

DOC1[®]

High-Performance Personalized Multi-Channel
Customer Communication Solution



DOC1® Personalized Communication Solution

Centrally Create, Manage and Deliver Intelligent, Personalized Multi-Channel Communications Faster and Smarter

Pitney Bowes Business Insight DOC1® software is the definitive personalized customer communication technology for creating, managing and generating transpromotional (transpromo) documents that combine everyday customer communications, such as bills, statements, letters and invoices, with relevant, personalized information and focused marketing messages. The DOC1 solution helps companies turn business documents into intelligent, customer-centric, revenue generating communications for multi-channel delivery via print, Web, email and short message service (SMS).

One of the most powerful and reliable personalized customer communication solutions on the market today, the DOC1 solution combines an intuitive, scalable and collaborative document design environment with a lightning fast production engine that runs on the platforms you need and produces the output streams you demand. DOC1 software is the centerpiece technology of Pitney Bowes Business Insight's end-to-end Customer Communication Management (CCM) solution. Integrated location intelligence, data management, mail efficiency and print stream software and hardware from Pitney Bowes further differentiates our DOC1 solution to create communications faster, smarter and more cost-effective.

The DOC1 solution helps businesses worldwide:

- Build customer loyalty and brand awareness
- Drive new revenue with targeted transpromo messages
- Comply with regulatory requirements with ease
- Maintain accuracy and consistency across documents and channels
- Speed time to market, meeting the tightest of document production windows
- Reduce call center volumes and resolution time with clear, easy to read communications
- Reduce enterprise-wide communication costs

Unmatched Experience and Expertise

With our flagship DOC1 solution, Pitney Bowes Business Insight has been a leader in document composition and CCM for more than 25 years. Together with Pitney Bowes, a global leader in mailstream hardware, software and services, we provide customers the most comprehensive and powerful end-to-end CCM solution. Our customers rely on the unmatched years of field tested experience and more than \$5 billion in assets behind our CCM solution. We've helped thousands of leading financial, insurance, telecommunications, utilities and government organizations worldwide improve customer service, increase revenue per customer, streamline business processes and achieve a rapid return on investment.

Centralize and Control Communications

Pitney Bowes Business Insight's DOC1 document composition solution can centrally manage all customer communications, including transactional, on-demand and interactive documents, in a single, controlled design environment. Coupled with an intuitive design interface, this makes it simple and cost-effective for your business users to easily create engaging, compliant and branded communications across the enterprise. In today's on-the-go multi-media world, Our DOC1 software creates unified communications, delivered across all media channels –print, Web, email and SMS.

DOC1 Transactional and Transpromo Communications

Global businesses, across industries, can use DOC1 to create personalized multi-channel transactional and transpromo communications, such as:

- **Insurance:** Explanation of Benefits (EOBs), policies, annuity statements, welcome kits, ID cards, policy publications and high impact marketing inserts.
- **Financial Services:** Statements, invoices, reports, welcome kits and letters for retail, commercial and investment banking, brokers, foreign exchange, asset management, credit institutions and collection services.
- **Communications and Utilities:** Consolidated bills, statements, invoices and reports, emails and high-impact marketing materials for telephone, wireless, cable, broadband and satellite communications providers.
- **Service Bureaus:** Invoices, statements and bills.
- **Public Sector:** Tax, retirement and pension statements, letters and reports.
- **Travel:** Tickets, itineraries, email and travel support documents.



These example documents and other documents shown throughout are completely fictitious and are intended for illustrative purposes only. GRN (Finance, Insurance, Utility, etc.), the individual names and account information contained in these statements have been made up by Pitney Bowes Business Insight. Any resemblance to real companies, people or accounts is strictly a coincidence.

