



OpenText™ xPresso™ for Adobe® InDesign®

Powerful design features and ease of use

Organizations operate under tremendous competitive pressures to improve customer experience while reducing costs and increasing efficiency. The OpenText™ xPression™ software suite helps you address these challenges with a state-of-the-art xPresso plugin for Adobe InDesign. Using the Adobe InDesign document design environment, you can produce customized, personalized, and highly effective one-to-one customer communications. The resulting InDesign templates are packaged for publishing with OpenText 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 into InDesign templates 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.

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, visually rich, and clearly communicate all account activity. You can also produce sophisticated consolidated statements and financial reports using advanced table flows, multi-portfolio and indexing features, and the most advanced charting engine in the industry.

BENEFITS

- *Leverage existing PC and Mac skills to quickly create dynamic Adobe® 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*

Use familiar tool and existing digital assets

As part of the xPression software suite, xPresso for Adobe InDesign enables you to leverage existing digital assets and skill sets 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 replicating them in other proprietary design tools—saving months of effort and ensuring 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 their desktop by adding variability, dynamic charts, table flows, and powerful rules-based logic. You can also share chart designs, variable definitions, digital assets, and textual elements across multiple xPresso document templates to ensure brand and regulatory consistency.

xPresso for Adobe InDesign enables you to add 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.

Benefits

- Leverage Adobe InDesign skill sets to speed time-to-market
- Create informative, easy-to-understand tables and charts to illustrate key account data and reduce customer service calls
- Match colors, fonts, margins, and alignments to maintain brand and design fidelity
- Use sophisticated output management capabilities to streamline high-volume printing workflows and reduce operating expenses
- Ensure brand consistency by reusing 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

For organizations seeking increased IT agility, lower total cost of ownership, and accelerated time to market, the xPression software suite is also available via OpenText™ 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 your unique business challenges and integrate with your existing systems and applications. You 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 backup and disaster recovery, support for multiple environments (including development, test, sandbox, and production), a highly automated provisioning and monitoring infrastructure, and best-in-class security operations.

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