCUMENTUM EDITION AT WORK

Here's an example of how xPression Documentum Edition manages personalized customer communications within a grants management application.

A requester, a supervisor, and a reviewer all use predefined workflows within Documentum to process a grant application. The requester completes a grant application form online. The workflow automatically calls xPression Documentum Edition to generate a letter or e-mail receipt along with a request to provide additional documentation.

Once all the documentation has been provided, another correspondence is automatically generated to inform the requester of the progress of the grant application. Simultaneously, an internal personalized e-mail with the appropriate link is generated and distributed to the supervisor asking for a review of the grant application materials. When the grant application is approved, xPression Documentum Edition is automatically triggered to generate a correspondence about the final decision to the requester.

Throughout this scenario, the interaction between the Documentum repository for managing all content, xPression Documentum Edition's document generation capabilities, and Documentum Process Server, interact seamlessly to provide a complete solution for grants management.

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.

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



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

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