

Profit from what you know.

## The Art and the Science to Profit from What You Know.

StreamServe *Persuasion*™ provides both the art and the science that you need to deliver personalized communications to every customer.

The art is StreamStudio™, a complete suite of Web-based solutions for creating, adapting, maintaining, and delivering customizable, personalized customer documents.

The science is StreamServer™, the StreamServe Service Component Framework, and the Design Center. They provide the comprehensive underlying technology that enables you to focus information from all of your enterprise systems into powerful customer communications, as well as giving your enterprise solutions a Web-services gateway to take advantage of the capabilities of StreamServe *Persuasion*.

Together, the art and the science of StreamServe *Persuasion* simplify life for IT staff who have to program document output, production, and delivery. They also provide everyone who deals with customers a clear and comprehensive view of the important documents that define the company's relationship with any given customer. And that means the enterprise can profit more from what it knows.

### StreamStudio: Applying the Art of Persuasion to Presentment

Profitable communications depend on the contributions of people throughout the enterprise, and not just those who deal directly with customers. All have the same objective: to present the best possible personalized information to customers.



StreamStudio includes Web-based capabilities that everyone on the team can use to help grow the business. For example:

- Marketing can create and format personalized messages and incorporate informational text into business documents
- Finance can monitor and follow-up on production and distribution of business documents

- IT can track print jobs, resend unsuccessful jobs, release jobs to be printed, and monitor job status
- Call Centers can track business documents sent to the customer, see an exact copy of the document the customer sees, and view key customer relationship information

These and many more capabilities are included in the following StreamStudio suite of Web-based solutions.

**StreamStudio Reporter** monitors all jobs processed by StreamServers. Jobs can be tracked end-to-end, reprocessed, viewed, and otherwise managed.



This enables greater control of the job environment, and decreases production time and testing. The flexible design environment and enhanced workflow process also reduce costs and improve IT staff productivity.

Most important, the enhanced job-monitoring leads to more loyal customers and fewer calls to customer support because the enterprise can now ensure accurate and timely delivery of important customer communications.

### StreamStudio Collector

is a ready-reference resource that can store almost any type of document for later retrieval. It enables customer service, for example, to see the complete context of the customer relationship in order to provide better, more relevant customer interaction.



This can increase sales by matching client needs with personalized product and service offerings. It also improves customer satisfaction by providing those who service customers with a 360° view of all the customer's communications (e.g., statements, bills, proposals, product offerings, etc.). This extensive on-demand, ready-reference access enables the call center to deliver superior service at lower cost.

Additionally, StreamStudio *Collector* provides an efficient way to quickly respond to customer requests for replacement of lost information. Such documents can be delivered through the customer's channel of choice; mail, email, fax, Web, etc. Both the speed of response and the convenience of distribution format contribute to greater customer satisfaction.

**"The StreamServe solution has returned a staggering ROI: It has enabled us to modify documents in minutes rather than weeks; reduce the size of an invoice from four pages to a page, and slash our letterhead costs by 90%."**

*Matt Pemberton, Analyst Programmer  
– Commercial Systems,  
Information Management, Stanley Europe*

### **StreamStudio Composer,**

an optional component, enables anyone with editing privileges to add, edit or remove text from already designed documents. They can also easily add marketing messages and/or “personalized” advice, and make last-minute changes at will.



For example, non-technical people, such as those in marketing or services, can develop and directly implement cross- and up-sell offerings and the associated rules that govern when they are included. This can generate revenue increases because the offers are relevant to specific customers based on the information included in the particular communication. In addition to enabling potentially greater revenue, such offers also positively affect the customer relationship because they demonstrate that the enterprise is paying attention to what’s important or relevant to the individual customer.

StreamStudio *Composer* also helps reduce call-center costs. An estimated 15% of customer service calls are due to confusing or incomplete communications. By enabling the enterprise to deliver clearer and more concise customer communications, many of these calls never happen.

In addition, StreamServe *Composer* enables the enterprise to consistently apply brand standards in customer communications, including the automatic inclusion of all relevant brand elements into documents (color, typography, division or subsidiary information, etc.).

### **StreamStudio Dispatcher**

controls the preferred distribution method of each document recipient, independently of settings made during project/document development. It enables recipients to establish or change their own preferred delivery channel whenever they wish.



This lowers distribution costs by providing flexible, multi-channel delivery options that customers can personally specify. It also allows the enterprise to empower customers to migrate toward less-costly electronic delivery at their own pace.

### **StreamStudio Administrator**

provides the means to add users (typically by reading them in from existing user directories) and to assign them to groups and roles. It also provides powerful tools for controlling document flow and access.



This reduces exposure and liability by simply and easily customizing roles and permissions to protect critical data from accidental or intentional misuse. It also helps increase IT staff productivity and decrease the cost of setting up new users and managing user profiles.

### **StreamStudio My Preferences**

ensures that each StreamStudio user can customize the look, feel and behavior of Web applications. For example, this enables marketing to modify the look and feel of customer-facing documents and electronic access to match the company’s brand (logo, fonts, colors, etc.). This includes the ability to localize communications to match language or regional requirements.



