

The Complete Solution
for More Profitable
Customer Experiences
and Document-Driven
Processes



- Define, produce and interact with customer-facing documents derived from your business systems
- Integrate automated, order-of-magnitude improvements in document-driven business processes
- Give business users hands-on control and relieve the demand on IT resources for change requests and support

A Quick Introduction to a Powerful Asset

Whether it's communicating with customers and suppliers, triggering internal processes, or facilitating payment and revenue, documents keep business transactions flowing and the organization healthy.

And now your document environment can also make solid contributions to the bottom line. It already does for more than 5,000 StreamServe customers around the world.

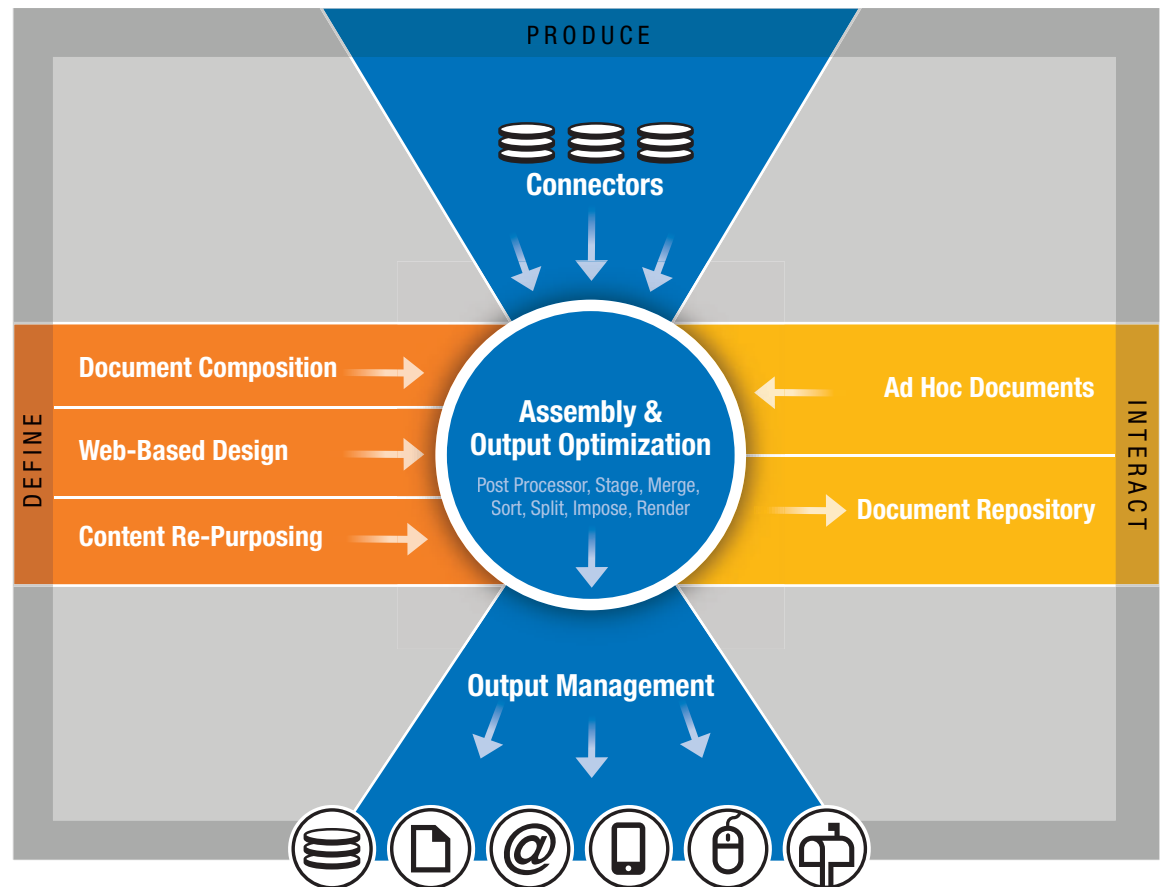
Linked with your business systems, but requiring no changes to them, StreamServe *Persuasion*™ adds extensive in-house capabilities for defining, producing and interacting with enterprise documents. StreamServe *Persuasion*:

- Gives business users hands-on control of important aspects of the customer experience
- Relieves IT of much of the burden of implementing incremental changes to business forms and documents
- Provides powerful capabilities for eliminating manual handling and improving the accuracy of the documents that business and operational processes depend on

This adds up to improved profitability through rapid ROI, reduced costs, and enhanced revenue opportunities.

Here is a brief introduction to some of the major elements of StreamServe *Persuasion*.

