EMC DOCUMENT SCIENCES xPRESSION ENTERPRISE EDITION

Intelligent Customer Communications

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 pressure to optimize customer experience while improving efficiencies and reducing costs. EMC Document Sciences xPression® Enterprise Edition empowers organizations to develop and execute an enterprise-wide strategy to enhance customer experience through multi-channel customer communications. With xPression Enterprise 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 consolidates disparate document generation systems and integrates fully with enterprise systems and departmental applications, allowing organizations to quickly and cost-effectively produce 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 integration with other enterprise systems of record.

Designed for performance and scalability, xPression offers robust capabilities for generating multi-channel communications, including print, email, web, and mobile device formats. The xPression Enterprise Edition software suite dramatically reduces operating costs and meets the needs for flexibility and control, while improving the overall customer experience.

PERSONALLY RELEVANT, MULTI-CHANNEL COMMUNICATIONS

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

The xPression Enterprise Edition xPRS 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 concurrent users. The sophisticated composition server composes and formats documents

EMC²
where information lives®

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.

> "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."

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.

FAMILIAR AUTHORING TOOLS

Leveraging familiar authoring tools from Microsoft® and Adobe®, xPression generates communications in a variety of ways to best suit the varying business situations of your organization such as high-volume 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 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.

- 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, insurance policies, and other complex, regulated documents.

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, 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 CORRESPONDENCE

Organizations can empower business users to easily generate relevant customer correspondence without reliance on IT with interactive editing capabilities provided with xPression's Online Editor and xEditor.

- Online Editor enables business users to easily edit correspondence interactively without the need to install and maintain traditional desktop software or plug-ins. The browser-based WYSIWYG user experience provides the ability to control editing of existing content and selection of optional content while protecting content from unauthorized changes. The Online Editor provides full formatting capabilities, including style and formatting selections, spell check and the support of form fields.
- xEditor is a good choice for users familiar with Microsoft Word that require additional editing functionality such as revision tracking. xEditor provides a controlled, Microsoft Word-based environment in which sections and variables can be locked down using Word's read-only protection mechanism. This interactive editor is deployed as a plug-in from the web browser.

Once edited, users can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed 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 integration efforts into an organization's existing infrastructure with its use of a Java EE platform, XML and SOAP Web Services. Unlike competitive product offerings, the xPression Enterprise 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 high-volume batch production, as well as high- concurrency, on-demand document generation.

BEST-OF-CLASS INTEGRATION

xPression provides an open architecture that enables seamless integration with 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 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.

xFramework, the published API for xPression, includes a comprehensive set of SOAP and RESTful Web Services, Java API, and JMS facade 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.

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.

Independence Blue Cross improved quality of member materials and saved $2.4M annually in paper, printing and postage due to 92% adoption rate of electronic documents.

EMC²
where information lives®