As a company’s brand evolves, or even changes completely, StreamStudio My Preferences play an important role. Changes to existing material can be quickly made, saving time by accelerating the roll-out of the new look and feel, and saving costs by consolidating the changes in one central solution instead of several sub-environments.

## **StreamServer and the Service Component Framework: Powerful Science Driving StreamServe *Persuasion*.**

StreamServe *Persuasion* is powered by a new, open and modular application architecture designed to seamlessly integrate within existing business processes. It supports the rapid development and deployment of content-driven, unique plug-in application modules and industry specific applications. It also delivers industry-leading high performance scalability, reliability and security capabilities.

StreamServer provides the technology for collecting, composing, presenting, and managing customer communications. It accepts data from enterprise applications; assembles the communications, including taking into account the business rules that govern the particular communication; and then delivers the output in whatever format and channel each recipient prefers.

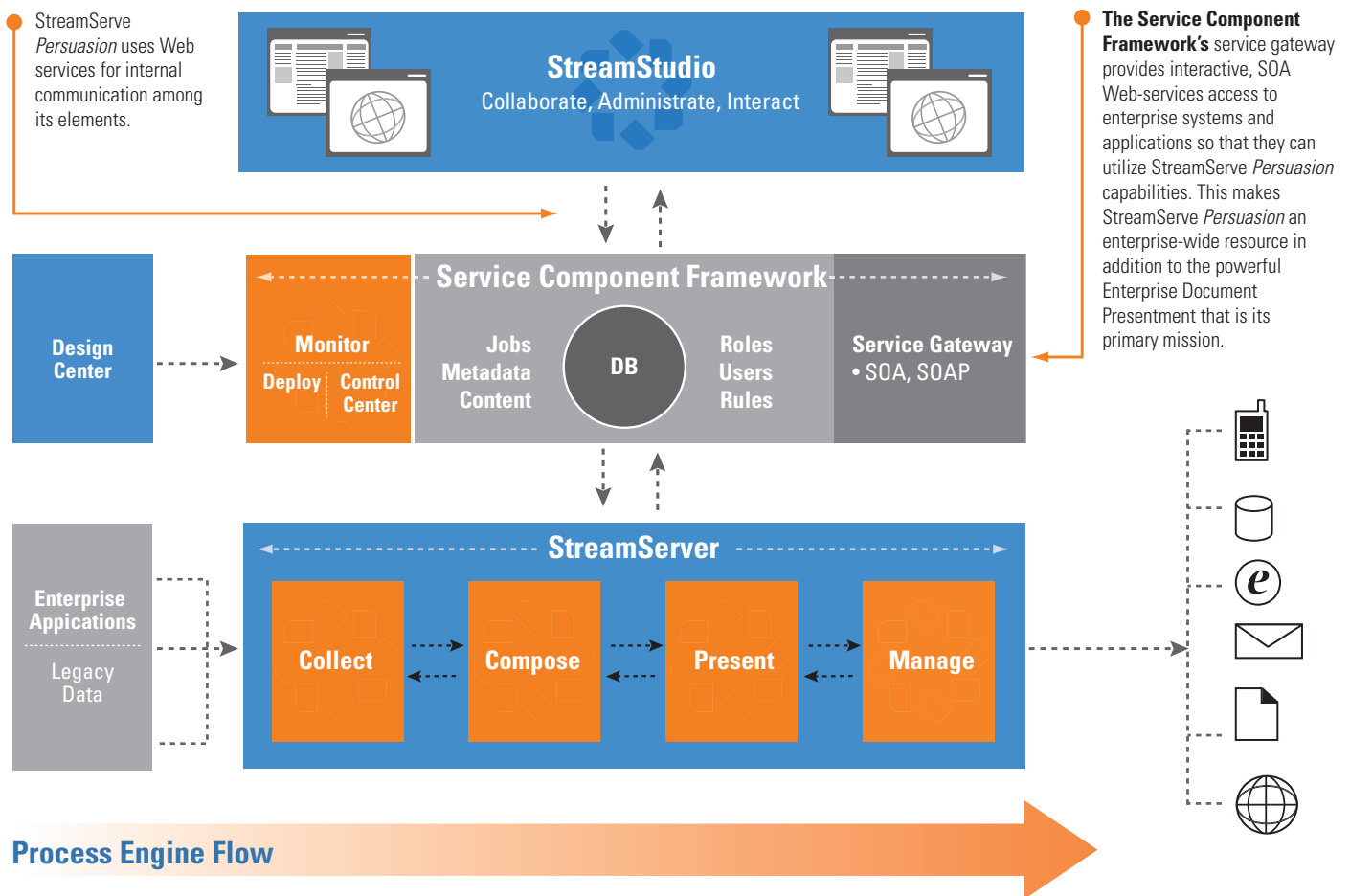
The StreamServe Service Component Framework provides the operational database, monitoring functions for deployment and control, and the Service Gateway that provides the Web services that enable external applications and solutions to interact with and use functions and content inside of the StreamServe application. It communicates with the other StreamServe elements via internal Web services.

