ORACLE

Oracle Documaker:

COMMUNICATION MANAGEMENT FOR FINANCIAL SERVICES

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One of the most important things you do in your business is communicate with your customers and sales channels. Yet, often your only contact with these important stakeholders is through the documents you send to them.

Shouldn't you leverage every opportunity to strengthen these relationships?

What if every communications touchpoint offered a way to not only clearly and accurately convey your message, but to also cross sell, improve customer loyalty and strengthen your brand?

It can with Oracle Documaker, the market leader for enterprise communication management, used by leading financial services companies worldwide.

COMMUNICATIONS THAT TRANSFORM YOUR BUSINESS

Banking is a highly competitive industry. According to the American Bankers Association, the average cost to acquire a new customer by a bank in the United States is $3,500.

Due to the high cost of customer acquisition, banks are continually attempting to entice customers away from competitors through compelling content and graphically rich marketing campaigns. Current customer satisfaction also must be maintained to minimize attrition and to maximize customer loyalty and retention rates. To differentiate from the competition it is critical your communications reflect your brand, be relevant, and be delivered to prospects and customers via their preferred channels, from print to Web to email to SMS messaging.

Industry statistics also cite that 10% of an enterprise's information changes on a monthly basis. Given current market dynamics, banks, now more than ever, require the ability to quickly adapt to change, delivering new and innovative products in the minimum amount of time.

Oracle Documaker is a powerful, adaptive enterprise communication management platform used by financial institutions worldwide to acquire, create, manage, and present structured, on-demand, and interactive customer communications. It is designed to put power in the hands of business users, giving them the flexibility to create effective document templates quickly and with ease.

Spanning the entire business lifecycle, Oracle Documaker helps financial institutions manage customer communications enterprise-wide. Oracle Documaker offers a cost-effective way to address the design, production, and multi-channel distribution of a broad spectrum of customer-facing documents—including statements, billing, correspondence, and marketing campaigns that promote new products and/or cross-sell existing products and services. With robust functionality and cutting-edge technical capabilities, it maximizes efficiencies, ensures compliance, and enhances your ability to serve customers

Create and Distribute Powerful, Persuasive, and Effective Multi-Channel Customer Communications with Minimal Dependence On Your IT Staff.

KEY FEATURES OF ORACLE DOCUMAKER ENTERPRISE EDITION

- Documaker Interactive's Web-based capabilities that improve communications throughout the customer lifecycle. These capabilities include accelerators such as pre-configured workflow with roles-based approvals and pre-built industry content (see Figure 1). These features enable any user with an Internet connection to quickly and interactively create and assemble consistently-branded and compliant correspondence.

- The Oracle Documaker Document Factory helps organizations reduce costs and improve efficiency through better management of enterprise publishing operations. It provides a single administration point to manage enterprise publishing across all channels including print, e-mail, Web, text messaging and more. Companies are better positioned to centralize management of their document production operation and run it as a line of business, resulting in reduced document processing expenses and improved resource allocation. The Documaker Document Factory includes dashboards, analytics, reporting and an administrative console (see Figure 2). These features improve the ability to better manage, optimize and quickly adapt document production resources to evolving business and market needs.

- Built-in multi-language capabilities with localization features support the creation, production and delivery of compliant communications globally.

Key Features

- Interactive, dynamic publishing for real-time, on-demand documents
- Authoring of content by business users in a collaborative environment
- Enablement of personalized customer documents across multiple delivery channels
- Multi-lingual support
- Resource management, deployment and reporting
- Collaborative development environment
- Support for a wide variety of formats, platforms, databases, integration methods, and print streams
- Tools, processes and expertise to ease legacy conversions

- Powerful Oracle technologies, including the Oracle Application Development Framework, Oracle BPEL Process Manager for workflow, and Oracle Web Center Content for enterprise content management, and Oracle Fusion Middleware, deliver improved performance, simplified integration options and greater control over document automation processes.
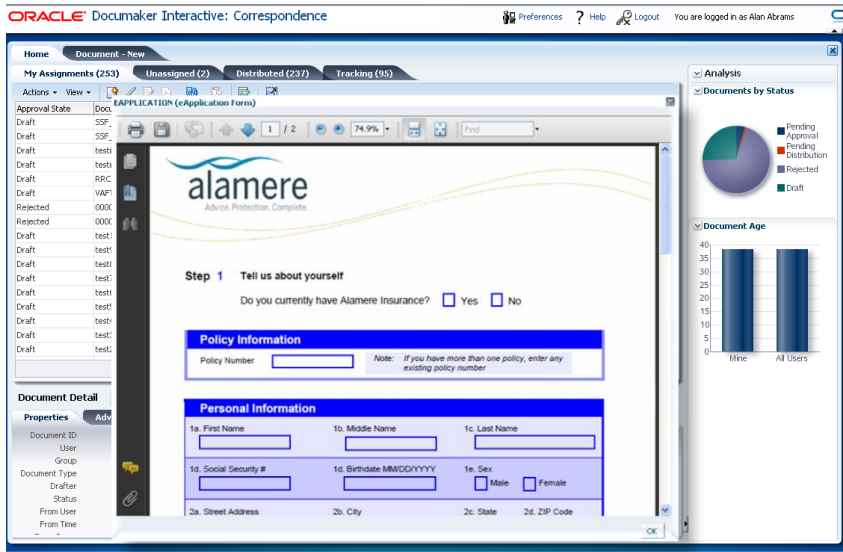- A Microsoft Word Add-In combined with the Documaker Design Studio empowers users to easily author content, as well as rapidly create and reuse document templates.

