Strategic document communication

This document introduces you to Scriptura, and explains how it can provide value to your organization.

Inventive Designers
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1   MANAGEMENT SUMMARY

The majority of communication in organizations happens through the exchange of contracts, invoices, purchase orders, statements, bills, shipping notes, labels and a number of other documents. In the eyes of customers, these types of communication aren't just about the companies they do business with – they often *are* the company. The need to increase customer satisfaction and grow market share has become so essential that businesses cannot remain competitive without technology to provide relevant and fully personalized communications across multiple channels.

> **Communication isn't just about a company– to the customer, it often *is* the company.**

Scriptura enables you to get the maximum value out of any kind of customer communication; whether it is based on printed output, an online application, fax, email or any other tool. We supply innovative software solutions that enable organizations to interact with their customers through high-quality, personalized communications across multiple channels. This results in increased customer loyalty, while reducing costs and time-to-market. The combination of improvements generally <u>results in a project ROI of 6 to 15 months</u>.

Scriptura is used in a myriad of environments, supported by strong benefits:

- **Personal:** Use the valuable information you have on a customer to personalize every moment of contact. Scriptura can create value from multiple sources, whether it's a database, CRM, accounting, SAP or other system.
- **Intuitive:** Scriptura was designed to allow non-it personnel to manage and create document templates and personalized communications. This drastically reduces development time for your IT-department, allowing them to focus on innovation.
- **Consistent:** Maintain full control of your corporate identity throughout your entire organization.
- **Interactive:** One-way communication can be powerful, but interactive eForms give you instant feedback that can be used to enhance customer experience.
- **Future proof**: Scriptura is completely built on Open Standards, allowing for scalable integration with your current environment.
- **Automated**: Our advanced business document flow allows you to automate nearly any task based on your business processes. This will result in a more effective communication, giving your customers the information they need, when they need it, through their preferred channel.
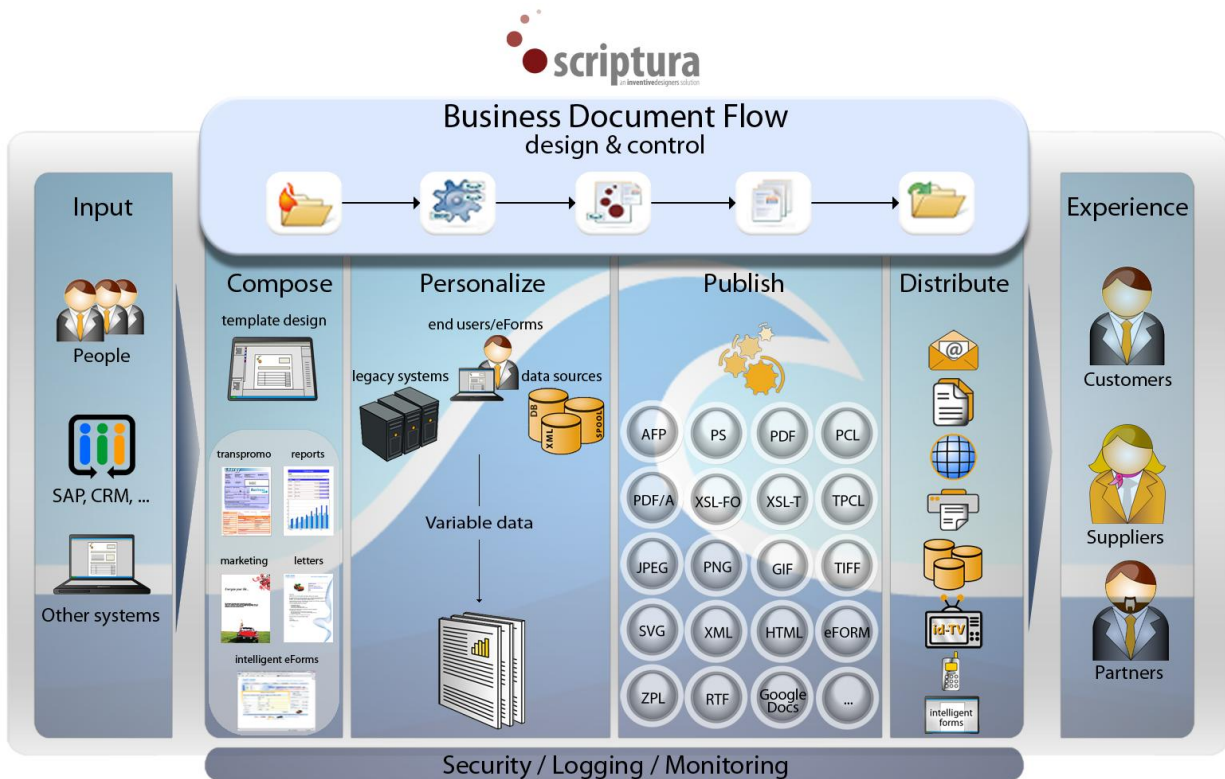
Scriptura is a single solution platform, designed to manage your complete communication lifecycle. It allows you to graphically design and control the entire document flow of your business, from composition and personalization to production and delivery.