Flexible Design Tools Boost Productivity

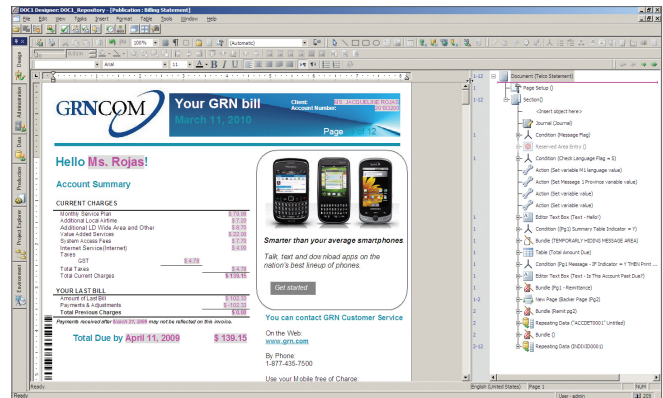
Our DOC1 solution allows businesses to easily create and manage influential high-impact, one-to-one customer communications. Its powerful design module, DOC1 Designer, provides an integrated flexible and managed environment for all aspects of publication design – from data definition to layout and production – for use by a single user or enterprise-wide collaboration. DOC1 simplifies document design and dramatically increases productivity enterprise-wide.

Data Integration to Meet Your Needs

Customer data is at the heart of creating personalized customer communications. DOC1 integrates with leading billing, CIS, CRM and other business systems. It natively supports customer data extracts in XML, CSV or flat file formats. DOC1 software's built-in Data Format Editor provides a simple and visual tool for data definition. Using the DOC1 Dataflow™ solution, you can easily extract, consolidate and transform data from multiple sources, for more sophisticated data requirements.

Empower Everyone to Create Documents Fast

Our DOC1 solution empowers everyone – from business users to the expert developers – to collaborate in document design. Business users will find the Microsoft® Word-like document editor instantly recognizable allowing them to collaborate fully in the design process. This true WYSIWYG editor allows users to 'design-on-the canvas' and create communications in context of the document itself. Similar to Word, document content automatically flows from page-to-page and there's no need to set up complex positioning rules. References to the all important customer data can be included as aliases, allowing business users to design without the data further reducing development time.



DOC1 Designer

The Most Flexible Design Tools Available

Basic document editing is friendly and intuitive. DOC1 Designer also provides a truly comprehensive set of logic and layout tools for the application designer. These tools include:

- **Unique self-documenting logic map** empowers business users to easily create complex conditions and other application logic without requiring programming skills.
- **Wizards** for Tables, Charts, Barcodes, Expression Calculator and more simplify the design process and reduce development time.
- **Transaction tables** make the handling of iterated data, such as account entries, simple by using a standard table design and single control object.
- **Extensive graphic capabilities**, such as dynamic chart creation, native shapes, imported images, text boxes and columns, allow you to create visually stimulating designs.
- **Flexible layout areas** give you control of content across any number of pages.
- **Design once, deliver anywhere.** DOC1 Designer automatically takes care of resource conversions and brings production configuration to the desktop.



Success Story

EPOS Credit Card – a division of Japan's 13th largest department store chain Marui Group - is taking steps to make customer messages personal, timely and relevant. EPOS Card provides their credit card members with personalized, full-color marketing messages and cross-sell promotions on their monthly statements using Pitney Bowes Business Insight's DOC1 transpromo solution. With targeted messaging, EPOS improved marketing effectiveness and customer satisfaction of their high value customers. By changing the bill's look and feel, the number of inquiries to the call center declined significantly. EPOS sends billing statements to customers without delay, less than five business days lead time. Printing, distribution and mailing cost savings total 30%.

Control, Collaborate and Reuse Content

DOC1 software applications can be made up of one or many reusable building blocks. Active Content objects provide content and logic segments that can be shared across applications. The DOC1 object-oriented architecture alleviates the burden of change management. For example, a new company logo can instantly be changed across multiple documents.

DOC1 manages all content within a centralized repository that allows your design elements to be distributed, managed and version controlled. If required, the DOC1 solution's Content Author environment can extend design collaboration across the Web, and provide built-in content approval workflow management.

