

EMC DOCUMENT SCIENCES XPRESSO FOR ADOBE INDESIGN

Design power and ease of use

ESSENTIALS

- Leverage existing PC and Mac skills to quickly design dynamic InDesign templates with variables and business rules.
- Easily leverage layout capabilities such as frame linking, automatic text flowing, and powerful table controls.
- Dynamically add relevant content for each customer based on individual needs and delivery preferences.
- Include timely and relevant offers that are unique to each recipient and increase response rates.
- Clearly communicate account activity with informative and easy-to-understand dynamic charts and tables.
- Perform on-the-fly calculations and conditional text manipulation to automatically assemble relevant content.

Today organizations operate under tremendous competitive pressures to improve the customer experience while reducing costs and increasing efficiency. EMC Document Sciences' xPression® software suite helps businesses address these challenges with state-of-the-art xPresso® plugins for Adobe® InDesign® to produce customized, personalized, and highly effective one-to-one customer communications using the popular Adobe InDesign document design environment. The resulting InDesign templates are packaged for publishing with EMC Document Sciences xPression to fulfill on-demand requests and produce documents in high-volume batches.

PERSONALIZED CUSTOMER COMMUNICATIONS

xPresso for Adobe InDesign easily embeds powerful business logic to vary content at any level of granularity. It ensures operational efficiency and brand consistency for statements and marketing materials. xPresso for Adobe InDesign enables designers to add complex customization rules and personalization variables to document designs from Adobe InDesign in a seamless WYSIWYG manner. Because Adobe InDesign is the tool of choice for most designers, creative works can be easily enriched with personalization and customization without replicating them in a proprietary design tool, thereby saving months of effort and ensuring that the final output matches the original design.

With xPresso for Adobe InDesign, you can create the most graphical and colorful marketing material—from postcards and catalogs to brochures and pamphlets—and then add customization rules and personalization variables to create compelling one-to-one communications. In addition, xPresso for Adobe InDesign enables you to easily produce statements that are well designed and clearly communicate all account activity. You can also produce sophisticated consolidated statements and financial reports using advanced table flows, multiportfolio and indexing features, and the most advanced charting engine in the industry.

USE FAMILIAR TOOL AND LEVERAGE EXISTING DIGITAL ASSETS

Part of the xPression software suite, xPresso for Adobe InDesign enables you to leverage existing digital assets to quickly design and publish personalized marketing materials and statements for multichannel delivery, including print and/or electronic distribution. Because Adobe products are the tools of choice for most creative agencies and graphic designers, you can enrich existing creative designs with powerful personalization and customization

without having to replicate them in other proprietary design tools, saving months of effort and ensuring that the final product matches the original design.

With xPresso for Adobe InDesign, you can quickly transform existing document designs into graphically rich, dynamic customer communications right at your desktop by adding variability, dynamic charts, table flows, and powerful rules-based logic. Share chart designs, variable definitions, digital assets, and textual elements across multiple xPresso document templates to ensure branding and regulatory consistency.

xPresso for Adobe InDesign adds personalization and customization to new or existing documents, making it easy to define assembly logic that controls content and style variability at any level of granularity. When finalized, the resulting document templates are packaged for publishing on the xPRS Server, xPression's best-in-class server technology. The xPRS Server can fulfill thousands of on-demand requests for generating documents online within seconds and/or produce millions of documents in high-volume batch mode.

KEY BENEFITS

- Leverage Adobe InDesign skill sets to speed time-to-market and expand design options.
- Create informative, easy-to-understand tables and charts to illustrate key account data and reduce customer service calls.
- Match colors, type fonts, margins, and alignments to maintain brand and design fidelity.
- Use sophisticated output management capabilities to streamline high-volume printing workflows and lower operating expenses.
- Ensure brand consistency through reuse of digital assets across multiple templates.
- Optimize response rates through 1:1 fulfillment and campaigns.
- Design once and use across all communication channels.

NOW TAKE IT TO THE CLOUD

To address the challenges affecting IT organizations today, EMC provides a revolutionary approach: EMC OnDemand, an "instant-on," pre-configured, cloud-based solution, complete with the highest level of security and the ability to customize applications to address your unique business challenges, integrate with other business systems, and leverage existing infrastructure.

EMC OnDemand solutions provide a complete stack of industry-leading products and solutions, including EMC Document Sciences xPression, related EMC enterprise content management products, EMC storage, RSA security, VMware virtualization, and technologies from Vblock partners, Cisco and Intel. By eliminating IT infrastructure expenses as well as delays acquiring hardware and installing software, EMC OnDemand helps customers save time and money, while leveraging EMC experts to maintain and optimize ongoing system performance.

CONTACT US

To learn more about how xPression can help you produce effective, relevant, and cost-effective communications contact your local representative or authorized reseller—or visit us at www.EMC.com

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

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