Outside of the runtime environment, the independent Design Center provides the capabilities needed to develop all the settings and other parameters necessary for the StreamServer, and to deploy them into the database of the framework. (When the StreamServer starts up, it reads the configuration in the database and starts an instance with those settings.)

"We reduced the amount of paper we use from 9.5 million to 3.7 million sheets.

That's a 60% decrease."

Bob van Eijk, OZ Health Insurance



**Process Engine Flow**

StreamServe *Persuasion* consists of StreamStudio, a suite of Web-based solutions; the StreamServe Service Component Framework; the StreamServer; and the Design Center. In operation, it combines data from enterprise systems and applications with additional information (offers, advice, etc.) specific to each individual customer to produce persuasive, consistent, and personalized customer communications delivered through the recipient's channel of choice.

Collectively, these elements provide the following capabilities and characteristics.

- Multi-user environment enables people to work on different parts of a project at the same time
- Integrated versioning control, compatible with the most commonly used version-control systems, organizes and keeps track of all project files
- Controlled deployment landscape enables a controlled workflow for developing, testing and deploying projects through different phases, such as transfer from development to QA to production
- Services Oriented Architecture (SOA) supports key concepts for platform and database independence, protocols (HTTP, SOAP, XML, WSDL, etc.), and combinations of protocols and messages
- Enhanced security ensures strict access control, secure-channel data transport, and password/certificate protection for all steps in the document flow
- Component architecture enables rapid deployment of dynamic, feature-rich applications that would have previously required armies of developers and hundreds of work-hours to build
- Enterprise-class technology supports high-demand, high-performance enterprise environment and scales linearly across commodity hardware
- 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.

### The Next Step.

StreamServe *Persuasion* is designed to enable your enterprise to profit more from what it knows about its customers by delivering personalized communications across all touchpoints. Equally important, it also integrates smoothly with your existing IT infrastructure, and provides modern-technology, enterprise-class capabilities, scalability and reliability.

We would like to discuss with you how StreamServe *Persuasion* can help you turn your customer data into better profits. Please contact your StreamServe representative, or the nearest StreamServe office. If you prefer, please visit us at [www.StreamServePersuasion.com](http://www.StreamServePersuasion.com) and [www.StreamServe.com](http://www.StreamServe.com).

## Features at a Glance

### Overall

- Enables rapid deployment of dynamic, feature-rich applications that otherwise requires armies of developers and hundreds of work-hours to build
- Seamlessly integrates key features and functionality into existing business processes with little or no impact on the existing infrastructure
- Provides easy integration with third-party products and services through built-in Web services and Service Oriented Architecture (SOA) compatibility
- Non-disruptively integrates 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.
- Delivers scalability, reliability and security in high-demand, high-performance enterprise environments
- Provides exceptional security by tracking user entitlements and permissions to ensure that key content is never compromised across key business functions

### StreamStudio

- Provides user-friendly tools and a simple Web-based GUI
- Helps business managers optimize customer communication across all touchpoints through the use of context-sensitive enterprise document presentation rules

- Puts customer communications in the hands of those responsible for delivering business results, while significantly reducing demand on IT to support the development of customer-facing documents
- Enterprise-class application transforms front and back office content into persuasive, engaging and personalized communications with measurable bottom line impact

### StreamServer and the Service Component Framework

- Provides comprehensive support for Service Oriented Architecture (SOA) concepts:
  - » Platform/database independence
  - » Message concept with strong XML support
  - » Strong protocol support (HTTP, SOAP, XML, WSDL...)
  - » Supports combinations of protocols and messages
- Communicates using internal and externally accessible Web services
- Supports multiple environments for design, testing and deployment, including controlled deployment landscape for document promotion
- Integrates smoothly with existing IT infrastructure
  - » Supports major SQL-based database management systems
  - » Automatically handles all detailed settings; IT needs to select only which database server to use and how to connect to it
  - » Out of the box, supports Apache, Microsoft IIS and IBM Websphere servers, and Microsoft Active Directory and OctetString
- Supports high-demand, high-performance enterprise environment and scales linearly across commodity hardware

### Design Center

- Provides independent environment for design and testing of projects
- Out of the box, fully integrated with CVS version control system
- Release concept includes labels that allow project parts with different versions to be grouped into one project release

### Platform Support and Scalability

- Supports LINUX, AIX, Sun Solaris, HP-UX, Windows
- Enterprise-class scalability to millions of documents

### StreamServe Technology Partnerships

- IBM Advanced Business Partner
- Certified SAP Software Partner
- Oracle Member Partner
- Infor Solution Partner
- Lawson Business Partner

## About StreamServe

StreamServe Enterprise Document Presentment (EDP) software enables the world's leading companies to communicate effectively with their customers, partners and suppliers through the automated creation and presentment of documents in any format and channel. StreamServe's EDP solutions enable more than 4,400 customers in 130 countries to present a full range of interactive, electronic and print-based documents generated by enterprise applications.

StreamServe was incorporated in 1997. The company is headquartered in Burlington, MA, and has 15 offices worldwide.



How Does Your Company Present Itself?

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