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3   INTRODUCTION

Inventive Designers creates solutions for the design and production of highly customized proposals, statements, and other critical communication means. Our document solution Scriptura responds to market opportunities immediately while maintaining strong control of your branding.
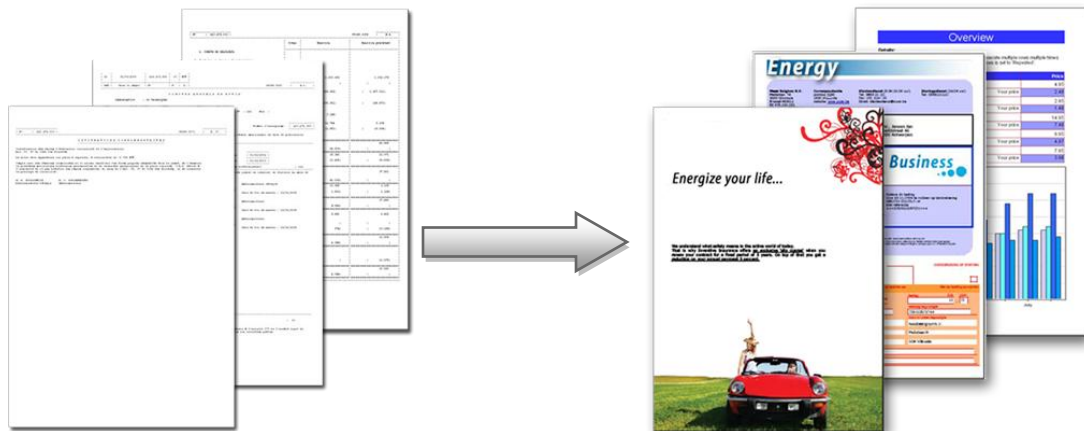

Scriptura allows you to graphically design and control the entire document flow of your business, from composition and personalization to production and delivery. It gets your customers the right information in the right channel at the right moment. Whether it's for batch, on demand or interactive document production, Scriptura seamlessly integrates with your back-office systems and produces sophisticated, personalized customer communications from any input data source and through any channels (e-mail, fax, print, eForms, web) Scriptura is completely based on Open Standards* to maximize flexibility and interoperability.

Inventive Designers is an active member of various work and research groups within the World Wide Web Consortium (W3C). Scriptura developers contribute to the standardization process of XSL-FO and XForms.

