

# StreamServe™ in 2 Minutes...

StreamServe has proven time and again its ability to cut document

processing costs, transform the impact of customer communications, and deliver exceptionally fast ROI



Customers say their StreamServe solution has helped to:

- » Increase sales by 20%
- » Decrease paper consumption by 60%
- » Cut development costs by 80%

# Communicate profitably— the StreamServe way

While enterprises worldwide generate billions of documents a year, most companies haven't exploited their bottom-line potential for reducing costs and generating additional business. Yet, enterprise documents and the information they contain are critical assets for any organization, and can be used proactively to strengthen customer relationships, fuel sales, and communicate more effectively.

With no change to existing business systems, StreamServe enables companies to automatically create and present dynamically adjustable documents to customers, partners, suppliers and employees in the format and through the channel they desire.

The results? Significant cost savings, better operational efficiencies, increased revenue opportunities, elevated market awareness, and faster reaction to market conditions and possibilities.



This has been a dream product; it has been absolutely trouble-free. StreamServe has delivered huge savings in both efficiency and paper cost.

*Peter Skanberg  
Technical Project Manager, Handelsbanken*

## What could this mean for your company?

### **Better customer communication**

The combination of print, fax, email, mobile, RFID, Web and other electronic channels allows flexible, timely, targeted and efficient delivery of communications. It enables you to communicate with customers through their preferred channel, and also gives you multiple channels for new services or business development initiatives.

### **Reinforced customer loyalty**

Whether it's welcome packs, order confirmations, delivery notices, invoices or statements, personalized documents build customer loyalty. Even at high output volumes and significant processing speeds, StreamServe personalizes every document, including cross/up-sell offers or other notices tuned to each customer.

### **Sustainable, economical delivery**

Companies are saving millions annually by sending high-volume documents like bills and statements electronically. For many of our customers, e-invoicing alone saved enough paper, print, and postal costs to pay for the StreamServe solutions in just a few months.

### **Expanded customer self-services**

Customers appreciate self-service options, and it saves you money. StreamServe lets each customer easily choose among multiple options, so they can interact with you in the way they prefer. Call center reps can view identical copies of documents customers received, making calls faster and more productive.

### **Enhanced brand consistency**

Consistent corporate format, style and messaging drives market awareness and raises your brand's value. But since they communicate through a complex set of systems, sometimes even in multiple languages, most organizations find it difficult to maintain consistency. StreamServe simplifies managing and implementing branded communications.

## How can we help you?

Every day, over 5,000 enterprises around the world prove the value of StreamServe's solutions

Since 1997, customers in all kinds of industries around the world, including those highlighted here, have been reaping benefits from their StreamServe solutions.

To learn how a modernized document environment can pay fast and high dividends for you, too, please contact us at the nearest office, or visit us at [www.StreamServe.com](http://www.StreamServe.com)



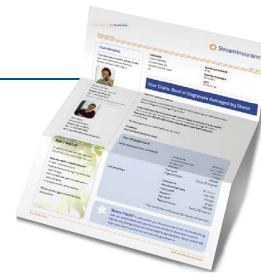
### StreamServe Banking

"Our clients are now more likely to buy products and services from us because we're able to give them more personalized, relevant offers than ever before."

*Constantin Nicolaidis, IT Manager, Metzler*

StreamServe solutions enable Banks to automatically create personalized, easy-to-understand customer documents that solidify relationships. On the back end, StreamServe capabilities lower costs and enhance the ROI of the massive IT systems that run the business.

Even at very high volumes, StreamServe individually and dynamically generates customer correspondence and statements. This creates an exceptional ability to automatically target customer segments, as well as to enhance the customer experience.



### StreamServe Insurance

"StreamServe has made it possible for us to communicate more consistently over different markets while saving costs and increasing productivity."

*Jean Marc Henaff, General Manager IT, Tokio Marine Asia*

Insurance customers value prompt, clear and timely correspondence. It's key to customer satisfaction and loyalty, especially when resolving claims.

Modernized correspondence enables more customer-friendly presentation of collections, disbursements, statements, claims documents, and policy information. It also provides delivery options that include economical and environmentally friendly electronic formats.



### StreamServe Supply Chain

"StreamServe have saved 52,000 hours annually for Media Logistics drivers, and have led to improved output quality and significant savings in the internal document management process."

*Bob Furrer, Media Logistics/Audax*

StreamServe's automated document processing solutions improve on-time delivery and increase margins by synchronizing document flow with supply chain processes, and document content with supply chain systems. They eliminate most, if not all, manual processing steps to improve inventory accuracy and help ensure perfect orders.

StreamServe dynamically generates documentation such as invoices, pack lists, manifests, labels, customs forms, etc. It automatically delivers them at the appropriate time and place, and integrates relevant packages, such as driver ready packs.



### StreamServe Utilities

"With StreamServe, we are able to deliver superior customer service because we can manage the document design, printing and distribution directly from SAP."

*Vivian Young, Technical Delivery Manager, Electricity Supply Board (Ireland)*

Industry changes are driving utilities to cut costs while simultaneously trying to protect and expand their customer base. StreamServe enables you to provide a substantially better customer experience at measurably reduced cost, including more efficient and effective customer-service capabilities.

Even at massive volume and high speeds, StreamServe automatically personalizes each bill. This gives you enormous control and advantages; for example, accelerating the introduction of targeted marketing messages or compliance information.

# A Simplified, Modern Environment for Powerful, Efficient and Agile Document Communication

With no change to your existing business systems, StreamServe provides a complete, integrated, enterprise-class environment that encompasses all three elements of document management: composition, process automation, and output

## Document Composition

StreamServe transforms ordinary customer documents into powerful and well-designed one-to-one marketing channels. Its rich environment enables rapid, brand-consistent document design and creation, and includes extensive control capabilities. It empowers business managers to rapidly and directly create content such as marketing messages, campaigns, and cross/up-sell offers, and to control how and when this content is included in correspondence.

## Document Process Automation

Drawing on the data that business systems generate, StreamServe efficiently creates and delivers customized documents how, when and where you need them. It centralizes post-processing and distribution for easy management, while enabling the actual documents to be produced by different departments, at different times and in different geographical locations across the enterprise.

## Enterprise Output Management

StreamServe improves customer, partner, and supplier relations by streamlining document-intensive business processes. It supports simultaneous multi-channel distribution that enables each recipient to specify how and when they want to receive a given document: print, mobile, RFID, electronic, email, Web, fax... Even at massive volumes and high speeds, StreamServe generates every document in the form and format that each recipient prefers.

## How it works

StreamServe establishes a modern document processing environment in your enterprise. Using data from your existing business systems (without requiring any changes to those systems), it dynamically generates the documents you use to run your business and communicate with your customers, partners, suppliers and employees.

The traditional alternative, which still exists in many enterprises, is a multi-step process: Each application requires separate business-process definitions—from data collection to document distribution—that is duplicated for every document variation and each separate output format. This requires multiple IT staff members with different application- or system-specific knowledge and expertise. Furthermore, it's difficult to compose and/or compile documents from different sources, and time-consuming to make changes.

Conversely, one master StreamServe template per document type generates all variations (paper, electronic, mobile, archival, etc.), simplifying document development, production and maintenance, and minimizing demand on IT resources.



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