

# EMC DOCUMENT SCIENCES XPRESSO FOR MICROSOFT WORD

## Bring Microsoft Word documents to life

### ESSENTIALS

- Personalize Word documents with drag and drop rules and variables.
- Customize and personalize letters, contracts, proposals, and invoices.
- Publish in PDF, PostScript, AFP, PCL, HTML, and XML.
- Produce millions of documents with xPression's high-volume publishing engine.
- Incorporate one xPresso for Word document within another to eliminate content duplication.

Producing consistent and professional customer communications can be a time-consuming process. Although widespread use of Microsoft® Office provides every user with the ability to create client-facing documents—from letters to proposals to contracts—the ability to personalize and customize them for thousands or millions of recipients can be a challenge. EMC Document Sciences' xPression® software suite easily integrates with Microsoft Office to create highly customized and personalized proposals, contracts, invoices, and correspondence. Moreover, xPression can format and distribute these documents for print, web, e-mail, and/or archive without needing to change the document template.

### HIGH-VOLUME DOCUMENT GENERATION

With xPression, you can produce professional documents faster than ever before using xPresso® for Microsoft Word. Users can quickly create well-designed, client-facing communications that utilize templates to control the document generation process. In addition, xPression's intelligent rule-based logic automatically customizes each document for each recipient, producing unparalleled one-to-one customer communications.

xPresso for Word leverages the features of Microsoft Word to provide a suite of powerful editing tools that enable users to quickly transform existing static document designs into highly personalized, dynamic customer communications right from the desktop. EMC Document Sciences' customer communications management solutions ensure the use of consistent content by combining variable data with digital assets through powerful document assembly logic to generate highly personalized documents ready for delivery via print, e-mail, and/or web.

### USE FAMILIAR TOOL AND LEVERAGE EXISTING DIGITAL ASSETS

Part of the xPression product suite, xPresso for Microsoft Word adds variability to new or existing Word documents. xPresso for Microsoft Word makes it easy to define assembly logic that controls content and style variability at any level of granularity. Share chart designs, variable definitions, digital assets, and textual elements across multiple xPresso document templates to ensure branding and regulatory consistency. When finalized, xPresso templates are packaged for publishing on the xPRS server. xPresso technology is also available for Adobe® InDesign® and Dreamweaver®.

## KEY BENEFITS

- Produce client-facing documents using Word features, including live visual previews, predefined style galleries, and table formats.
- Create informative, easy-to-understand tables and charts using the most advanced charting engine in the industry.
- Produce personalized documents in high-volume batch or scalable on demand.
- Reuse content and customization across xPresso for Word documents to eliminate errors, ensure consistency, and increase productivity.
- Leverage the power of XML to enable interoperability with a wide range of systems.
- Integrate with business systems, ECM, CRM, marketing applications, and portals.

## 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.

## 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](http://www.EMC.com).

## 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](http://www.EMC.com)

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