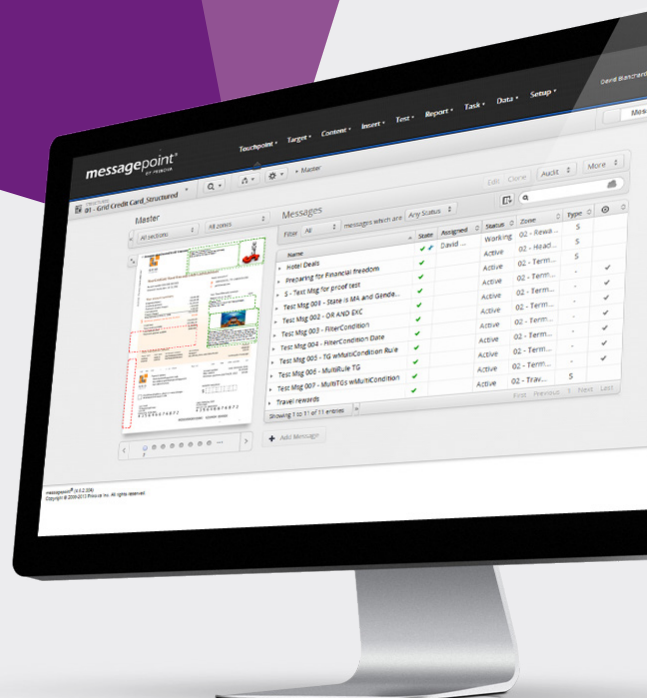


Messagepoint® — Content management for business users in HP Exstream applications

Get the highest return on your investment
in HP Exstream with Messagepoint, by Prinova.



messagepoint®
BY PRINOVA

What is Messagepoint?

Messagepoint is a powerful hybrid-cloud customer communications management (CCM) platform, designed to put your business users in direct control of the messages you send your customers. Tightly integrated with HP Exstream, Messagepoint lets you personalize and target any form of communication with speed and ease, on any channel – print, web, email, mobile/SMS, and others.

Not only does Messagepoint let your business users take charge of content creation and maintenance, it reduces the burden on your HP Exstream programming staff by decoupling your business content and rules from the core HP Exstream application.

Instead of programming, you can calibrate your targeting rules with an easy-to-use plain language interface that has fields, check boxes, radio buttons and drop-down menus. This reduces errors, accelerates time to market for new content, and ensures that your business users can manage even the most complex targeting for themselves.

Do you have multiple versions of the same communications for different clients, products or jurisdictions? With Messagepoint, your business users can manage all of those customizations with minimal effort, without troubling your HP Exstream programmers. Messagepoint accelerates composition and minimizes ongoing maintenance, making it ideal for managing complex, variable content in customer communications like statements, bills, and letter systems..

Use Messagepoint to give your customers personalized messaging, targeted based on their own data and relevant to their individual needs. Messagepoint isn't just for marketing – it's for getting the right message to the right person, the right way, at the right time.

Key features of Messagepoint

Content management

Messagepoint makes it quick and easy to author personalized messaging, and apply rules to target your messages for the greatest effect. Your messages can contain graphics or text including personalization elements such as variables, entire PDF or RTF documents – even store and stage Dialogue Live Format (DLF) files. Centralized shared libraries make graphic and embedded text objects easy to manage and reuse, with updates or changes being applied automatically wherever they are used.

Dynamic content substitution tools let you build individual customer information directly into your communications with them. This way you can maximize the 'personal touch' of your messaging, while minimizing the amount of content you need to create and manage.

Messagepoint and Dialogue Live for a complete interactive system

Generate your DLF files on demand, based on the latest and greatest letter content maintained in Messagepoint. If you already have an inventory of DLF files, use Messagepoint to store and manage them! Messagepoint's workflow process handles DLF versions and changes. You can treat your DLF files like any other message in Messagepoint – managing variations, applying targeting criteria, and setting priority order, timing, and workflow approvals. Use Messagepoint's Decisioning Engine to qualify and deliver the right DLF file based on criteria you control.

Variation management

An intuitive interface makes it easy to handle both static and dynamic content. Personalize and target messaging for your customers based on criteria like client, product, campaign, location, and more. Use inheritance and cloning mechanics to manage your message variations from a common template. Consolidate the messages in your inventory to optimize, reduce and reuse in your communications.

Full granular access controls

Workgroup access controls and permissions management tools let you decide which of your users can access and modify which messages. Set up your departments, lines of business and teams to manage their own messaging programs – you can still share content items across workgroups when you need to, for cross-sell campaigns. You and your boss will both breathe easier, knowing the right people are reviewing new content at the right time, before it goes into production.

No need to generate a new Pub file

Messagepoint's customizable workflows put content approvals in the hands of your business users. Self-serve previews, proofs, tests and simulations let your business users test messaging for look and feel, as well as targeting accuracy. Approved messages are automatically available to your HP Exstream production applications. Save yourself the time and cost of lengthy change management cycles. Your HP Exstream programmers will thank you, when they no longer have to implement and test new code for every little content change you make.

Multi-channel flexibility

Messagepoint's true multi-channel coordination ensures the consistency of your messaging across print, email, web, and mobile/SMS. Whether you use HP Exstream for other channels, or use other solutions and providers, Messagepoint lets you manage and deliver your messages through multiple channels, from a single platform. Multi-channel reporting helps you confirm that your execution matches your campaign strategy.

Tracking and reporting

Ease your compliance efforts and improve your targeting with Messagepoint's easy-to-use native reporting tools. View reports on tests, simulations, and production events for qualified, delivered, and responded-to messages for each of your campaigns. Messagepoint even renders the data accessible to third-party reporting tools.

