



Document Processing and e-Forms Converge

by Chris Stone

In a 2006 market survey of forms processing and data capture conducted by Harvey Spencer Associate for TAWPI, just over half of the respondents reported using e-forms primarily for internal purposes. The study predicted an increase in adoption rates over the next several years as systems move to “capture processes from the back-office to the point of receipt or to the point of form creation, as a seamless part of business processes.” Integration with office and messaging applications and larger infrastructure providers such as IBM, Oracle, EMC, and Microsoft, will give capture and content management a much needed developmental boost.

In fact, enterprise integration with e-forms that integrate smoothly with business processes is already falling into place. The document composition and e-forms markets are converging, making it far easier for organizations to extract data from diverse enterprise systems to produce forms that integrate with print processes, the Web, e-mail and even mobile devices.

In June 2007, Adobe Systems introduced Adobe LiveCycle Enterprise Suite

(ES), an integrated family of software for automating processes that help businesses more effectively engage with customers, citizens, partners, and suppliers. LiveCycle ES integrates the capabilities of Adobe Flex™ and PDF technologies, while leveraging the reach of Adobe Flash® Player and Adobe Reader to enable a new class of “customer engagement” applications that easily connect people inside and outside organizations to internal information and processes. Powered by StreamServe technology, Adobe LiveCycle Production Print ES, extends the LiveCycle suite of enterprise products by providing the robust AFP, PostScript, PDF, and post-processing output capabilities needed to address the most demanding data center output requirements.

With it, LiveCycle customers can standardize on a single design environment for delivery of business-critical documents across the enterprise electronically or in print, while providing robust support for interactive, on-demand, and batch processes. Typical applications include account statement, bill production, or correspondence management, as part of an integrated end-

to-end customer business process such as account origination or welcome kits.

How does this kind of capability translate into real-world benefits? By combining several new account-related mailings into a single envelope, PostBank, one of Germany’s largest retail banks with over 15 million customers, saved more than \$5 per customer in sorting, printing and mailing costs using StreamServe software. Multiplied over the 500,000 new accounts the bank opens each year, the savings totaled nearly \$3M annually, while also improving the customer experience.

As sophisticated document composition capabilities become more tightly integrated with high-volume e-forms and enterprise software, many organizations will realize these kinds of productivity gains.

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