Create Targeted Dynamic Messaging

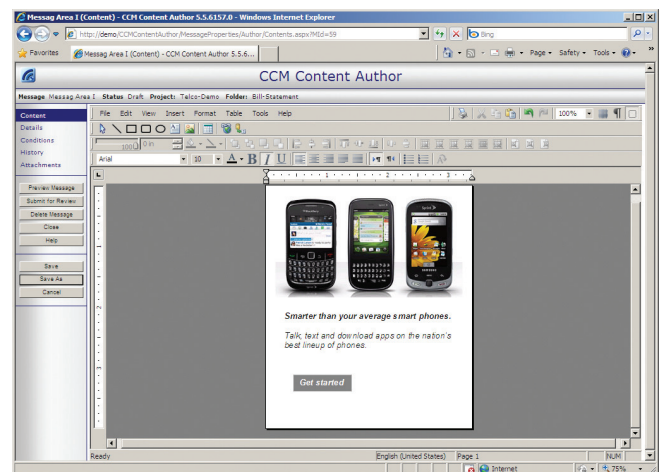
Customers read their bills and account statements, making these documents prime real estate for eye-catching, intelligent transpromo messages. An optional module for your DOC1 solution, Content Author empowers business users to dynamically add or update content, such as targeted transpromo messages or legal language, using pre-defined areas and in a Web-based controlled workflow environment.

Put Customer Messaging on the Fast Track

Content Author is the fast, easy way to create and manage customer messaging. A built-in workflow manages the messages through the approval and production process. Content Author messages are independent of the core document designs

and can be reused in as many applications as needed. Messages are also applied to production jobs dynamically for immediate, but low risk impact.

Users can rank and control message priority based on importance and schedule by date, data value or other custom conditions. Sophisticated white space management places the optimal number of messages on the page based on available real estate and message priorities. And, with Web-based message editing and approval, you can distribute this powerful functionality without extensive IT support and lengthy testing and review cycles. Content author also provides extensive administration options to manage users, projects and processes.



DOC1 Content Author

Guaranteed to Meet Tight Production Windows

Typical transaction documents managed by document composition systems are often time-critical and need to be generated and dispatched the same day, meeting tight production windows. When it comes to putting a big batch document application into production, the DOC1 solution gives businesses a significant edge.

Lightening Fast Production Engine

DOC1 Generate, our high performance production engine, is truly lightening fast and can often produce thousands of output pages every second, depending on your platform configuration and target output. Based on independent benchmarks, our document composition engine is one of the fastest in the marketplace today.

Unmatched Production Flexibility

DOC1 Generate is highly flexible allowing businesses to run on the platform of their choice, stretching from mainframe to laptop. It is ready to load on your platform of choice, whether it runs on Windows®, UNIX® or an IBM® Mainframe. DOC1 supports all delivery channels your business demands, including AFP, PostScript and PCL for print; PDF and HTML for emailing and Web; and many other specialized drivers, as well as creates multiple streams simultaneously.

DOC1 Generate directly supports 150 different configurations of platform and output device combinations. This allows users to take full advantage of the full-color high-speed production printers that have become available in recent years and which are a key part of the transpromo environment. DOC1 is a fully reliable industrial strength platform backed by 48-hour service-level agreements.

DOC1 Technical Specifications

Application Development

Windows 7, Vista, Windows XP, Windows 2000

Production Engines

IBM z/OS

UNIX (AIX, HP-UX, Solaris and others)

Windows 7, Vista, Windows XP, Windows 2003

iSeries

Linux (both Red Hat and SuSe)

Output Formats

AFP

Metacode

PostScript

PCL

PDF

Line data

PPML

VPS PostScript

HTML (both page based and email based)

IJPDS

VIPP

RTF

Success Story

With more than 23,000 employees, serving clients in more than 30 countries, Hewitt Associates is one of the world's leading HR consulting and outsourcing companies. Hewitt wanted to replace its slow, inflexible, high-cost dual-server based legacy system to improve its document publishing process and check printing business. With Pitney Bowes Business Insight's DOC1 solution, Hewitt now manages a single, reliable, automated document process, including easy barcoding to track checks, for improved quality control and reduced labor costs. Hewitt significantly reduced development time and increased efficiency of production runs, decreasing processing times by 800 to 900 percent. The time required to spool and distribute to the printer also decreased by 3,400 to 4,000 percent.

