Messagepoint Production Manager

Seamless end-to-end orchestration

messagepoint®

Messagepoint Production Manager is a cloud-native highly secure, high-performance production orchestration solution that supports both batch and on-demand jobs. Production Manager is a component of ECP, Messagepoint's communications processing module.

Our cloud or your cloud

Messagepoint is typically deployed in a hybrid cloud model that enables you to realize the benefits of cloud for managing your content, while keeping customer data and production processing behind your firewall. With Messagepoint Production Manager, your organization can choose to run production processing in the Messagepoint managed cloud, your own private cloud cluster, or on-premise in your own environment.

Production Manager was designed around cloud-native tools that are not tied to specific vendor capabilities, allowing Production Manager to be quickly and easily deployed in different cloud environments. It leverages Kubernetes for automating deployment, fault tolerance, and scaling. Production Manager can run in a Kubernetes cluster, or it can also run on a simpler deployment in customer managed environments in Docker Compose.

Secure, scalable, and efficient production processing

While large-scale batch processing comprises a large portion of critical customer communications, real-time and on-demand processing is increasing in importance – especially for digital experiences. Messagepoint Production Manager supports both traditional large batch generation, and the critical sub-second response requirements for digital endpoints where customers expect instant responses.

Scalable and flexible

Production Manager creates a highly scalable, fault-tolerant environment, allowing you to dynamically add additional resources to meet your requirements as your processing needs change. Preschedule, or allow resources to be available on-demand as big jobs come in to take advantage of the elastic computing capabilities of a full cloud environment. If you are looking to have predictable response times for jobs - Production Manager allows you to pre-allocate processing power so that it is always available, waiting for your communications requests to come in.

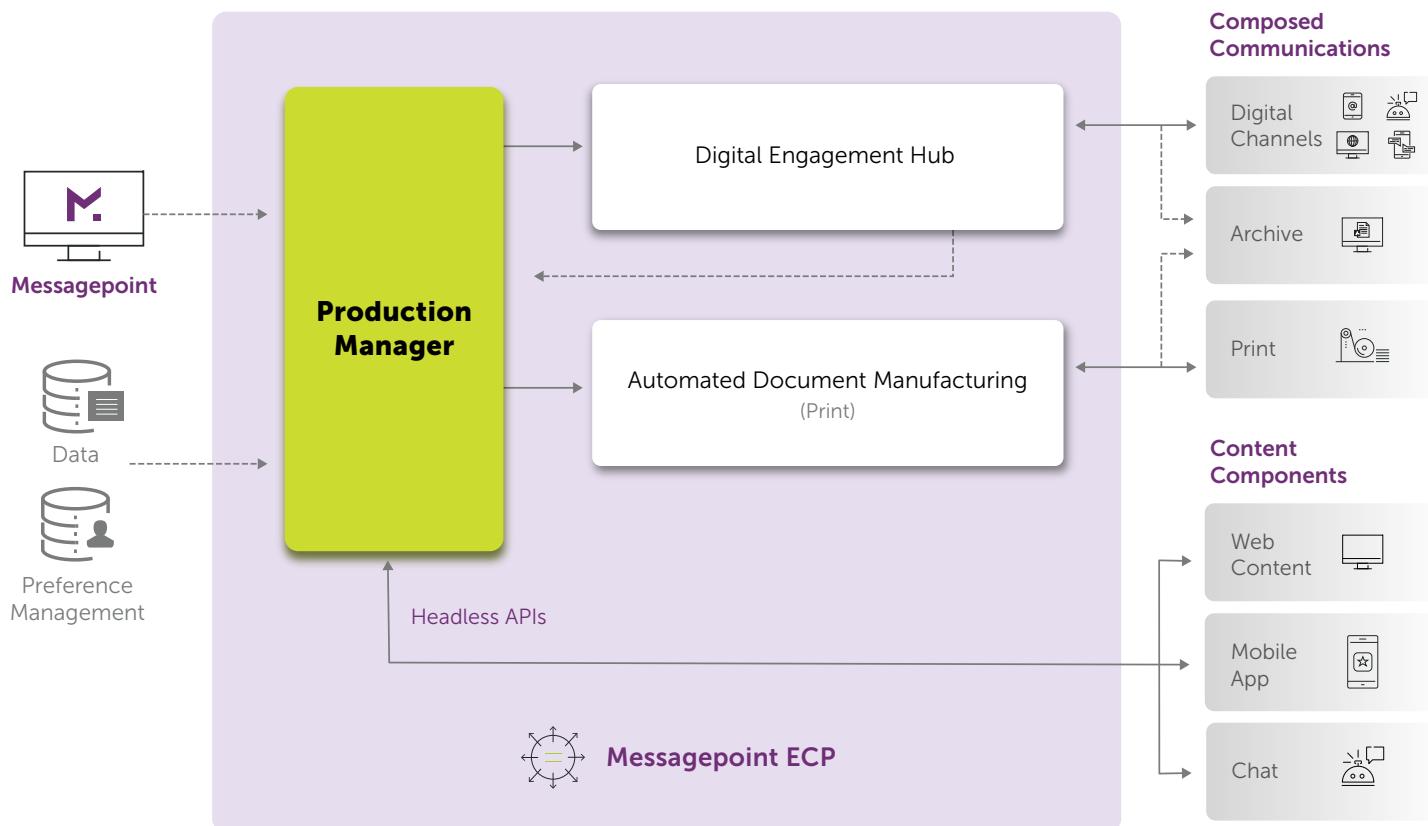### High availability in the Messagepoint cloud

