



# OpenText™ xPression™, Enterprise Edition

Intelligent multichannel customer communications

Organizations operate under tremendous pressure to optimize customer experience while improving efficiency and reducing costs. OpenText xPression, Enterprise Edition empowers organizations to develop and execute an enterprise-wide strategy to enhance customer experience through multichannel customer communications. With xPression, Enterprise Edition, organizations have a single solution for engaging more closely with customers through timely, accurate and targeted customer communications, either on-premises or via OpenText™ Documentum™ as a Service, a secure private cloud environment.

xPression, Enterprise Edition consolidates disparate document generation systems and integrates fully with enterprise systems and departmental applications, allowing organizations to quickly and cost-effectively produce communications in a variety of formats. Unique capabilities include industry-standard document design tools and service-oriented architecture.

Designed for performance and scalability, xPression, Enterprise Edition offers robust capabilities for generating multichannel communications, including print, email, web and mobile device formats. The xPression, Enterprise Edition software suite dramatically reduces operating costs by providing capabilities that replace several Customer Communications Management systems. It also delivers flexibility and control, while improving the overall customer experience.

## Relevant, multichannel communications

With xPression, Enterprise Edition, organizations can generate multichannel communications on-demand, interactively, via workflow and in high-volume batch. The software suite contains all the components necessary to generate effective communications, including authoring, administration and development tools.

## BENEFITS

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- *Improve customer experience with timely, accurate and targeted multichannel communications*
- *Generate highly-customized communications using familiar tools from Microsoft® and Adobe®*
- *Produce intelligent multichannel communications on-demand, interactively, via workflow or batch with one system*
- *Consolidate disparate document generation systems to dramatically reduce operating costs, streamline business processes and improve customer experience*

The xPression, Enterprise Edition xPRS server contains a robust rules engine that executes business logic for dynamically selecting content and images based on customer data to generate millions of customized communications per hour, while supporting thousands of concurrent users. The sophisticated composition server composes and formats documents to produce electronic and print output in a variety of formats, including PDF, PDF/A, PDF/UA and PDF/X, HTML, XML, AFP, PostScript, PPML, .docx and plain text. For organizations that handle recurring paper mailings, xPression, Enterprise Edition provides postal processing integration to improve efficiency and accuracy, while reducing costs.

With xPression, Enterprise Edition, users can quickly and easily develop multichannel content using powerful, industry-standard design tools that enable multichannel publishing using a single rules-based template that controls channel-specific content and channel-optimized formatting. xPression, Enterprise Edition gives business users full control of their templates, including design, management and rollout, without dependence on IT.

### **Simpler, more efficient administration**

For system administrators, xPression, Enterprise Edition provides xAdmin, a browser-based administration console, to easily configure and maintain all aspects of the xPression, Enterprise Edition environment from any web-enabled client connected to their network. In addition, xDashboard is a browser-based management console that provides at-a-glance reports and drill-down capabilities to easily manage batch jobs, view job and server statistics, monitor job history and much more.

xPression, Enterprise Edition provides a complete web services toolkit for integration with enterprise applications and adding interactive document services to existing applications used to manage customer interactions.

### **Familiar authoring tools**

Leveraging familiar authoring tools from Microsoft® and Adobe®, xPression, Enterprise Edition generates communications in a variety of ways to best suit the varying business situations of your organization, such as high-volume batch printing, responding to real-time requests and generating communications as part of your business process management infrastructure.

Rather than forcing document designers to learn and use a proprietary interface, xPression, Enterprise Edition provides a set of OpenText™ xPresso™ plug-ins for the most popular authoring tools, including Microsoft® Word, Adobe® InDesign® and Adobe® Dreamweaver®. Using these plug-ins, business users can add variability to new or existing documents, creating a single document template for fast and easy development of content for print, web, email, text messaging and other channels.