4   SOLUTION OVERVIEW

Scriptura helps organizations of all sizes connect with their customers through high quality, fully personalized communications. Companies in every industry use our products and services to manage and distribute their documents, like:

Financial services	Insurance	Retail - distribution	Government
Account applications	Agent reports	Bar codes	Certificates
Brochures	Applications	Brochures	Official documents
Campaign management	Benefits booklets	Catalogs	e-Service
Confirmations	Bills	Collateral fulfillment	Transcripts
Consolidated statements	Claim reports	Correspondence	Bills
Correspondence	Cancellation notices	Coupons	Notifications
Forecasts	Commission statements	Direct mail	Tax documentation
Investment statements	Contracts	Online services	statements
Mortgage documents	Correspondence	Payment notes	Correspondence
Notices	Declarations Pages	Pick lists	Assessments
Online personalized -	Direct mail	Pricing labels	Vehicle registration
Financial plans	Endorsements	Proof of delivery	Internal reports
Online presentment	Fulfillment	Promotions	Regulatory
Performance reports	ID cards	Purchase and sales orders	Legislative
Policies	Notices	Shipment notifications	
Prospectuses	On demand requests	Web fulfillment	
Regulatory disclosure	Policies		
Relationship statements	Quotes		
Tax reports	Renewals		
Trade confirmations	Statements		
Wealth management	Welcome kits		
Web fulfillment			

5   COMPONENTS

Scriptura combines document template development, multiple format output production, multi-channel delivery, forms capabilities, web application development, and post-processing into a single software suite. Document flows and templates designed in Scriptura Designer are processed by the Scriptura Server, which is configured and managed by Scriptura Administrator.

The Scriptura Designer provides you a highly usable, intuitive GUI (Graphical User Interface). Business users can design output templates, define conditional logic, and specify production characteristics without requiring custom code. Many easy to use, yet powerful features are provided for designing dynamic business output, including multilingual text blocks, dynamic reusable objects, charts, bar codes, form fields, and other design features. Scriptura also supports importing documents from MSWord, XSLFO, and DTM. The Scriptura Designer is also capable of designing intelligent eForms.

Intelligent eForms bring the power of interaction to your customer communication. eForms run in any popular browser and make full use of Web 2.0 technologies such as AJAX, XForms, and web services. This completes the toolset required to drive your customer interaction strategy.
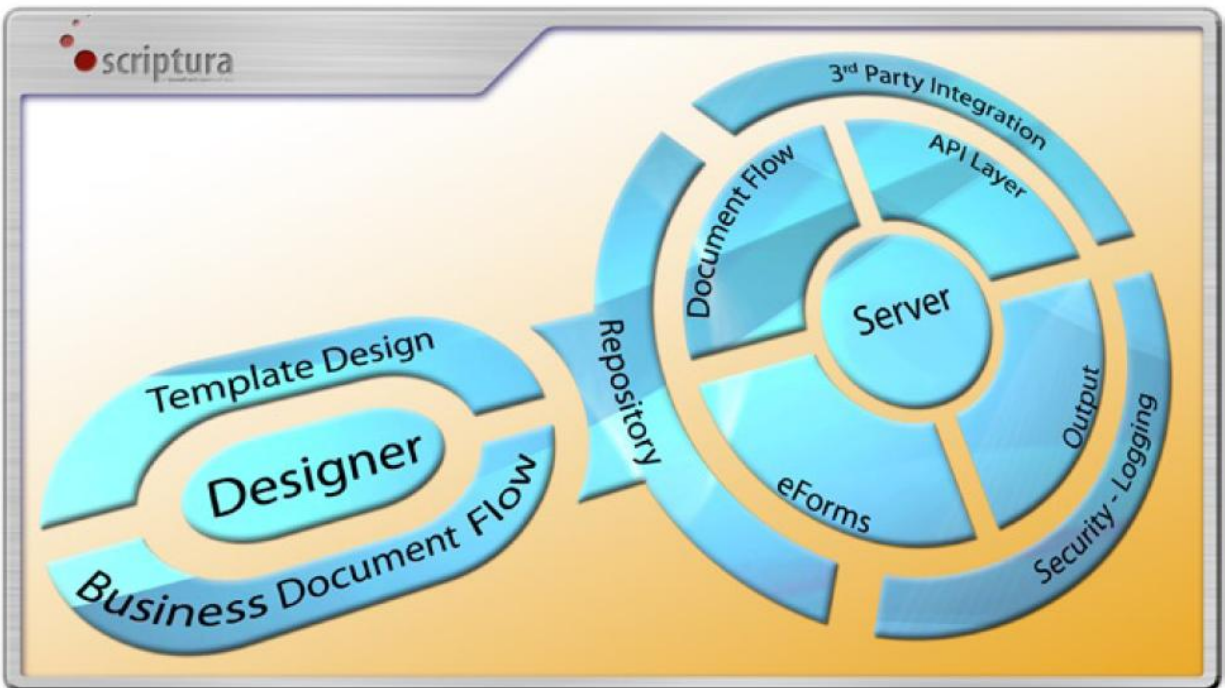
Document Flows generated by the Scriptura Designer graphically manage the entire document life cycle for you. This way, personalized communication for your business users is just a mouse click away. Document Flows integrate with your current BPM (Business Process Management) systems using SOAP. Security is implemented on an object and template level. A repository with versioning control gives you complete control over information consistency throughout the document life cycle.

