

StreamServe *Persuasion*TM

Connect to Any System

Whether your data comes from a mainframe, an enterprise resource planning (ERP) system, servers or common office products, StreamServe *Persuasion*TM can connect to your system, maximize your time and effort, and optimize many types of documents. The suite supports a variety of connectors that allow you to connect to e-mail systems, electronic data interchange (EDI) channels and mobile phone systems. You can also retrieve data files from corporate directories. *Persuasion* excels at integration with ERP systems – allowing you to seamlessly process data from a variety of applications, integrate enterprise workflow and notify systems and users when a document has been delivered.

Specialized tools process virtually any type of raw data, extract relevant data from pre-formatted data streams and make the data available for composition.

Collaborative Document Composition –Are You Ready for TransPromo?

Persuasion includes a state-of-the-art document design and composition tool that comprises three components: *StoryTeller*, which designs reusable document templates; *Composition Center*, which designs marketing messages; and *Ad'hoc*, which produces documents on demand. The three components are engineered to work seamlessly together and to allow you to design even complex TransPromotional documents either in batch or ad hoc. Developers and business users can easily learn to collaborate on designs and implement or modify TransPromo documents quickly and effectively.

StoryTeller is used by application developers and designers to create document templates with advanced functionality such as multi-columns, paths for variable data, variable images, charts and graphs, complex tables, and complex presentation logic. Designers can reserve frames of white space and make them available to business users to add marketing messages.

Composition Center is a Web-based design module that enables business users to design and approve the messages that are applied to your documents. End users from marketing, legal, billing and other departments can deploy highly personalized documents, define the business rules and manage their campaigns. They can also easily create simple document templates with conditional logic and images to handle a variety of customized correspondence.

Since designers and business users use the same document design template, companies comply with regulations and standards across the enterprise and allow both flexibility and automation within their document production processes. A single change in a shared object will automatically update the document templates that use it. Robust user administration, version control and a central repository are hallmarks of these object-oriented tools. As a result, you foster collaboration, minimize development time and dramatically reduce maintenance costs.

Ad'hoc Document Production

The *Persuasion* Ad'hoc document production module offers the capability to produce interactive documents that meet the needs of tech-savvy users and organizations around the world. The process starts with document templates created with *Composition Center*. The templates are easily turned into interactive document templates that can be published on the company's intranet or via the *StreamStudio* Web-based interface.

Corporate users across the enterprise can use these templates to quickly create complex documents and deliver them through any one of several channels. Users can create customer letters, business correspondence and personalized documents with ease and efficiency. This solution offers companies an

alternative to office publishing products that may lack the required level of personalization and control and that require time-consuming manual processing.

The *Persuasion* Ad'hoc production module supports regulatory compliance and consistent branding by standardizing the presentation and the content of documents. Corporate designers control templates by locking critical components while making available to business units certain areas of the document that are free for modification and personalization. As a result, documents across the enterprise use the proper letterhead and layout. Address blocks and barcodes are positioned properly for production, and standards and integrity are assured. Business users can create truly effective documents and messaging to meet the varying needs of each department or customer segment. Documents can be funneled to a central mail facility where they are merged with other batches, processed for automation, and printed and mailed at a significantly lower cost.

Document Reengineering

Many systems and applications generate data streams that are already composed in a print-ready format such as Advanced Function Presentation™ (AFP™) or Acrobat® Portable Document Format® (PDF®). While these industry-standard formats facilitate high volume production, they can be difficult and costly to alter when changes are needed. The following modifications can be time consuming and may require specialized programming support: changing or adding a barcode; moving, deleting or adding information; and sorting or commingling document sets.

Persuasion changes this situation by providing you with the flexibility to reengineer your existing print streams to optimize document production and maximize postal savings. Here are just a few of the many functions available:

- Reposition the address block
- Validate address and insert Intelligent Mail® barcodes (IMB)
- Add a postal or integrity barcode to the document
- Convert a document from simplex to duplex
- Remove, delete and add information on a page
- Colorize a document
- Add personalized messages
- Add an "onert" (on-statement insert) to eliminate mailing inserts
- Add dynamic graphs and charts based on variable data in the document
- Extract metadata or indexes from your document
- Insert an additional page to the document

With *Persuasion*, you can reengineer documents originating from any business application such as Windows® Word or OpenOffice, as well as production datastreams such as AFP and PDF. Once processed, documents are available in the *StreamServe* device-independent format that can be optimized with the post-processing module and rendered in any of the supported output formats. *Persuasion* performs complex enhancements quickly and easily thanks to its easy to use, WYSIWYG design tool.

Post-composition

The *Persuasion* post-processing modules are highly effective tools that can cut production costs by allowing you to optimize your output streams without the need to modify existing applications and program code. The post-production tool helps you avoid costly and time-consuming reprogramming efforts and more easily maximize your postal discounts, select your delivery channels, and achieve substantial savings in workflow and production.

