

StreamServe™ | Persuasion for Process Efficiency

Automated Document Processes Save Time, Money and Frustration

Persuasion for Process Efficiency enables you to quickly introduce order-of-magnitude improvements in document-driven business processes. It equips you to:

- » **Streamline document-related business processes** to lower cost and speed performance through simplified and automatic document execution and handling
- » **Eliminate costly, error-prone manual steps** in the creation and assembly of document sets such as policies, welcome kits, driver packs, shipping documentation, and the like; and
- » **Reduce DSO, mitigate risk and satisfy customers** by automatically creating accurate, complete, and compliant document sets

Industries from financial services and insurance to logistics and distribution depend on document-intensive business processes. In most enterprises, these have evolved piecemeal over the years as needs, goals and requirements changed.

Consequently, the workflow includes a string of stops and starts to print and handle essential documents at multiple locations. People physically burst, collate, staple, and hand-off various document components necessary to complete the process.

Persuasion for Process Efficiency eliminates most, if not all, costly and error-prone manual handling. Automating the flow of paperwork through electronic checkpoints, *Persuasion* reduces cost, accelerates timelines, and substantially improves the accuracy of the documentation and coordination of the process steps.

Beyond this, *Persuasion* also enables you to derive more value from customer-bound document sets. For example, you can automatically include targeted cross- and up-sell offers, important regulatory and similar information, and current cross-border or regulated delivery documents and notices. These are automatically produced in the form and format that the recipient prefers or requires.

The results? Better customer, partner and supplier relationships at lower cost and faster timelines.

Achieve Fast Results with Better Document Processes

Persuasion eliminates the manual steps that cost money, cause delays, and introduce errors that diminish customer satisfaction and incur additional cost to correct.

It electronically stages the documents produced by various sub-processes and sources; releases each document set as tasks are completed; and accurately reflects the state of the overall process.

With little or no change to existing processes and applications, *Persuasion* consolidates data from business systems into smarter, more cost-effective internal and customer communications.

- » Automatic document generation, staging, and event-based release enable faster-flowing, more-accurate paperwork delivered in the format each recipient requires

- » Full-feature design environment enables rapid development and implementation of superior process-document templates
- » Intuitive, web-based tools enable business people to easily create new documents, and modify or leverage existing documents on the fly
- » Ready-reference repository shows account/support reps identical copies of documents the customer received, and enables immediate re-send as required
- » Comprehensive management tools monitor and control operational and production processes, including detailed document audit trails, and track-and-trace and automated failure recovery to guarantee document output

“The [solution] provides tremendous benefits. It has allowed us to automate our business processes, create standardized documents that promote our brand and leverage content management to drive business processes.”

Bob van Eijk, CZ



Reduce DSO, Mitigate Risk, and Improve Customer Experiences

Streamlining workflow processes is only one way that *Persuasion* can contribute to the company's bottom line.

Eliminating the inevitable errors of manual handling greatly improves document accuracy. But equally important, *Persuasion* automatically applies rules, which business managers directly create and control, to ensure that documents match the customer's profile.

For service industries, this means the customer receives proper and complete policy offers, inclusions, pricing, etc. In logistics and distribution, it means correct pricing, form factor, private labeling, shipping preferences, etc., as well as appropriately documented cross-border or regulated shipments with archived records.

Because erroneous paperwork is a major cause of payment delays and customer irritation, accurate documents can help reduce Days Sales Outstanding (DSO), mitigate risk, and reduce customer support costs. For physical goods, correct paperwork is also key to inventory accuracy.

By automatically generating accurate, complete, and collated document sets that meet the

company's needs and the customer's expectations, *Persuasion* can measurably improve both the revenue stream and the operational costs that affect profitability.

Profit from Practical Sustainability

Obviously, the less paper, toner, ink, and equipment you use, the better your company's sustainability posture...and your profitability.

In addition to the benefits already mentioned, electronic staging and release of workflow documents eliminates most printers and their associated operational and supply costs. You can also seamlessly and automatically extend electronic delivery out to external recipients, in the format that they require.

Yet there are still places where paper rules, including accommodating the preferences of particular recipients—customers, partners, suppliers, etc. With *Persuasion*, you can address even those needs in more sustainable ways.

First, *Persuasion* eliminates the need for preprinted, custom, or multiple kinds of paper and label stock. It generates and prints fully formed company or private-labeled documents on plain paper, including logos, taglines, colors,

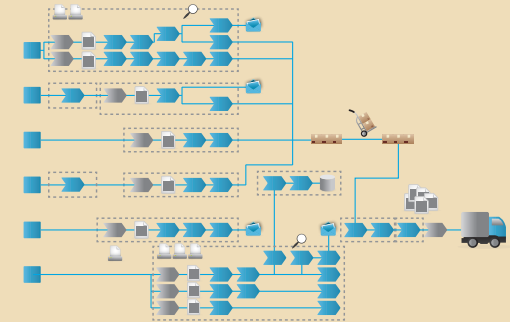
Results!

AmerisourceBergen has 25 Distribution Centers that handle over a million order transactions every day in shipments to 30,000 locations. The results of their StreamServe solution:

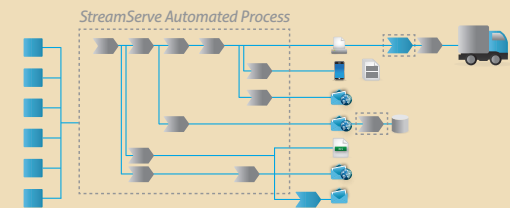
- 80%** Fewer process steps
- 67%** Faster overall document generation
- \$2M** Saved annually due directly to the StreamServe solution
- 10** Different tractor-fed, specialized price-sticker forms consolidated down to a single print stream that uses standard 8.5x11 label paper
- 2** Printers now doing the work that formerly required seven printers at just one of the distribution centers
- 0** Expensive, pre-printed forms needed to produce customer documents
- 0** Back-end systems that had to be "ripped and replaced" or modified to work with StreamServe

While this is an example of physical distribution, it's easy to see how the concept applies anywhere that document flow is a crucial part of a work process.

Before StreamServe Persuasion



After StreamServe Persuasion



graphics, etc. This simplifies paper inventory down to only a few universally useful items—stock sizes, plain label stock, etc.

Second, *Persuasion* automatically produces the desired form and format of each recipient without requiring separate flows for electronic, print, Web, SMS, FAX,

etc. Each recipient's profile dictates what form and format they receive. In addition to simplifying your administration tasks, it also means that each recipient can transition at their own pace to electronic communication, or switch among the various outputs as necessary. That's not only a sustainability win, but it's also a customer satisfaction win

because you can accommodate their preferences rather than forcing them to unwillingly accept a change.

As the adage says, this is doing well by doing good: all the cost and productivity savings of practical sustainability flow right to your bottom line profitability.



is now



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