- xPresso for Word uses the familiar Microsoft Word environment to design rich multichannel content for print, email, the web and mobile devices. A single rules-based template controls channel-specific content and optimized channel-specific formatting.
- xPresso for Adobe InDesign leverages the widely used Adobe InDesign Creative Suite to design graphically rich and highly-customized relationship statements, marketing materials and other frame-based documents.

- xPresso for Dreamweaver uses Adobe Dreamweaver to design highly-personalized HTML email and dynamic web pages without time-consuming and costly coding.
- xDesign includes a hierarchical interface to assemble content and compound documents from Microsoft Word, xPresso for InDesign and xPresso for Word to create benefits booklets, financial contracts, insurance policies and other complex, regulated documents.

xPression, Enterprise Edition's universal content capabilities allow users to create content once that can be re-used across different templates and document design tools. Users can leverage variable content within xPresso for Microsoft Word and xPresso for Adobe InDesign documents, as well as static external content such as Microsoft Word documents, Adobe PDF files and graphic images stored in OpenText™ Documentum™, IBM® FileNet® or the file system. With universal content, source content from business users can be included based on business rules and easily integrated into the workflow to ensure accuracy and accelerate time-to-market.

### **Interactive correspondence**

Organizations can empower business users to easily generate relevant customer correspondence without reliance on IT with interactive editing capabilities provided with OpenText xDesign Online Editor and OpenText xEditor.

- xDesign Online Editor enables business users to easily edit correspondence interactively without the need to install and maintain traditional desktop software or plug-ins. A browser-based WYSIWYG user experience allows users to edit existing content and select optional content while protecting it from unauthorized changes. The xDesign Online Editor provides full formatting capabilities, including style and formatting selections, spell check and the support of form fields.
- xEditor benefits users familiar with Microsoft Word who require additional editing functionality, such as revision tracking. xEditor provides a controlled, Microsoft Word-based environment in which sections and variables can be locked down using Word's read-only protection mechanism. This interactive editor is deployed as a plug-in from the web browser.

Once edited, users can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed immediately or added to a scheduled batch process. Delivery options include print, email, web, fax and mobile devices.

### **Highly scalable, standards-based architecture**

xPression, Enterprise Edition's service-oriented architecture simplifies integration into an organization's existing infrastructure with its use of a Java EE platform, XML, SOAP and RESTful Web Services. Unlike competitive product offerings, the xPression, Enterprise Edition server is a pure Java EE application that runs within the leading application servers, allowing it to fully benefit from automatic load balancing, failover and scalability. This unique architecture makes it suitable for high-volume batch production, as well as high-concurrency, on-demand document generation.

**Best-of-class integration**

xPression, Enterprise Edition provides an open architecture that enables seamless integration with systems of record and departmental applications, including customer service, customer relationship management, Enterprise Content Management, human capital management, financial and legal. Organizations can embed document personalization and generation services in any Java, Microsoft or web-based application and easily use xPression to generate documents in real time or queue them up for batch processing.

xFramework, the published API for xPression, includes a comprehensive set of SOAP and RESTful Web Services, Java API and JMS facade to rapidly integrate xPression, Enterprise Edition's rules-based assembly, interactive editing and document output capabilities with new or existing enterprise systems while having complete control over the user experience.

**Take it to the cloud**

For organizations seeking increased IT agility, lower total cost of ownership (TCO) and accelerated time to market, the xPression software suite is also available via Documentum as a Service (DaaS) as a private cloud-based, managed service. Built and maintained by OpenText experts, DaaS delivers optimal application performance while lowering TCO by as much as 30 to 60 percent. DaaS leverages a highly optimized hardware and software stack and industry best practices, offering the highest level of security and providing the ability to customize applications to address unique business challenges and integrate with existing systems and applications.

Organizations can accelerate time-to-value by eliminating IT infrastructure expenses, as well as delays in acquiring hardware and installing software, with OpenText experts maintaining and optimizing system performance. DaaS also offers reliable backup and disaster recovery, a highly automated provisioning and monitoring infrastructure, best-in-class security operations and complete support for multiple environments, including development, test, sandbox and production.

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