Figure 1. Accelerate the interactive creation of correspondence and other content using Documaker Interactive pre-configured workflow and industry content.

ENABLE ALL PUBLISHING TO ALL CHANNELS, WHILE SUPPORTING ALL PROCESSES

Oracle Documaker Enterprise Edition is based on open standards and integrates easily into today's service-oriented architecture environments. It supports any type of core system across the enterprise from billing systems to CRM and enterprise content management solutions such as Oracle Web Center Content. You can even integrate it with your self-service Web portal so stakeholders can access to up-to-date information about their accounts. And when rolling out new or updated products, Oracle Documaker Enterprise Edition enables the agility and flexibility enterprises must have to support the rapid roll-out of required documents, forms, legal language and other communications.

When migrating from legacy document systems, Oracle offers proven tools and migration methods, along with experienced, highly trained domain and technical personnel to help maintain the embedded intelligence of your data. Leveraging Oracle Documaker Enterprise Edition as a single system can streamline and simplify your processes and dramatically reduce costs.

EMPOWER BUSINESS USERS WITH EASY TO USE AUTHORING AND DESIGN TOOLS

Business users can easily author content using a Microsoft Word Add-In that leverages the power of Documaker Studio in the background. The intuitive, easy-to-use Documaker Studio design tool empowers business users to create powerful, persuasive content, minimizing reliance on IT. Marketing, customer service

Key Benefits

- Increase customer satisfaction and retention
- Enable greater flexibility and agility in the market place
- Make new and innovative changes quickly
- Reduce IT costs
- Ease the burden of regulatory compliance

representatives, and line-of-business managers can now all produce dynamic, "intelligent" transactional documents that transmit data and content.
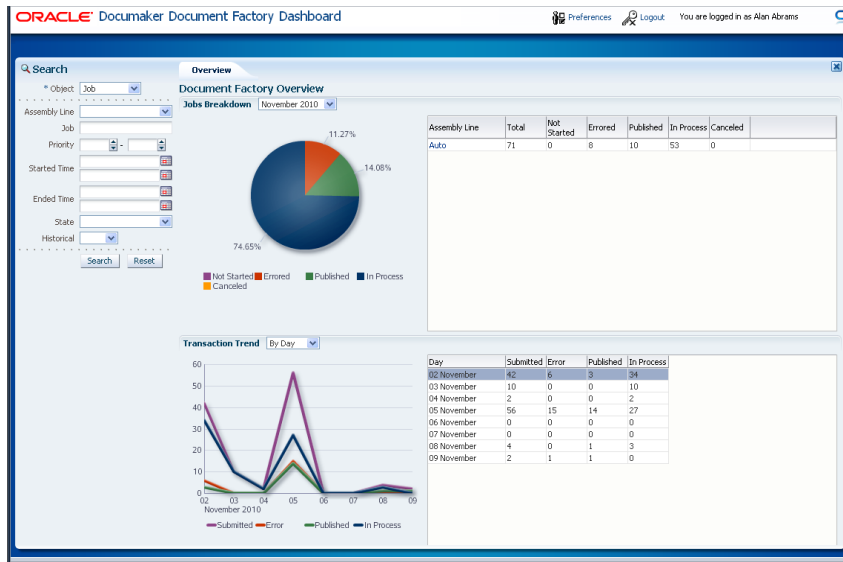
Figure 2. Easily view, manage and optimize document production across your enterprise leveraging the administrative console, roles-based dashboards, and robust analytics and reporting capabilities within the Documaker Document Factory.

INCREASE OPERATIONAL EFFICIENCIES AND REDUCE COSTS

With Oracle Documaker Enterprise Edition you can now automate lines of business that were previously considered too small, too specialized, or too expensive to support. By re-engineering your paper-intensive processes into electronic workflows, you can dramatically shorten the time it takes to support a new product or realize revenue. Documaker also enables a green work environment by promoting paperless procedures.

By using Oracle Documaker Enterprise Edition's automated data field population, you'll reduce the time, errors, and labor costs associated with manual processing and input while ensuring accuracy and compliance. Oracle Documaker Enterprise Edition not only improves your response time, but enables your organization to produce more attractive, easier-to-read, and consistently branded documents and communications resulting in increased customer satisfaction.

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