UNLEASH YOUR **CREATIVITY**

Today, creativity is no longer reserved only for artists. People want to be creative, and not just a cog in the system. They want to be creators and problem solvers, making things better and producing a new way forward.

PAPYRUS
SOFTWARE

The industrial economy demands efficiency, compliance and obedience – the deal is simple: follow the steps and you'll get the outcome the system promised you. It might not be easy, but with a certain effort just about everyone can do it. So, people focus on following the process and getting the expected outcome. That's what they're measured on, and how they know they followed the steps properly.

This makes sense only in the reliable, predictable world. But what happens when the world changes?

All of a sudden you can't follow the recipe. Suddenly, the long-standing processes may have become obsolete. Or you find out that they are intolerable slow, while you have to deliver value at a much faster pace. Or you discover that overnight the whole world except for your processes has gone digital.

In this case, automation is one way to go, but this is not what you are always aiming for. In other words: If you just automate, you don't innovate.

The world needs new solutions and problem solvers. Maybe we never needed an industrial-strength recipe to do our jobs in the first place. Maybe instead of a series of steps to follow, we'd be better off by just understanding how our world actually works.

Creativity is a great way to solve problems, innovate new solutions, and bring purpose to work. We have access to tools and a real opportunity to contribute and create a change. Creativity always works better than anything else we could try.

Papyrus Software provides technology that enables the Business and fosters creativity where it's needed most – in connecting and communicating with your customers, in building new ideas, and in supporting the people and work processes across the enterprise.

The tools are easy to understand.

You can start where you are.

"'Good enough' stopped being good enough a long time ago.
So why not be great?"
–Seth Godin

This is a call to make a difference – difference in terms of the product and service quality, in terms of speed of innovation, as well as in terms of the customer and employee experience.

There is no one-size-fits-all formula. Each organization has its own unique approach, but one thing is certain - the traditional 'order-based' approach where the Business tells IT what to do, and IT goes off and does so, has proven slow and unsuitable for the rapid pace of business change that we live today.

Inspired by the 'Design Thinking' principles, companies have begun dismantling the borders between the Business and IT and engaging people from all areas of business and technology together in multidisciplinary teams instead. These 'fusion teams' with the right mix of technology and domain expertise can deliver faster and more cost-effectively, helping companies position themselves ahead of their competitors.

Papyrus Software builds BusinessFirst™ technology that enables and facilitates creativity and creation as a means for strategic differentiation.

The Business Designer tool puts the Business in control, and enables business users to self-serve their needs, and create and improve customer-centric communications and processes for real-time digital and traditional business. You no longer need to be a programmer to deliver business communication and business value streams, but use a graphical user interface instead of writing code. This takes the pressure off the IT department, as even non-technical users without programming skills can contribute.

Any organization with people from diverse backgrounds and perspectives can create their business communication and processes, deploy and execute. Business teams can not only visually design the process but also create smart wizard-driven, fillable business forms for Web and Mobile, and highly dynamic business documents for digital and physical delivery. Supervised training of the machine in the drag-and-drop designer automates and extracts the data from incoming unstructured emails, PDFs and scans. Thus business teams are empowered to create, sign-off and deploy complete business value streams that meet their specific needs.

01

BUSINESS DOC DESIGN

Mastering business document design across applications and channels

02

DATA CAPTURE

Supervised training for automated data capture of documents & emails

03

PROCESS DESIGNER

Business users create tasks and goals to design while they execute

04

AUTOMATED DOC FACTORY

Operation Designer delivers end-to-end automation of print and mail shop

05

BUSINESS APP DESIGN

Fast time-to-market for new business value streams

Business Document Design: The Papyrus Business Designer empowers business teams to take control of document creation and template management to achieve faster time-to-market, quickly handle change requests and deliver the message across all print and digital channels.

Data Capture: The Papyrus Business Designer specializes in supporting data capture and OCR needs during content and case management operations. By using AI-assisted functionality, business users can train the system by example and ad-hoc define which document types are needed, when they are needed, by creating new extraction definitions and/or add new index fields to the existing communication on the fly.

Process Designer: Enables employees to apply their expertise and use adaptive 'Design by Doing' to create exactly what they need when they need it. Enterprise teams can use the Business Designer tool to jump-start the creation of adaptive process solutions and rapidly define business value streams with automation and orchestration of processes integrated with data from core systems and Omni-channel communications.

Automated Document Factory: The Papyrus Operations Designer powered by the Automated Document Factory (ADF) enables operators to define and deploy your multi-channel delivery processes.

Business Application Designer: Low code environment for business analysts to quickly build their ideas and create custom business applications using business language and rules over code. With easy access to expert technology through a radically simplified interface, users can create their own conversational business applications, delivering outcomes at speed and scale with no coding needed.

When properly implemented, a business strategy built on BusinessFirst™ approach should yield tangible results such as:

Overall high satisfaction and efficiency due to working with people who understand the business and the problem to be solved, which adds a new dimension to their work and helps you innovate.

A better customer experience by going beyond disconnected channels and quickly building capabilities for a fast-changing environment. Companies can process customer requests instantly and directly connect to processes and teams for real-time customer service across channels and over time, resulting in more satisfied customers and deeper, more profitable relationships.

A better employee experience by providing employees with data and tools to support the cross-enterprise collaboration and adaptive ways of working, empowering them to quickly and effectively resolve issues and deliver value to their customers, resulting in higher employee satisfaction.

Fast time-to-market through no code/low-code environment, ease-of-use, and large-scale reusability, resulting in fast definition and delivery of business communication, processes and business value streams.

Building Culture of Innovation