

EMC Document Sciences xPression Documentum Edition

Customer communications management for EMC Documentum

The Big Picture

- Maximize the value of content and digital asset investments stored within EMC Documentum with a single content repository and document generation engine
- Automate on-demand and workflow-based document generation with well-designed, highly personalized customer communications
- Generate 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).

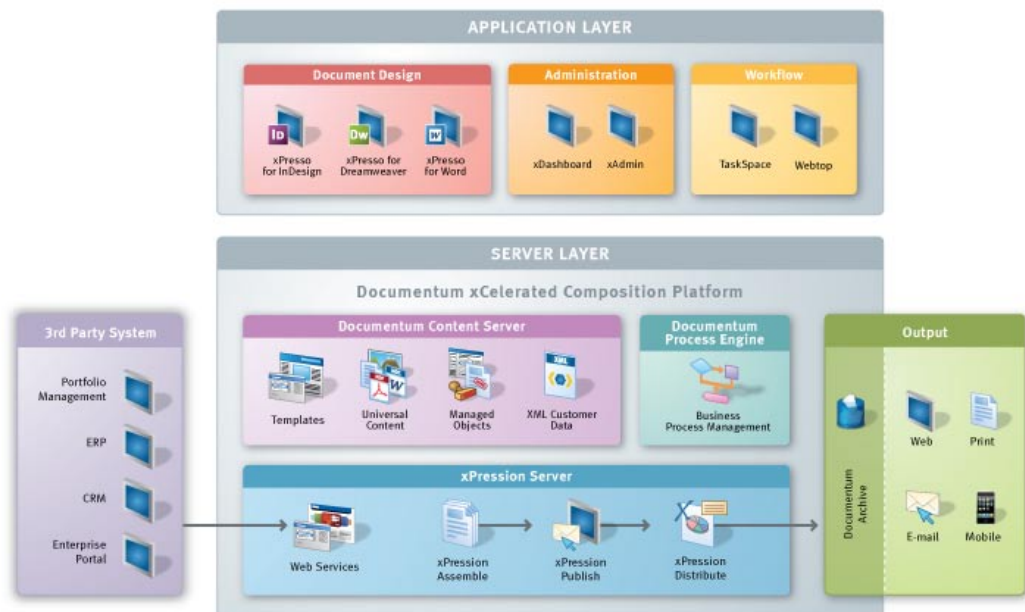
Standards-based architecture built on the EMC Documentum platform

xPression Documentum Edition leverages enterprise content stored in Documentum to generate personalized correspondence, rich HTML e-mail, dynamic marketing collateral, 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.

Product components

The service-oriented architecture of xPression Documentum Edition includes the following major server components:

- **xPression Assemble:** A robust rules engine that executes business logic for dynamically selecting content and images based on customer data to quickly create customized documents.
- **xPression Publish:** The most sophisticated document composition engine available, composing and formatting documents created by xPression Assemble to produce electronic and print output in a variety of formats, including PDF, HTML, AFP, PostScript, .docx, and plain text.
- **xAdmin:** A web application that allows system administrators to easily administer and configure an xPression infrastructure ideal for any business.
- **xDashboard:** A web-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.



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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 Services.¹

“The Forrester Wave™: Document Output For Customer Communications Management, Q2 2009”, Forrester Research, Inc., June 2009.

Superior dynamic design

Dynamic document templates use rules and variables to personalize and customize content for specific recipients. Using xPression Documentum Edition design tools, designers define the content, layout, and business logic of a dynamic document template using any of the managed content items in Documentum. The document designer has a choice of the following three design tools based on the type of customer communication being designed:

- **xPresso® for Adobe InDesign:** Leverages the widely used Adobe InDesign Creative Suite to create graphically rich and highly customized relationship statements, marketing brochures, catalogs, and other frame-based documents.
- **xPresso for Word 2007:** 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 without time-consuming and costly coding.

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 design 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 is a new xPression feature that reduces content duplication by enabling content reuse at the page and sub-page level. 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 stored in the EMC Documentum Content Server, such as Microsoft Word documents, Adobe PDF files, and graphic images. With universal content, source content from business users can be quickly and easily integrated into the work process, accelerating 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.

The answer to real-world business problems

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 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.



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