

Messagepoint Connected[®]



Extend the power of Messagepoint for on-demand document requests and interactive content changes.

Messagepoint Connected

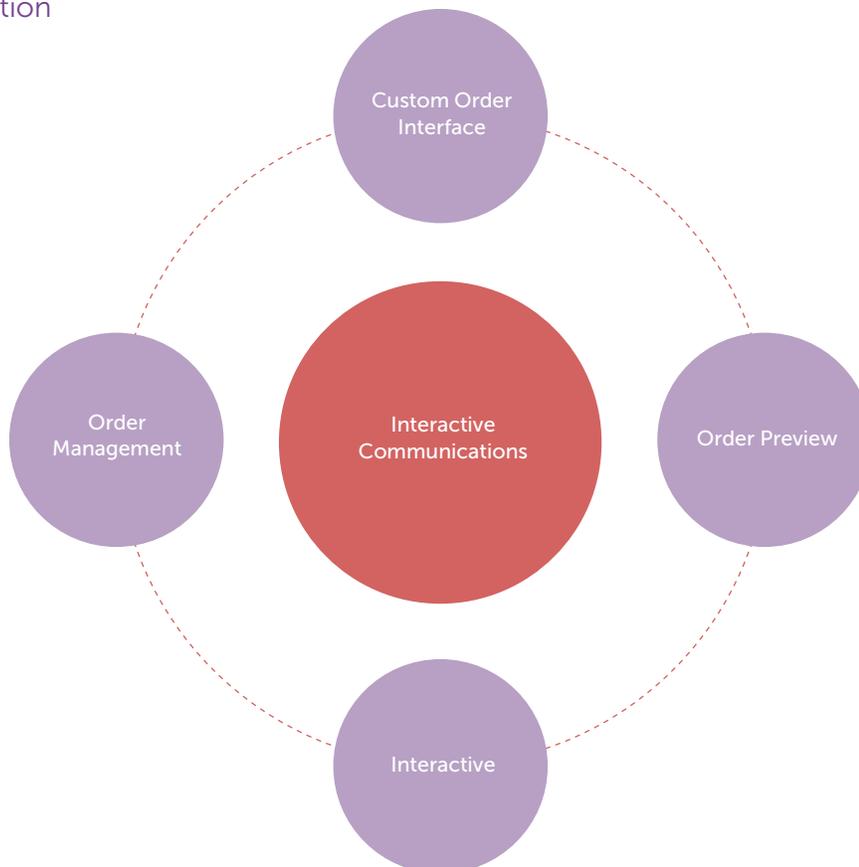
Messagepoint Connected is a cloud-based, interactive and on-demand touchpoint requesting tool designed specifically for business users and frontline workers. It gives them the freedom to quickly and easily request, edit, and modify customer-focused communications that were created and managed by document authors within the Messagepoint platform.

Messages created by Messagepoint Connected users can be immediately included in your business-critical batch and transactional communications and put into production without the need to involve IT.

As an extension to Messagepoint, Messagepoint Connected offers additional benefits such as.

- Extends the value of Messagepoint as your central facility for managing customer touchpoints across print and digital channels
- A single system of record for managing and generating one-off document requests
- Exposes controlled interactive editing experience to customize content as required
- A customizable cloud-based document ordering interface to support your data requirements per touchpoint

Connected Solution Components



Messagepoint use cases

What Messagepoint Connected can do to help

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Example 1:
A call center representative requests a letter to be sent out based on a call or interaction with a customer.

Request a one-off communication to a specific recipient based on a template with specific recipient level variable content

Messagepoint Connected provides the opportunity to interactively populate content at the time the request/order is made. This can be done using pre-approved content libraries or authored on-the-fly.

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Example 2:
An insurance agent requests 200 welcome kits to be printed with their contact information and a welcome message they can author themselves.

Request to print numerous identical documents based on a template with no recipient specific variable content

The document requester would simply request the document they require and enter the number of copies of the document they want printed.

Optionally, there may be opportunity for some content to be populated at the time the request/order is made (from content libraries or authored on-the-fly), however these would be common to all the documents produced.

3

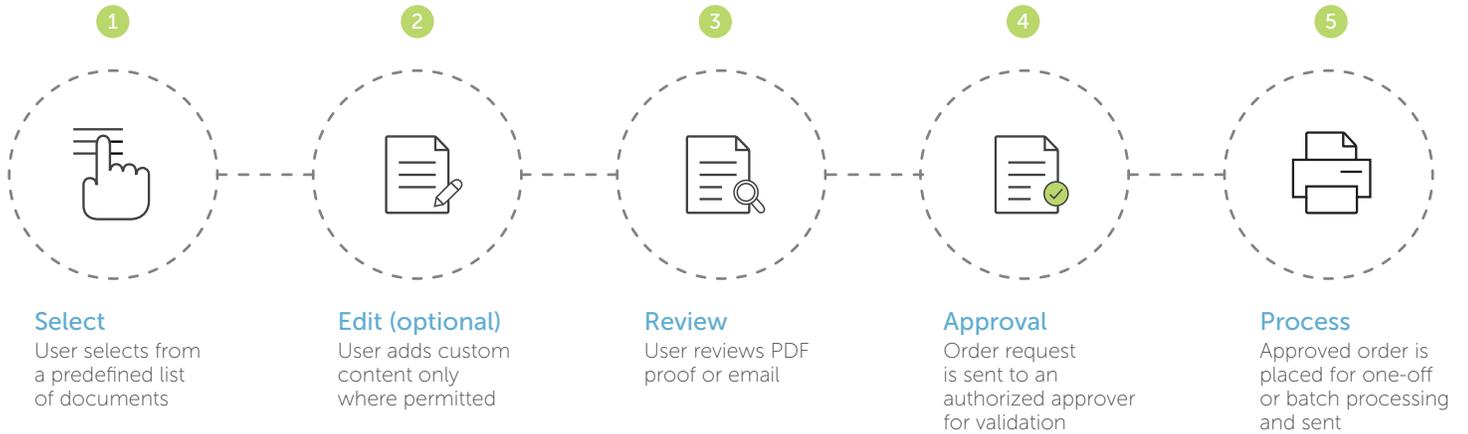


Example 3:
A car dealer marketer creates a mailer to go out to a set of 5000 recipients based on data they have purchased and can populate all of the graphics and text that appear on the piece.

Request to print a document where most/all content is populated at the time the request/order is made

The Messagepoint Connected user(s) in this example have some complex customization requirements for their communications. Content for these documents can be sourced from pre-approved content (for example, images and SmartText™ objects) or can be populated interactively on-the-fly, or even some combination of both. Communications may or may not have specific recipient level variable content.

How Messagepoint Connected works



Messagepoint®

Batch Communications and Touchpoint Inventory



Authors and Editors (CCM Professionals)

- Manage content and inventory of touchpoints
- Managed day to day changes of core content
- Manage business rules for content qualification
- Author and approve touchpoint content to production

Messagepoint® Connected

On-Demand Communications



Touchpoint requestors (frontline workers)

- Request specific touchpoint types based on need
- Modify as needed or as permitted at point of request
- Submit modified touchpoint for production processing and delivery to a customer

Next steps:

To learn more about Messagepoint Connected and for product videos visit <http://www.messagepoint.com>.

If you're interested in scheduling a demo, please contact Messagepoint authorized partner, [NirvaUK](#) at +44 (0)20 7692 0616, or email enquiries@nirvauk.com.