

## Why Upgrade What's Working Well?

Your current StreamServe solution, Version 4, has contributed to the profitability of your enterprise by helping reduce operational costs and increase revenues. It has also enabled you to improve customer satisfaction and to upgrade the quality of your customer communications.

### *So why is it time to change?*

Like all good things, StreamServe's latest technology has evolved far beyond previous versions. Although your current solution functions well, customer expectations and the competitive landscape have continuously escalated. StreamServe *Persuasion*™ is geared not only to meet these rising expectations, but also to enable you to establish even higher benchmarks.

This is one major reason to upgrade to StreamServe *Persuasion*. Here are some others:

#### How Does BUSINESS Benefit?

- No middlemen between you and documents that "talk" to the customer across all touchpoints
- Far simpler, much more powerful, direct control over customer communications—branding, consolidation, and marketing/sales revenue-generating techniques
- Hands-on, Web-based management of customer communications for people responsible for delivering business results
- Customer service calls become sales calls via immediate access to all relevant customer documents plus marketing guidance for cross- and up-sell
- Concept to execution of campaigns—new offers, up-sell and cross-sell opportunities, etc.—cut to the bare minimum
- Time-sequenced (on/off on specific dates) and behavior-triggered (cross- and up-sell) campaigns deepen customer relationships

- Simple, Web-based, protected access allows customers to self-manage many account-related activities—transitioning to electronic presentment, viewing history, recovering misplaced documents, etc.

#### How Does IT Benefit?

- Thoroughly updated, modern architecture, including Service Oriented Architecture (SOA) integration, simplifies management and support at the same time it enables expanded service and higher capabilities
- Painless, easy upgrade path involves virtually no disruption of your existing business; robust migration tools reduce staff time commitments and operational costs
- Web-based tools enable businesspeople to self-manage updates and variations, relieving overhead demand on IT resources
- Simplified development accelerates deployment of feature-rich applications that otherwise require armies of developers and hundreds of work-hours to build
- Portlet support (JSR-168) enables seamless integration into enterprise frameworks, including SAP Netweaver, IBM Websphere, and Apache
- Integrated version management (CVS compatibility right out of the box) lowers development risk by enabling simple rollback to previous versions
- Separate development, testing, production, and deployment in connected, but independent, environments enables simultaneous operations
- Non-disruptive integration incorporates virtually any type of content or format from multiple information stores: Websites, file servers, content management repositories, enterprise applications (e.g., CRM, ERP, PLM), etc.
- Robust security using encryption and certificate technology protects critical data from accidental or intentional misuse

# What Does StreamServe *Persuasion* Have that Your Version 4 Doesn't?



Functionality	StreamServe Version 4	StreamServe Persuasion
<b>Development Control</b>		
Integration with Versioning Control System		✓
Project Release management		✓
Support for Application Domains		✓
Non-developer can roll back project to trouble-free version		✓
In-built support for working environments: <ul style="list-style-type: none"> <li>• DEV</li> <li>• TEST</li> <li>• PROD</li> </ul>		✓
Support for existing standard databases <ul style="list-style-type: none"> <li>• SQL Server</li> <li>• Oracle</li> <li>• DB2</li> </ul>		✓
A non-developer can deploy a StreamServe project		✓
<b>Enterprise Document Presentation</b>		
Integration with StreamStudio Web portal		✓
Input design tools <ul style="list-style-type: none"> <li>• PageIN</li> <li>• StreamIN</li> <li>• XMLIN</li> <li>• PreformatIN</li> </ul>	✓	✓
Output design tools <ul style="list-style-type: none"> <li>• PageOUT</li> <li>• StreamOUT</li> <li>• XMLOUT</li> </ul>	✓	✓
Dynamic logo handling	✓	✓
Business graphics <ul style="list-style-type: none"> <li>• Pie charts</li> <li>• Line charts</li> <li>• Bar charts</li> </ul>	✓	✓
Post-processing <ul style="list-style-type: none"> <li>• Sheet layout</li> <li>• OMR</li> <li>• Labels</li> <li>• Document Broker</li> <li>• FastObject Repository</li> </ul>	✓	✓
Overlays-based text management	✓	✓

Functionality	StreamServe Version 4	StreamServe Persuasion
<b>Text Message Management</b>		
Add text via text file on disk	✓	✓
Add text via overlays repository	✓	✓
Add text via Web interface		✓
Attach rules when additional text should be used	✓	✓
Approve text via Web interface		✓
<b>Recipient-driven Output</b>		
Integration with StreamStudio Web portal		✓
Users can specify output preferences	✓ (Profile manager)	✓ (Dispatcher)
Role-based Web functionality	✓	✓
<b>Customer Service</b>		
Integration with StreamStudio Web portal		✓
Support for SQL, Oracle and DB2 databases		✓
Store any data type (except AFP)		✓
More than 15 search criteria		✓
Store document in device-independent format (LXF)		✓
Resend data via customized channels (fax, mobile phones, ...)		✓
Role-based access to documents		✓
<b>Administrative Tasks</b>		
Store input and output jobs	✓	✓
Resend unsuccessful jobs	✓	✓
View job status (success, failure)	✓	✓
Integration with StreamStudio Web portal		✓
Store of jobs and documents in standard databases (SQL, Oracle, ...)		✓
Users & roles management		✓
Customized Web portal UI ( <i>My Preferences</i> )		✓
Surveillance with preferred state		✓
Support for 3rd party surveillance software (SNMP clients)		✓

## Upgrade Now!

We would like to help you get the significant improvements that StreamServe *Persuasion* offers—the upgrade path is simple and easy, with virtually no disruption to existing business.

Please contact your StreamServe representative or the nearest StreamServe office. If you prefer, you can find out more at [www.StreamServePersuasion.com](http://www.StreamServePersuasion.com) or at [www.StreamServe.com](http://www.StreamServe.com).