Document Broker	Stores documents in temporary repositories for further processing triggered by events
Interface to Postal Preparation	Interfaces with the major postal preparation

Package	packages, such as Coding Accuracy Support System (CASS™), Presort Accuracy Validation and Evaluation (PAVE™) and National Change of Address (NCOA), to perform address validation, cleansing and postal presort.
My Preference/Dispatcher tool	Provides a Web-based interface for customers to update their information and select their delivery channel preferences
Merge/Sort/Split	Merges multiple input streams, sorts documents based on multiple criteria and splits the output in multiple files
Banner Page Generation	Creates banner pages with custom information
Imposition Module	Defines the page imposition of the printed output – for example, two-up side by side and booklets
Late Binding	Injects text or barcodes into documents at the rendering stage when the final document sequence is defined. Required for integrity barcodes.

Document Repository

StreamStudio Collector is a document repository solution that enables you to store, view and retrieve your documents quickly and easily. Intended as a convenient document repository tool, *Collector* does not have the high level functions associated with a legal archive, but it is often used to supplement systems and accommodate certain business scenarios. Companies use *Collector* for applications for which an enterprise repository is not a good fit. For example, print and mail production personnel who need to reprint mail pieces on the production floor or call center representatives who need to rapidly find and view the documents related to an account while they are talking to a customer.

Collector can store your documents in either PDF or in the StreamServe device-independent format. The repository system provides you with the added flexibility to deliver documents in any supported output format – print, fax, view – and produce documents on virtually any output device. Business users access *Collector* through the *StreamStudio* Web-based interface that allows them to search documents via indexes and customized search criteria, view the documents that match the search criteria and select the best delivery or production method.

Output Management

Persuasion offers a variety of output connectors that support different types of electronic and paper delivery channels for production output. This includes Microsoft Exchange and Lotus Notes e-mail systems, Short Message Service (SMS) systems, faxes, electronic data interchange (EDI) and many archive systems. *Persuasion* works seamlessly with existing centralized printer output spoolers such as Infoprint Manager.

For decentralized printing environments *Persuasion* offers *Output Center*, a robust distributed output management solution designed to manage your fleet of distributed printers and multi-function devices. *Output Center* enables you to spool jobs, schedule delivery, centrally manage queues and printers, track devices and jobs, and reroute jobs to an alternate printer in case of device failure. *Persuasion* also monitors the entire production process, detects incidents as they occur, issues alerts via SMS messages or e-mail if things go wrong, and reports the completion status back to your ERP systems at the end of the job.

Persuasion supports radio frequency identification (RFID) tags in the processes from composition to the delivery to the RFID-capable printer or device.

Powerful Production Workflow Engine

Persuasion is designed to accommodate complex types of production workflows, simultaneously receiving data from many systems and applications and producing and delivering hundreds of different types of business and customer communication documents – just in time, around the world, through virtually any delivery channel.

An application developer uses *StreamServe Design Center* to define the workflow. This graphical tool helps you easily identify input channels, patterns, events, processes, business rules and output channels. Processes can be started at a specific time or when certain events, such as the arrival of a message, occur. *StreamServe* functions, such as document composition, document re-engineering or post-composition, can be applied to any document. External processes, such as third-party address cleansing, postal presort or data encryption, also can be applied. In addition, documents can be held in temporary queues and aggregated when the required conditions are met.

The *Persuasion StreamServer* production engine collects production data at every step of the process and stores it in a database. Production managers can access the data through the *StreamStudio* Web-based interface and generate accounting, statistical or production reports. The application developer can request that alerts be issued when certain incidents occur. The alerts are issued via e-mail or SMS message or by reporting the problem to the enterprise reporting system.

Technical Specifications

The *Persuasion* enterprise communication suite is designed from the ground up with built-in error recovery and the capability to scale horizontally and vertically. It utilizes the latest clustered technologies. Many of our customers run on high availability platforms and achieve the highest output volumes in the industry.

In addition, *Persuasion* offers exceptionally strong security and administration capabilities, which allow you to clearly define the role and access rights for each user and integrate with LDAP or Active Directory for user authentication. The suite easily integrates with third-party products and services through built-in Web services and Service Oriented Architecture (SOA) compatibility.

Persuasion supports Unicode, the international standard for text encoding, which enables the creation of documents in most languages. Capabilities include the double-byte character sets used in Asia, which give you the ability to standardize document templates and use them around the world. As a result, you can provide each region with the flexibility to localize content and document presentation to meet the varying needs of global users and customers.

StreamServer Production Platforms	Input formats	Output datastream
<ul style="list-style-type: none"> • AIX • Sun Solaris • HP-UX • Linux, Red Hat and SUSE • Windows 	Raw data: <ul style="list-style-type: none"> • XML • Records • Line data • CSV • ODBC • RDI • GOF Composed: <ul style="list-style-type: none"> • AFP • PDF • Windows 	<ul style="list-style-type: none"> • AFP • PostScript • PCL • PDF • IJPDS • TIFF • JPEG • PNG • XML • Excel • HTML • Text