OpenText™ Communications Center Enterprise

Improving the profitability of customer communications and document-driven processes

OpenText Communications Center Enterprise (CCE) is a member of the OpenText™ Communications Center (CC) suite of Customer Communications Management (CCM) solutions. CCE provides a single platform for the enterprise-wide design, deployment and multi-channel delivery of documents and correspondence, whether digital or conventional, in batch or on-demand, including interactive correspondence to turn documents into dialogues.

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. Linked with your business systems but requiring no changes to them, OpenText Communications Center Enterprise (CCE) adds extensive in-house capabilities for defining, producing, and interacting with enterprise documents.

It gives business users hands-on control of customer-facing documents and content. It enables you to substantially eliminate manual handling and improve the accuracy of the documents on which business and operational processes depend. And it relieves IT of much of the traditional burdens associated with creating, updating, and managing documents.

This all adds up to improved profitability through rapid ROI, reduced costs, and enhanced revenue opportunities made possible by personalized customer communications.
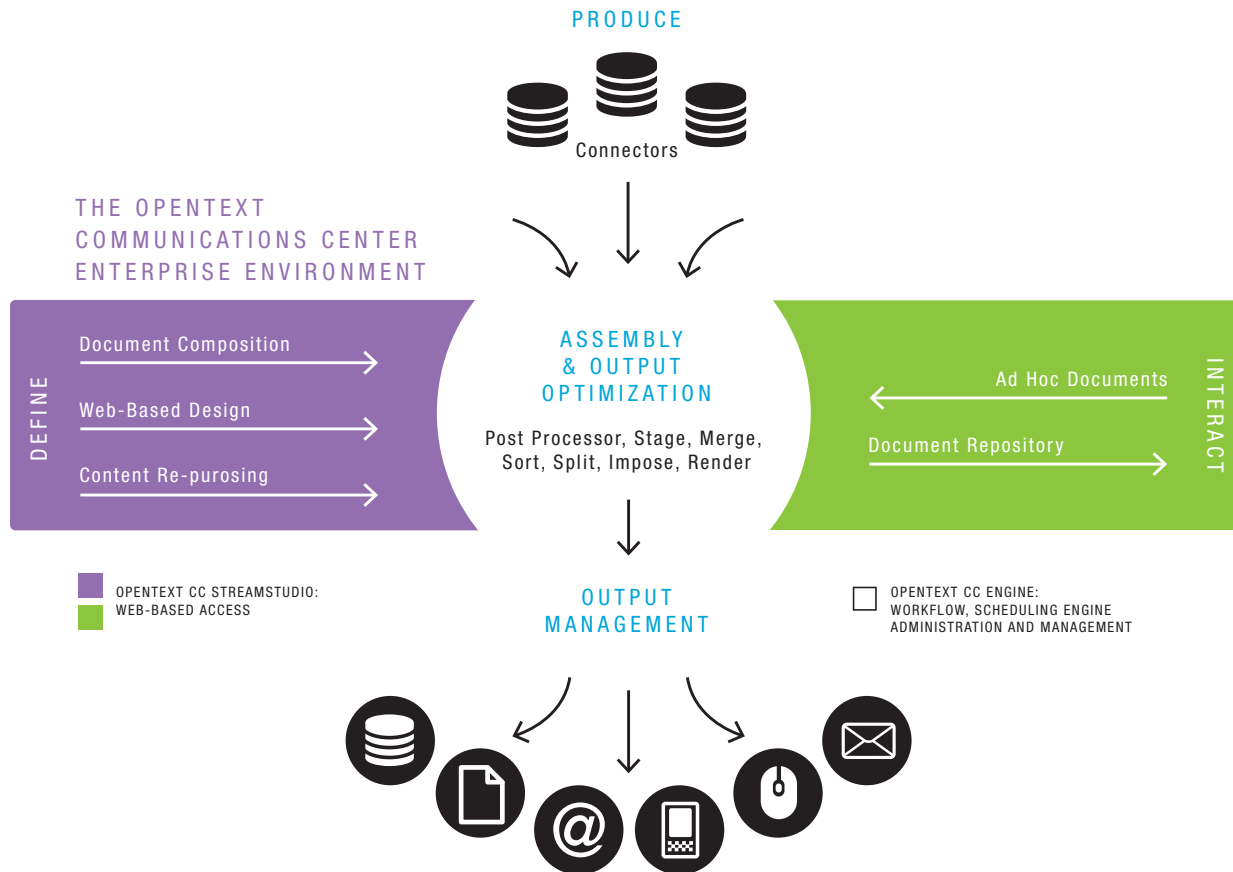
Power Up Your Customer Communications

Regular correspondence with customers offers tremendous opportunity for strengthening your relationship and expanding the customer's financial footprint.