The Scriptura Server can simultaneously generate a high volume of output in various formats. For example: PS, AFP*, ZPL, PCL amongst other output formats. A copy in TIFF or PDF/A format can be automatically archived, while an email containing a PDF or RTF attachment can be sent to all your customers, at the click of a button.

Inventive Designers is a member of the AFP consortium and helps to define this high end printing language.

6 PLATFORM

Scriptura is a Java-based, open architecture, customer communication solution that integrates seamlessly using Java, C++, SOAP, and other APIs. Scriptura is built on the Eclipse platform which makes it easier for you to contribute your own applications. Scriptura also leverages the power of OSGi technology to create a more modular product.

7   LICENSING

Scriptura's licensing model has been shaped by the emergence of multi core hardware and virtualization technology. This new transparent licensing model is independent of the underlying hardware used and allows you to upgrade to hardware of your choice without having to worry about the associated Scriptura license costs.

Dynamic market conditions drive the volume of output customer communication across industry verticals. A Scriptura license allows you to produce as much volume of output desired, without incurring additional licensing costs. Licenses can also be flexibly scaled across an organization.

7.1   OPTIONS

The two basic Scriptura components are:

7.1.1   SCRIPTURA DESIGNER:

The Scriptura Designer is capable of designing sophisticated document templates and intelligent eForms as well as document flows.

Intelligent eForms bring the power of interaction to your customer communication. eForms run in any popular browser and make full use of Web 2.0 technologies such as AJAX, XForms, and web services. This completes the toolset required to drive your customer interaction strategy.

Document Flows generated by Scriptura Designer graphically manage the entire document life cycle for you. This way, personalized communication for your business users is just a mouse click away. Document Flows integrate with your current BPM (Business Process Management) systems using SOAP.

7.1.2   SCRIPTURA SERVER:

The Scriptura Server can simultaneously generate a high volume of output in various formats. For example: PS, AFP*, ZPL, PCL amongst other output formats. A copy in TIFF or PDF/A format can be automatically archived, while an email containing a PDF or RTF attachment can be sent to all your customers, at the click of a button.

Scriptura comes with a few extra options to enhance some key aspects:

7.1.3 COMPETITIVE INPUT FORMAT TOOLKIT

The Competitive Input Format Toolkit allows to automatically process XSLT or XSL-FO style sheets, coming from other systems than Scriptura.

7.1.4 ARCHIVE FORMATS

Archive formats provides for additional output formats used for archiving: PDF/A, TIFF, JPEG, SVG, PNG.

7.1.5 OUTPUT HANDLING TOOLKIT

The output handling toolkit includes the Mail Handling Framework and the Fax Handling Framework – the ability to automatically send email or fax output from Scriptura.

7.1.6 DEVELOPER'S TOOLKIT

The developer's toolkit facilitates migration between different versions of Scriptura via the Compare Framework, to automatically compare and analyze the output of Scriptura between different versions of the Server.

8   CONTACT INFORMATION

For more information and customer cases, please visit our website www.inventivedesigners.com .

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