Papyrus Platform

Customer Communications Management

Papyrus Business Designer – Business Document Design
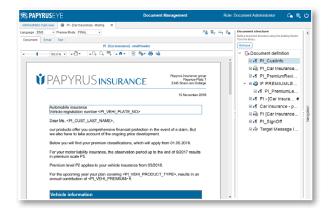

Business takes ownership of mission critical documents
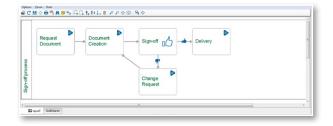
Key Benefits:

- Smart modern 'drag & drop' document design
- Supports any data type and sequence, not only XML
- Document changes can be flexible and securely deployed into production
- Single template for all output formats (print/web/PDF/email)
- Unified design for Batch/Online/Interactive/On-Demand
- End-to-End automation with print and e-delivery, archiving and reporting

The **Papyrus Smart Document Design** concept enables consolidation with a modular, cross-channel document design for all personalized output an organization has. Document templates and resources are defined ONLY ONCE irrespective of document type, batch, online, ad hoc or interactive and irrespective of the output channel. Changes are performed only in ONE place – at one time - reducing the number of document templates and maintenance effort substantially.

Papyrus Business Designer enables business teams to work and collaborate in a WYSIWYG drag & drop fashion using intuitive GUIs, modular document elements and selecting variables from a drop-down menu to achieve a substantial time reduction in the document design phase. Users handle change requests directly in a fast and managed way, significantly increasing efficiency and timeliness of production processes.

Change and Release Management: Business teams can sign-off and deploy document changes at any point in time during production without waiting for a next general release. Once the release passes the management cycle, the elements are available in production and can be used in different communication scenarios – in dark processing, for on-demand document generation, as well as for interactive letter writing by various business departments in their daily work.

Building Block Administration and Versioning
When there is a need for change, only one building block needs to be modified - the change will be automatically propagated to all building blocks and document templates referencing the modified version. The system makes it visible to the user in which document the element is used, which versions and variants exist and how a change of the element affects the document.

Rules: The Papyrus Rule Editor provides non-technical business users with a multi-language rule entry that enables clear text and syntax-free entries structured according to definable patterns. Papyrus will automatically check the syntax, logic and validity of the business rule.

Variable Content: Any type and structure of business data file (not only XML) can be simply used 'as is' without data manipulation or tagging. Variables can come from many sources supported by a wide range of Papyrus Adapters that provide the data from the file system or via messaging in real time, as required.

Ad-hoc Web Documents: These documents can be requested directly through web forms hosted on a corporate web portal. Papyrus Portal Adapters send the request to the central server for ad-hoc document composition, which is sent back to the user's web browser in PDF or HTML formats.

Interactive and Wizard Driven Correspondence: In-document editing allows end users to enter variable data, select/deselect document building blocks, perform the in-document editing of prompted parts depending on their permissions and document settings defined by Business Administrators with the rest of the document locked for change. Wizard document composition guides end users through choices and decisions to automatically build documents step-by-step, based on the information provided.

Targeted Messages, Hyperlinks and Response Management
Documents can include personalized targeted messages, QR codes and editable forms with relevant one-to-one content and hyperlinks, animated promotions with video sequences and audio files, adjustable charts, dynamic tables and white space management. The built-in interactivity allows users to respond in real time when clicking on a link or sending a message.

Print and e-delivery
Single-pass formatting (AFP, PDF, PDF/A, PDF/UA, HTML5, Word) is provided with index. E-delivery can be based on customer preference or current channel of conversation and sent via mobile, SMS, email with HTML or PDF attachments, an HTML webpage, as well as sent to the print data stream in one go.

Print
Remains a critical path

Email
Including full bounce handling

SMS
Direct to mobiles with personalized messages and hyperlinks

Reporting: All actions in the system and the whole course of the process are logged. Reports are freely definable and provided as AFP, PDF or responsive HTML documents and/or as real-time reporting dashboards.

Multi-Channel Delivery

Social
Deliver to Facebook Twitter, etc.

Archive
Store in WebArchive or deliver to your own archive

Mobile
Lands directly in your dedicated app

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