But the traditional document environment lacks the capability to capitalize on the extensive customer information that your business systems hold. This is particularly true of high-volume, high-speed document processing/production, such as statements or invoices.

CCE gives business managers tools to create revenue-enhancing initiatives, such as marketing messages and cross- and up-sell offers, and to create the business rules governing how, when, and which customers get to see them—even if you have millions of customers.

BENEFITS

- *Gives business users hands-on control of documents and content that influence the customer experience*
- *Provides powerful capabilities for eliminating manual handling and improving the of the documents on which business and operational processes depend*
- *Relieves IT of much of the traditional burden of coding document-related functions and alterations*
- *Adds key functionality to existing business processes and integrates virtually any type of content or format from multiple information stores*
- *Delivers scalability, reliability, and security in high-demand, high-performance enterprise environments*

PRODUCE

Connectors

THE OPENTEXT COMMUNICATIONS CENTER ENTERPRISE ENVIRONMENT

DEFINE

Document Composition

Web-Based Design

Content Re-purosing

ASSEMBLY & OUTPUT OPTIMIZATION

Post Processor, Stage, Merge, Sort, Split, Impose, Render

INTERACT

Ad Hoc Documents

Document Repository

OPENTEXT CC STREAMSTUDIO: WEB-BASED ACCESS

OPENTEXT CC ENGINE: WORKFLOW, SCHEDULING ENGINE ADMINISTRATION AND MANAGEMENT

OUTPUT MANAGEMENT

Even when executing very high-speed, high-volume document runs, CCE applies these rules to automatically personalize each and every customer document. The net result is that it puts the content of the customer's profile and history into the context of the current situation to produce communications that are more advantageous to both you and the customer.

Streamline Your Document-Related Processes

Document-related processes depend on speed and accuracy in order to be as cost-effective as possible. Unfortunately, inefficient manual steps burden many operations, consuming time and introducing errors.

CCE replaces stop-and-start paper with a smooth, coordinated electronic flow. Documents can be produced "just in time," wherever they are needed. Documents and document packages that flow through multiple departments and steps are electronically staged and released sequentially as each step is completed.

Eliminating the inevitable delays and errors caused by manual handling greatly improves accuracy and throughput. In logistics, for example, CCE automatically applies rules to ensure that the documents match the customer profile—pricing, form-factor, private labeling, shipping preference, etc. It also ensures that cross-border or regulated shipments are appropriately documented and records properly archived.