The StreamServe Persuasion Environment

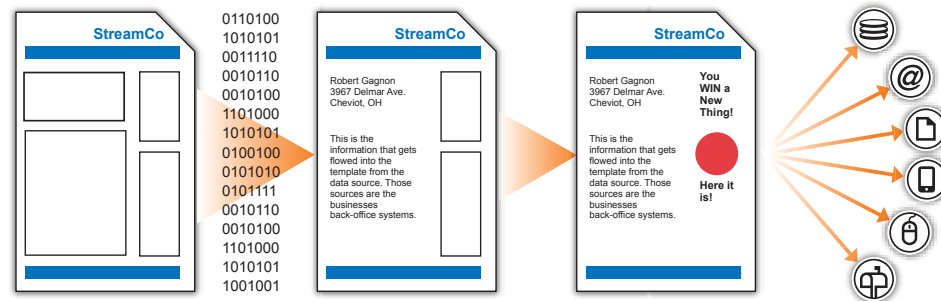


StreamStudio: Web-based access

StreamServer: Workflow, scheduling engine
Administration and Management

Design Center	StreamStudio	Post Processing	Output Center	E-Invoice Center
<p>Provides the capabilities needed to develop all the settings and other parameters for collecting, composing, presenting, and managing customer communications, including connecting to source applications; identifying/extracting input data; transforming, formatting, processing and sorting data; and delivering output to the appropriate device.</p> <p>StoryTeller</p> <p>Enables designers to template the structure, page design, and layout of business documents (i.e., logo placement, return address, footers, etc.) including multi-columns, paths for variable data, variable images, charts and graphs, complex tables and complex presentation logic. Very powerful, yet easy to use.</p>	<p>A complete suite of Web-based solutions that enables business users to directly produce persuasive customer communications without requiring IT programming support.</p> <p>Administrator</p> <p>Enables simple and easy customizing of roles and permissions to protect against accidental or intentional misuse of critical data residing in documents. It also provides powerful tools for controlling document flow and access.</p> <p>Composer</p> <p>Enables the creation, management, and distribution of personalized marketing messages for inclusion in pre-designed enterprise documents such as statements and invoices.</p>	<p>Organizes documents to optimize production printing, collection, sorting, layout and imposition. Bundles documents from asynchronous applications to optimize postal delivery, including applying OMR marks.</p>	<p>Enables the management of the entire print environment, including job spooling, delivery scheduling, centrally managing queues and printers, tracking devices and jobs, and rerouting jobs to an alternate printer in case of device failure.</p>	<p>Enables creation and delivery of Value Added Tax (VAT)-compliant* electronic invoices—designed in StreamServe—regardless of which country the invoice is being sent from or to.</p>

The Birth of a Document



1. Using **Design Center/StoryTeller**, designers create a master template for each document type. Templates define all elements of the document, and include logos, color, standard information such as addresses, etc.
2. Data from business systems flows through Connectors included with **StreamServe Persuasion** to combine with the master template for assembly by **Post-Processing** into a specific document.
3. Based on customer profile and current data, **Post-Processing** adds customer contact, marketing messages, cross/upsell offers, etc., based on rules controlled by business managers through **StreamStudio**.
4. **Post-Processing** and **Output Center** generate the delivery form specified by each recipient, automatically adding OMR and other distribution markings to documents that will be printed. **Collector** automatically archives copies as required.



Features at a Glance



Persuasion Overall

- Enables rapid deployment of dynamic, feature-rich applications that otherwise require 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
- 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 environment
- 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

Design Center

- Provides independent environment for design and testing of projects
- Out of the box, fully integrated with CVS version control system
- Configures how to connect to source applications; identify and extract input data; transform, format, process and sort data; and deliver the output to the correct device (e.g., printer, fax, etc.)

Post Processing

- Organizes documents to support production printing and advanced document handling
- Sorts and stores document output from multiple applications for subsequent bundling/re-grouping to take optimal advantage of postal rates
- Applies OMR and other markings for efficient delivery

Output Center

- Monitors the entire print environment within the organization and sends jobs to the appropriate printer
- Manages printer status, job status, and notifications of job completion/failure
- Supports printers from a variety of manufacturers using industry standard protocols

E-Invoice Center

- Produces invoices in form and format preferred by each customer, delivered through channel of choice
- Creates on-demand e-invoices that comply with applicable EU and other cross-border regulations*
- Automatically validates each customer's compliant-receipt of invoice

* EU E-Invoice Directive 2011/115/EC: *electronic signature and prior customer acceptance of electronic instead of paper invoicing.*

About StreamServe

StreamServe is a leading provider of Enterprise Document Presentation solutions that set the standard for business communications. Simple to deploy and maintain, the company's dynamic composition, document process automation and enterprise output management solutions meet the demanding challenges of today's global businesses for producing and delivering highly customized documents in any format.

The company was founded in 1997 and is headquartered in Burlington, Massachusetts, USA, with 14 offices worldwide.

StreamServe Clients

Organizations such as McKesson, Amerisource Bergen, Schenker and ND Logistics are already using and enjoying the benefits of StreamServe solutions. Other StreamServe clients include leading global companies such as Bayer, BMW, Coca-Cola Enterprises and DaimlerChrysler Bank.



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