A True End-to-End Global Solution

Break Global Language Barriers

Customers with global operations will appreciate that the DOC1 application is Unicode-based and can support any language and currency requirement. It can spell check and hyphenate in many languages and has built-in double-byte support for ligature characters required for languages such as Arabic and Indian dialects. DOC1 interfaces are specifically localized for many key languages including Chinese, Japanese, Spanish, Portuguese, French and German.

Ensure Integrity Prior to Printing

Eliminate costly, time-consuming and labor-intensive manual quality assurance processes with our StreamSure™ solution. Included in the DOC1 software, StreamSure allows you to enhance your document quality assurance process by employing multiple test methods, and reduces the time and effort required to test complex document applications, prior to production. With this all-in-one automated testing tool, you can review the accuracy of your entire print stream, rather than manually checking only subsections. Only the StreamSure solution can extract and compare data from old and new documents – it can even handle radically different page overflows and different print formats.

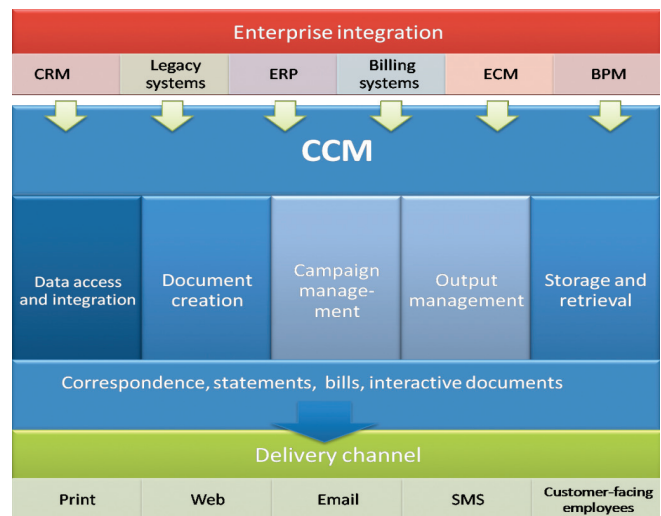
Find Profits in Print Streams

Often a complement solution with DOC1, Pitney Bowes Business Insight's StreamWeaver® print stream engineering tool, lets you easily enhance and modify print-ready files on-the-fly without disrupting operations. StreamWeaver works with the print-ready files created by your existing applications, so you can achieve high-quality, high-speed implementation of Intelligent Mail® barcoding and file-based processing, postal automation, document consolidation and effective transpromo personalization and target marketing.

Extend Your Investment and Drive ROI

The cornerstone of our CCM solution, DOC1 software centrally manages all types of documents – transactional, on-demand and interactive. The same DOC1 Designer environment can be used as part of Pitney Bowes Business Insight's powerful EngageOne™ Interactive, used to create interactive documents such as correspondence that require a human touch to complete.

Businesses can easily further extend their investment by integrating data management, high-speed archive and retrieval, Web self-service and email/SMS. CCM's service-oriented architecture accelerates global integration, reduces redundant development and improves service levels. The breadth of functionality of our CCM solution is a key differentiator and ROI driver.



CCM Framework – Source: Quocirca

Reliable Professional Services

Pitney Bowes Business Insight's CCM Professional Services is the best in the business. With document design services, operational assessment, data analysis, post-production processes and migration services, the Pitney Bowes Business Insight team has proven time and time again their knowledge and expertise.

To learn more about our DOC1 solution, CCM and how we can help you succeed, visit us at www.pbinsight.com or call **800-327-8627** today.

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