When deployed in a Messagepoint-managed environment, it is available in multiple regions, and all services are replicated and synchronized across multiple availability zones. It can auto-scale at both the pod level, as well as leverage AWS auto-scaling groups.

Encryption in transit, encryption at rest

Data can be sent to Messagepoint Production Manager via SFTP, or HTTPS and output is returned via SFTP, HTTPS or S3. Data can also optionally be PGP encrypted (both inbound and outbound). When data is temporarily queued in Messagepoint Production Manager, it is encrypted with AES256 encryption. Data is only decrypted during processing. It does not flow between systems or servers. It is immediately deleted after it has been processed. Production Manager also uses Zero Trust Model security principles, meaning that that security and integrity of every device, node, and activity involved in production is validated at each stage of the process. This ensures you get the security you require for a cloud solution.

Robust access control

Controlled from the Messagepoint UI, Production Manager provides full role-based access control so that only the members of your team that need access to certain types of jobs, activities, and work have access.

Digital Engagement Hub

Production Manager

Automated Document Manufacturing
(Print)

Messagepoint

Data

Preference Management

Headless APIs

Messagepoint ECP

Composed Communications

Digital Channels

Archive

Print

Content Components

Web Content

Mobile App

Chat

Headless Customer Communications Management

Messagepoint is an intelligent content hub that enables non-technical business users to author and manage content within an intuitive cloud-based application. Content housed in Messagepoint is abstracted from the presentation layer, meaning it is not tied to any specific format or delivery channel. Fully composed communications like printed letters and PDFs are typically produced using Messagepoint Composer or other

composition solutions. When you need to send content to a digital endpoint such as a mobile app, web page, or chatbot, where the layout and presentation is to be defined by the endpoint solution, you'll need Production Manager's API.

The power of an intelligent content hub for digital endpoints

Production Manager is API based and designed around RESTful web services, meaning that it allows the content that is centrally managed and housed in Messagepoint to be shared across digital endpoints in a headless way. When a call is made to Production Manager for a piece of content, it is delivered in HTML or JSON which is easy for developers to work with. This makes it simple for organizations to take advantage of the sophisticated customer content in Messagepoint, such as variations and dynamic targeting, to deliver relevant, contextual customer experiences digitally. It also eliminates the need to duplicate and redundantly manage content across different systems to facilitate customer experiences across multiple channels. Lastly, when content needs to be updated, such as a regulatory disclosure, the change only needs to be made once in Messagepoint, making it easy to maintain consistency and ensure compliance.

To learn more about Messagepoint Production Manager, contact your Messagepoint Account Manager, or visit us at messagepoint.com