

EMC DOCUMENT SCIENCES xPRESSION DOCUMENTUM EDITION

Intelligent Customer Communications for EMC Documentum

ESSENTIALS

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

Organizations today operate under tremendous pressures to optimize customer experience while improving efficiencies and reducing costs. EMC® Document Sciences® xPression® Documentum® Edition empowers organizations to develop and execute an enterprise-wide strategy to enhance customer experience through multi-channel customer communications. With xPression Documentum Edition, organizations have a single solution to generate timely, accurate, and personally relevant customer communications either on-premise or via EMC OnDemand, a secure, state-of-the-art private cloud environment.

xPression Documentum Edition consolidates disparate document generation systems and integrates fully with EMC Documentum, allowing organizations to quickly and cost-effectively produce personally relevant communications in a variety of formats. With xPression, organizations can engage more closely with customers through timely, accurate, and personalized communications distributed through the channel of their choice. Unique capabilities include full support for multi-channel formats, industry-standard document-design tools, service-oriented architecture, and seamless integration with EMC Documentum. Designed for performance and scalability, xPression offers full support for multi-channel communications, including print, email, web, and mobile device formats.

The advanced business process management capabilities of the Documentum Process Suite are tightly integrated with xPression's 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. The xPression Documentum Edition software suite dramatically reduces operating costs and meets enterprise needs for flexibility and control, while generating effective communications that improve the overall customer experience.

PERSONALLY RELEVANT, MULTI-CHANNEL COMMUNICATIONS

xPression Documentum Edition allows organizations to leverage enterprise content stored in Documentum and generate multi-channel communications on-demand, interactively, via workflow, and in batch. The xPression software suite contains all the components necessary to generate effective communications including authoring, administration, and development tools.

The xPression Documentum Edition server contains a robust rules engine that executes business logic for dynamically selecting content and images based on customer data to generate millions of customized communications per hour, while supporting thousands of publishing requests. The sophisticated composition server composes and formats documents to produce electronic and print output in a variety of formats, including PDF, PDF/A and PDF/X, 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.

xPression enables fast and easy development of multi-channel content using powerful, industry-standard design tools that enable multi-channel publishing using a single rules-based template that controls channel-specific content and channel-optimized formatting. xPression allows business users full control of their templates—including design, management, and roll-out—without dependence on IT.

For system administrators, xPression provides xAdmin, a browser-based administration console, to easily configure and maintain all aspects of the xPression environment from any Web-enabled client connected to your network. In addition, 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.

xPression provides a complete Web Services toolkit for integration with enterprise applications and adding interactive document services to existing applications used to manage customer interactions.

“EMC Document Sciences leads with a strong overall platform. It has excellent on-demand credentials and a strong multi-channel strategy combined with a services architecture well-suited to real-time and straight-through content generation.”

“THE FORRESTER WAVE™: DOCUMENT OUTPUT FOR CUSTOMER COMMUNICATIONS MANAGEMENT, Q3 2011”,
FORRESTER RESEARCH, INC. SEPTEMBER 2011.

FAMILIAR AUTHORIZING TOOLS

Leveraging familiar authoring tools from Microsoft® and Adobe®, xPression Documentum Edition generates communications in a variety of ways to best suit the varying business situations of your organization such as batch printing, responding to real time requests, and generating communications as part of your business process management infrastructure.

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 business users to add variability to new or existing documents, creating a single document template that enables fast and easy development of content for print, web, email, text messaging, and other channels.

- xPresso for Word uses the familiar Microsoft Word environment to design rich multi-channel content for print, email, web, and mobile devices. A single rules-based template controls channel-specific content and optimized channel-specific formatting.
- xPresso for Adobe InDesign leverages the widely used Adobe InDesign Creative Suite to design graphically rich and highly customized relationship statements, marketing materials, and other frame-based documents.
- xPresso for Dreamweaver employs Adobe Dreamweaver to design highly personalized HTML e-mail and dynamic Web pages without time-consuming and costly coding.

xPression's universal content capabilities enhance content sharing across the 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 xPression 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 CREATION AND MANAGEMENT

The xPression design clients 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. The combination of xPression Documentum Edition's dynamic document design tools and Documentum's core content services enables multiple teams across the enterprise to collaborate and control shared content without relying on IT personnel. For example, 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.

Once a document is created, users can automatically route the communications for review. Upon approval, a document can be generated and published immediately or added to a scheduled batch process using the robust multi-channel publishing capabilities of xPression. Delivery options include print, email, Web, fax, and mobile devices.

HIGHLY SCALABLE, STANDARDS-BASED PLATFORM

xPression's service-oriented architecture simplifies implementation efforts into an organization's existing infrastructure with its use of a Java EE platform, XML and Web Services. Unlike competitive product offerings, the xPression Documentum Edition 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 robust batch production, as well as high-concurrency, on-demand document generation.

BEST-OF-CLASS INTEGRATION

xPression Documentum Edition provides seamless integration with Documentum-based systems of record and departmental applications including customer service, customer relationship management, enterprise content management, human capital management, financial, legal, and more. The enterprise application integration capabilities of xPression enable organizations to embed document personalization and generation services in any application, and easily call xPression from Documentum-based business workflows to generate documents in real time or queue them up for batch processing.

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

"[Customer communication management] can help organizations build loyalty, lower costs of communications and collateral, and reduce the complexity of customer and enterprise interactions."

"LEVERAGE CUSTOMER COMMUNICATION MANAGEMENT SOFTWARE TO IMPROVE OUTBOUND COMMUNICATIONS,"
GARTNER, MAY 2012

supervisor asking for a review of the grant application materials. When the grant application is approved, xPression Documentum Edition is automatically triggered to generate correspondence about the final decision to the requester.

Throughout this scenario, the combination of 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.

NOW TAKE IT TO THE CLOUD

For organizations seeking increased IT agility, lower total cost of ownership, and accelerated time to market, the xPression software suite is also available via EMC OnDemand as a private cloud-based, managed service. Built and maintained by EMC experts, EMC OnDemand delivers optimal application performance while lowering TCO by as much as 30% to 60%. EMC OnDemand leverages a highly optimized hardware and software stack and industry best practices, offering the highest level of security and providing the ability to customize applications to address your unique business challenges and integrate with your existing systems and applications. Organizations can accelerate time-to-value by eliminating IT infrastructure expenses, as well as delays in acquiring hardware and installing software, with EMC experts maintaining and optimizing system performance. EMC OnDemand also offers backup and disaster recovery, support for multiple environments, including development, test, sandbox and production, a highly automated provisioning and monitoring infrastructure, and best-in-class security operations.

ABOUT EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way. Additional information about EMC 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, visit www.EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.5802).

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