

## Profit From What You Know

### Defining StreamStudio

StreamStudio™ is designed for end users – IT staff and business users – who require easy and fast access to content, and are responsible for internal and external service delivery as well as customer communication across all communication channels and touch points.

With StreamStudio, organizations can:

- Produce accurate, personalized, customized, and interactive communications on a massive scale without modifying underlying systems
- Manage a unified view of the customer based on a complete collection of information across the enterprise

- Drive personalized communication across all touch points to enhance brand recognition and customer loyalty

**To learn more about the StreamStudio components, see back >>**



"There's no question that StreamServe gives us a competitive advantage, and as a result our customers are willing to pay a higher price for our products."

Jim Burger, Director of Information Systems, AET Films

## StreamStudio: Applying the art of Persuasion to presentment

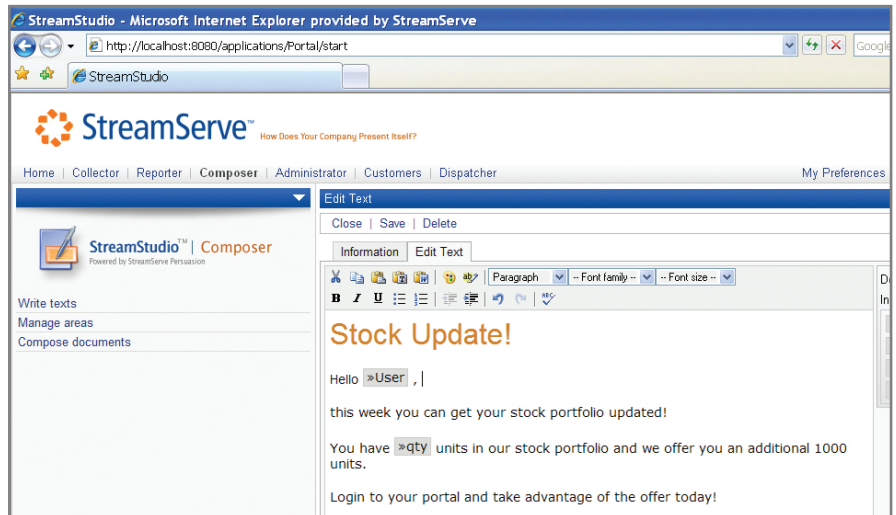
Across the timeline of customer communications, numerous users with assorted skill sets contribute at various points in time and are responsible for distinct parts of the process. All have the same objective: To present the best possible personalized information to customers. StreamStudio includes Web applications that help each of them. For example, see the screen capture on the right.

### Components

StreamStudio™ *Collector* is designed for end users – such as call center personnel—who want to deliver a faster and more satisfying customer experience, while reducing the costs of serving customers by providing efficient and accurate responses to customer inquiries based on identical views of customer statements, bills, and invoices.

StreamStudio™ *Dispatcher* is designed for end users – such as marketing, sales, and call center personnel—who want to ensure that customer communications are delivered through a customer's preferred channel, with only the information that is relevant to them.

StreamStudio™ *Reporter* is designed for end users – such as production managers — who are responsible for monitoring all jobs processed through the StreamStudio environment, allowing them to track jobs end-to-end.

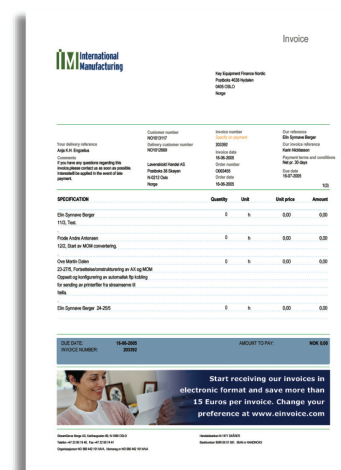


StreamStudio™ *Administrator* provides the means to add users (typically by reading them in existing user directories) and to assign them to groups and roles. It also provides powerful tools for controlling document flow and access.

### Result

Customers receive product and service offers that make sense for them, and the company enjoys a more personal, profitable relationship with its customer base.

For more information on how you can use StreamStudio to drive personalized communication across all channels and touchpoints, please contact us at one of our offices near you.



"After" StreamStudio Composer sample with Marketing Message



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