How does Messagepoint work and integrate with HP Exstream?

Messagepoint is designed to take advantage of HP Exstream's most sophisticated and useful features, qualifying message content and delivering it in an HP Exstream compatible format. Leverage HP Exstream's Dynamic Content Import and Document Exchange Format (DXF) API's. Messagepoint dynamically qualifies text content including personalization elements such as variables, graphic content, PDF & RTF files, DLF, and other formats.

Whether you have HP Exstream in-house or use a third-party HP Exstream provider, Messagepoint maximizes your business users' control over content and messaging rules. At the same time, it connects to your other delivery systems like email service providers, web content management, SMS, call center, and so on, enabling omni-channel communications from a single platform.

Messagepoint separates the business user content management layer from your data and delivery systems, so you can connect to the systems you use for customer communication. It even lets you inherit and augment any targeting that you might already have in place, with existing campaign management systems.



Messagepoint Universal Messaging Hub (UMH)

- Browser-based interface
- Robust approval workflow for content and rules
- Accessed via the cloud via Messagepoint.com



Messagepoint Decisioning Engine (DE)

- High-performance engine
- Determines who gets what message and how
- Flexibility to deploy as many DE's as needed
- Interacts with your data securely at your site



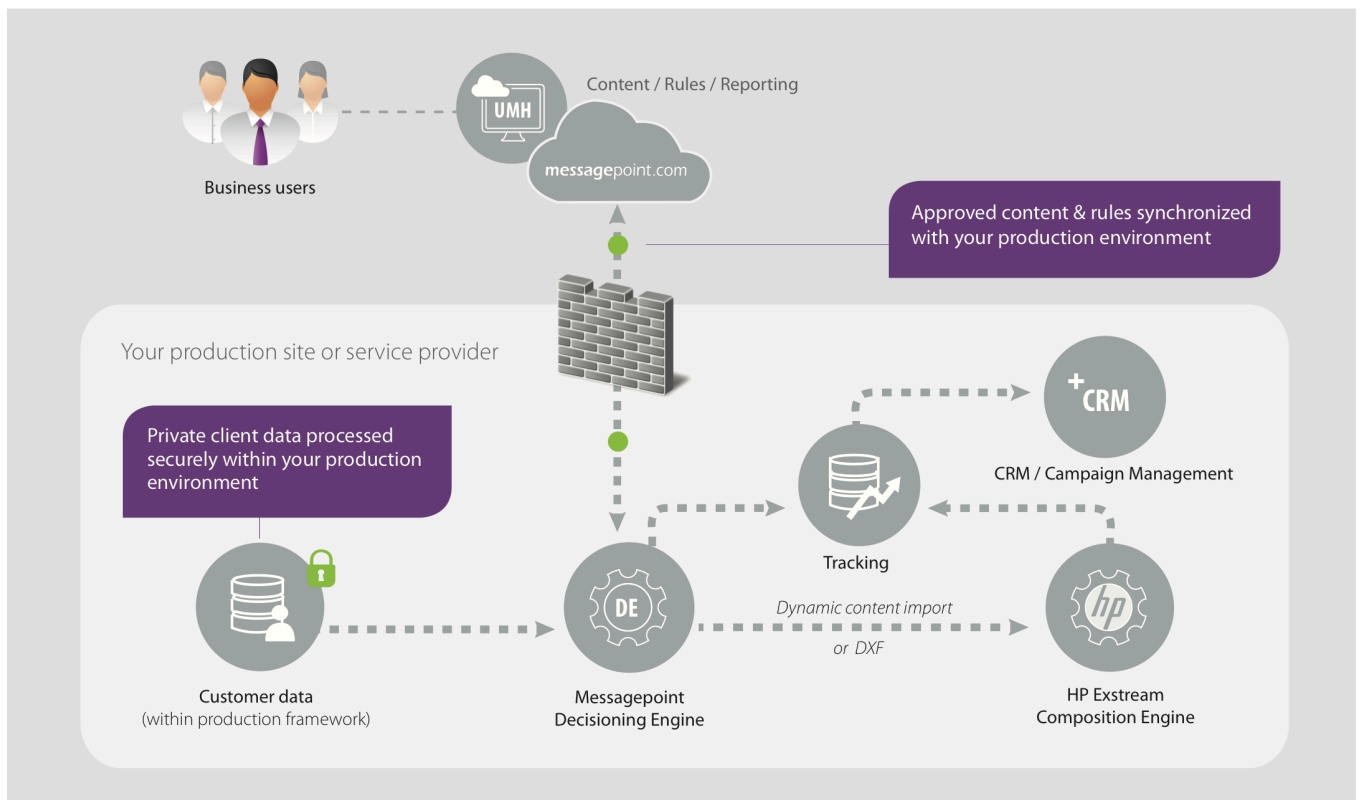
Messagepoint Connector API's

- Delivery system agnostic
- Transforms content to delivery system compatible format
- Format for other systems (like HP Exstream) or format final form (like HTML)
- HP Exstream connector leverages Dynamic Content Import and DXF



Messagepoint Tracking and Reporting

- Unified view of who received what and when, across channels
- Tracking at message and customer level
- Get native reports in UMH, CRM, or export to third-party reporting tools



Next Steps

To learn more about Messagepoint and for product videos visit www.prinova.com/messagepoint. If you're interested in scheduling a demo, please contact us at **+44 (0)20 7692 0616**, or email us at enquiries@nirvauk.com.

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