

EMC DOCUMENT SCIENCES XPRESSO FOR ADOBE DREAMWEAVER

Engage and connect in real time

ESSENTIALS

- Leverage Adobe Dreamweaver skill sets to enable rich e-mail and web page design.
- Quickly personalize HTML content with variable data, tables, and images at the click of a button.
- Automatically link to dynamically generated, personalized collaterals, statements, and other communications.
- Preview and test personalized e-mail and web pages from Adobe Dreamweaver.
- Enable high-volume e-mail distribution and high-concurrency web page generation.
- Ensure adherence to HTML standards that guarantee the fidelity of your e-mails in any web browser or e-mail system.

As online marketing initiatives become increasingly important, the ability to communicate with a “personal touch” via a customer’s preferred delivery channel often conflicts with maintaining a strong brand identity and tight production schedules. EMC Document Sciences xPression® software suite enables organizations to quickly produce highly personalized and cost-effective customer communications for delivery via graphically rich e-mail and personalized web pages to reach the right customer with the right message in the right format at the right time.

MAKE IT RELEVANT, MAKE IT PERSONAL

With xPression, you can easily produce highly personalized e-mail communications that engage customers without the cost of printing and mailing, while connecting to their needs via personalized extensions to your web portal. In addition, intelligent rules-based logic can automatically include offers and messages that target each recipient, increasing response rates by matching relevant offers to each customer based on his or her unique needs and preferences. With xPresso® for Adobe® Dreamweaver®, you can quickly create and deploy graphically rich HTML e-mail and Web landing pages right from your desktop. EMC Document Sciences’ customer communications management solutions ensure brand consistency by combining variable data with digital assets driven by powerful assembly logic. The result is highly personalized e-mail and customized Web landing pages generated in real time.

USE FAMILIAR TOOL AND LEVERAGE EXISTING DIGITAL ASSETS

Part of the xPression software suite, xPresso for Adobe Dreamweaver enables you to leverage existing digital assets to quickly design and publish personalized marketing materials for multichannel delivery. Because Adobe products are the tools of choice for most creative agencies and graphic designers, you can enrich existing creative designs with powerful personalization and customization without having to replicate them in other proprietary design tools.

With xPresso for Dreamweaver, you can easily produce highly personalized e-mail communications that engage customers without the high cost of printing and mailing, while connecting to their needs via personalized and interactive extensions to your web portal. In addition, intelligent rules-based logic can automatically include relevant offers and messages targeted toward individual customers, thereby increasing response rates by matching specific offers to specific customers based on their unique needs and preferences.

KEY BENEFITS

- Improve response rates and customer satisfaction with personalization.
- Ensure consistent branding to build loyalty and recognition.
- Support micromarketing initiatives to drive revenue.
- Integrate with existing business systems, ECM, CRM, marketing applications, and portals.
- Eliminate duplication through the use of externally referenced HTML for common components.
- Multipart MIME capability for handheld devices and e-mail clients without HTML capabilities.
- Attach static files and other xPresso generated documents to outgoing e-mails.

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



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