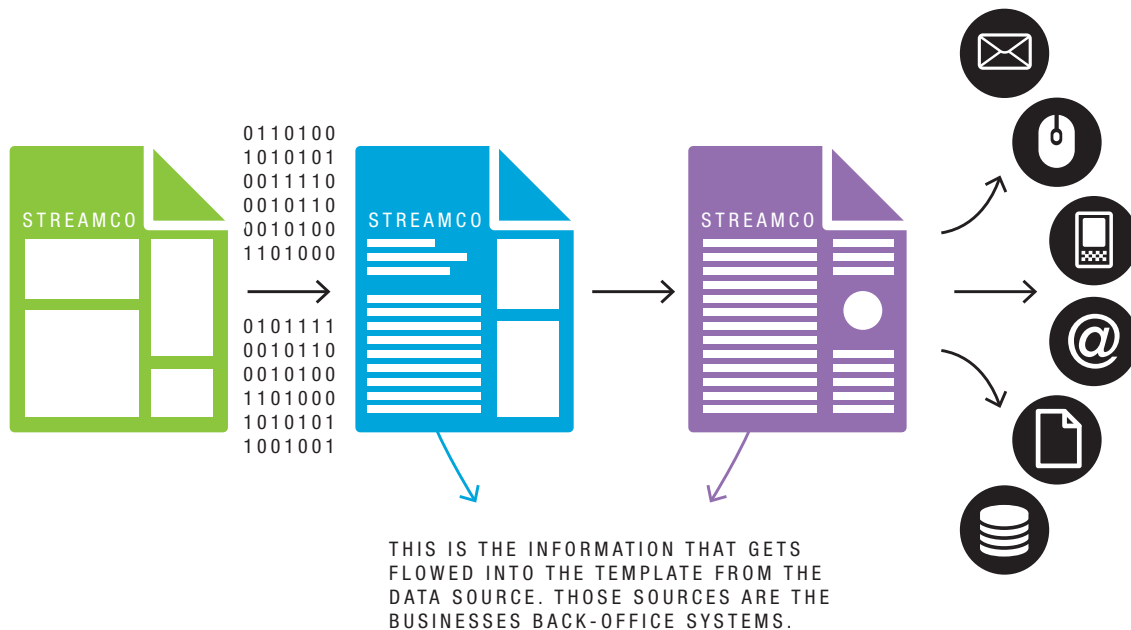## A Quick Look at a Powerful Asset

CCE comprises several major component areas:

OpenText™ Communications Center Design Center

- Provides an independent environment for design and testing of projects
- Out-of-the-box integration with Concurrent Versions System (CVS)
- 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.)

CC Design Center and OpenText™ Communications Center StoryTeller provide the capabilities 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.

CC StoryTeller enables designers to template the structure, page design, and layout of business documents (e.g., logo placement, return address, footers, etc.); including multi-columns; paths for variable data; variable images, charts, and graphs; complex tables; and complex presentation logic. It is very powerful, yet easy to use.

THIS IS THE INFORMATION THAT GETS FLOWED INTO THE TEMPLATE FROM THE DATA SOURCE. THOSE SOURCES ARE THE BUSINESSES BACK-OFFICE SYSTEMS.

1. Using OpenText CC Design Center/ OpenText CC 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 CCE to combine with the master template for assembly by OpenText CC Post-Processing into a specific document.

3. Based on customer profile and current data, CC Post-Processing adds customer contact, marketing messages, cross-/up-sell offers, etc., based on rules controlled by business managers through OpenText CC StreamStudio.

4. CC Post-Processing and OpenText CC Output Center by Infoprint generate the delivery form specified by each recipient, automatically adding Optical Mark Recognition (OMR) and other distribution markings to documents that will be printed. OpenText CC Collector automatically archives copies as required.

OpenText™ Communications Center 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 presentment 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

StreamStudio is a complete suite of web-based solutions that enables business usersto directly produce persuasive customer communications without requiring IT programming support. Components include the following:

OpenText™ Communications Center Administrator enables simple and easy customization 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.

OpenText™ Communications Center Composition Center enables the creation, management, and distribution of personalized marketing messages for inclusion in predesigned enterprise documents, such as statements and invoices.

OpenText™ Communications Center Dispatcher controls the preferred distribution method of each document recipient, enabling them to establish or change their preference whenever they wish.

OpenText™ Communications Center Collector enables documents stored in its short-term, ready-reference repository to be viewed, recalled, or re-sent in a matter of seconds.

OpenText™ Communications Center Reporter monitors all jobs processed through the Communications Center environment. Jobs can be tracked end to end, reprocessed, viewed, and otherwise managed. Enables users to search, view, reprocess, resend, and delete jobs from the repository.

OpenText™ Communications Center Post-Processing

- Organizes documents to support production printing and advanced document handling

- Sorts and stores document output from multiple applications for subsequent bundling/regrouping to take optimal advantage of postal rates

- Applies Optical Mark Recognition (OMR) and other markings for efficient delivery

CCE Post-Processing organizes documents to optimize production printing, collection, sorting, layout, and imposition. It bundles documents from asynchronous applications to optimize postal delivery, including applying OMR marks.

OpenText™ Report and Output Management (ROM)

- 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

ROM 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.

OpenText™ Communications Center E-Invoice Center by Trustweaver

- Produces invoices in form and format preferred by each customer, delivered through their 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

CC E-Invoice Center enables creation and delivery of Value Added Tax (VAT)-compliant* electronic invoices—designed in Communications Center—regardless of the country to or from which the invoice is being sent

* EU E-Invoice Directive 2001/115/EC: electronic signature and prior customer acceptance of electronic instead of paper invoicing.