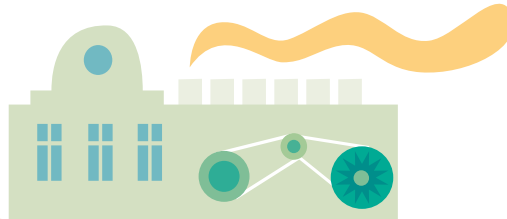


doxee dx

DOCUMENT EXPERIENCE

Your multichannel communication without hassle



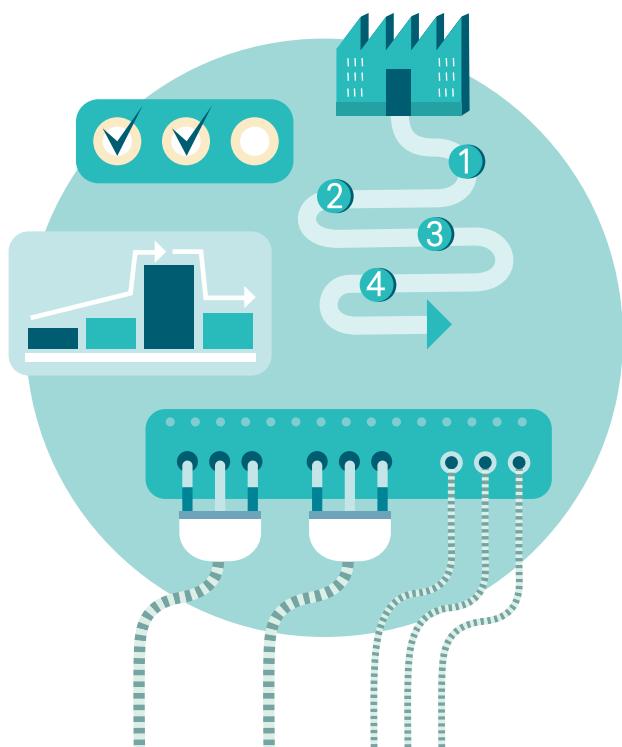
Compliant, multichannel communication without the hassle

Customer communication expectations are evolving as consumers become more demanding when interacting with companies in every sector. While Customer Communications Management tools are growing from supporting static, printed output and one-way broadcasting to creating dynamic, web-based and interactive communications via multiple channels, the importance of having a one-stop-shop provider to smoothly support this transition is as important as ever.

That's what Doxee delivers. We enable our Document Experience solutions – Doxee dx – through our unique C²X positioning. C²X addresses and embraces both the enterprise-as-a-customer experience and the consumer-as-a-customer experience. Two customer experiences, one solution: C²X.

The enterprise user's experience

- **Embrace innovation:** Compose, personalize, format and distribute your communication to better engage with your customers throughout their journey.
- **Encourage collaboration:** Doxee dx easily and quickly plugs into your actual infrastructure, seamlessly interacting with your existing processes and applications.
- **Focus on what matters for you:** You set the requirements and provide the use cases. Doxee and our partners handle the rest. Purely SaaS.



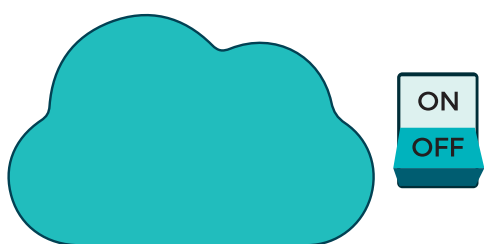
The customer's experience

- **Visually appealing clarity:** Doxee dx offers crystal-clear, aesthetically pleasing communication on every medium – even on paper.
- **Communication consistency:** Customers enjoy a CCM experience that is consistent with other, more advanced forms of customer experience, as offered by the complementary Doxee Interactive Experience solutions (Doxee ix) .



How Doxee fits into your Customer Communication Management strategy

Doxee offers limitless potential for customizing your communication channels. Whether it's for batch, on-demand or interactive applications, Doxee dx is designed to accommodate and optimize your CCM strategy. Get your message out in the most effective way possible, and give your team the power to innovate within budget.

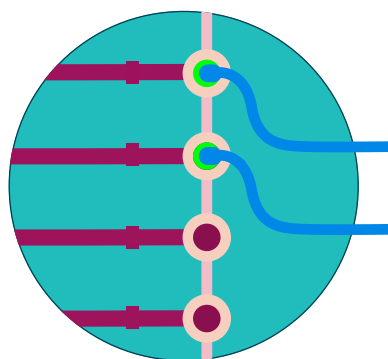


Reduce time to market

As a native-cloud solution, Doxee offers the freedom and flexibility to deploy innovative solutions quickly, with minimal IT involvement. Explore new approaches to CCM without disruption.

Achieve easy integration and extensibility

Our iPaaS-based architecture ensures easy connections and smooth transition of your data from existing systems - including ERP and CRM software - to both Doxee's dx and ix solutions. No major integration work is necessary, as the Doxee platform is native to the cloud and fully adaptable to connections with both legacy and cloud-based systems and solutions.



Seamless multichannel experience

Digital transformation is necessary to keep up with customer demands, and Doxee allows you to finally embrace that transformation with consistency throughout the customer journey. Doxee dx and ix solutions complement each other to create a seamless multichannel experience, no matter the use case.

How Doxee solves your business challenges

Flexible workflows and comprehensive tracking

Doxee dx works within the existing framework of your CCM strategy. Third-party applications and legacy systems no longer have to be obstacles to bring your organization a step further. Doxee has the tools to build, deploy and execute an end-to-end CCM solution that:

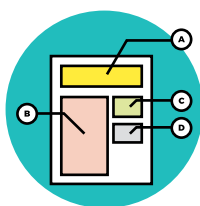
- Matches existing processes with a powerful workflow designer.
- Publishes dynamic, multichannel content designed to make a positive impression on customers.
- Integrates seamlessly with third-party applications through cloud connectors.
- Expands workload capacity during peak hours through architectural scalability.
- Offers detailed insights on the production system and processing.

Doxee dx is the result of Doxee's 15 years of experience as a service provider building enterprise-grade CCM applications for billing, financial statements, customer support and business correspondence.



Visual development

Everything in Doxee dx is customizable. Through built-in visual web designers you can easily configure your production workflow, map your data ETL logic, manage templates and post-processing tasks, and improve understanding with BI and Analytics. In addition, custom components give your team the flexibility and platform extensibility necessary to optimize your CCM's vertical uniqueness, while operating within the platform's workflow system for greater scalability.



Content collaboration

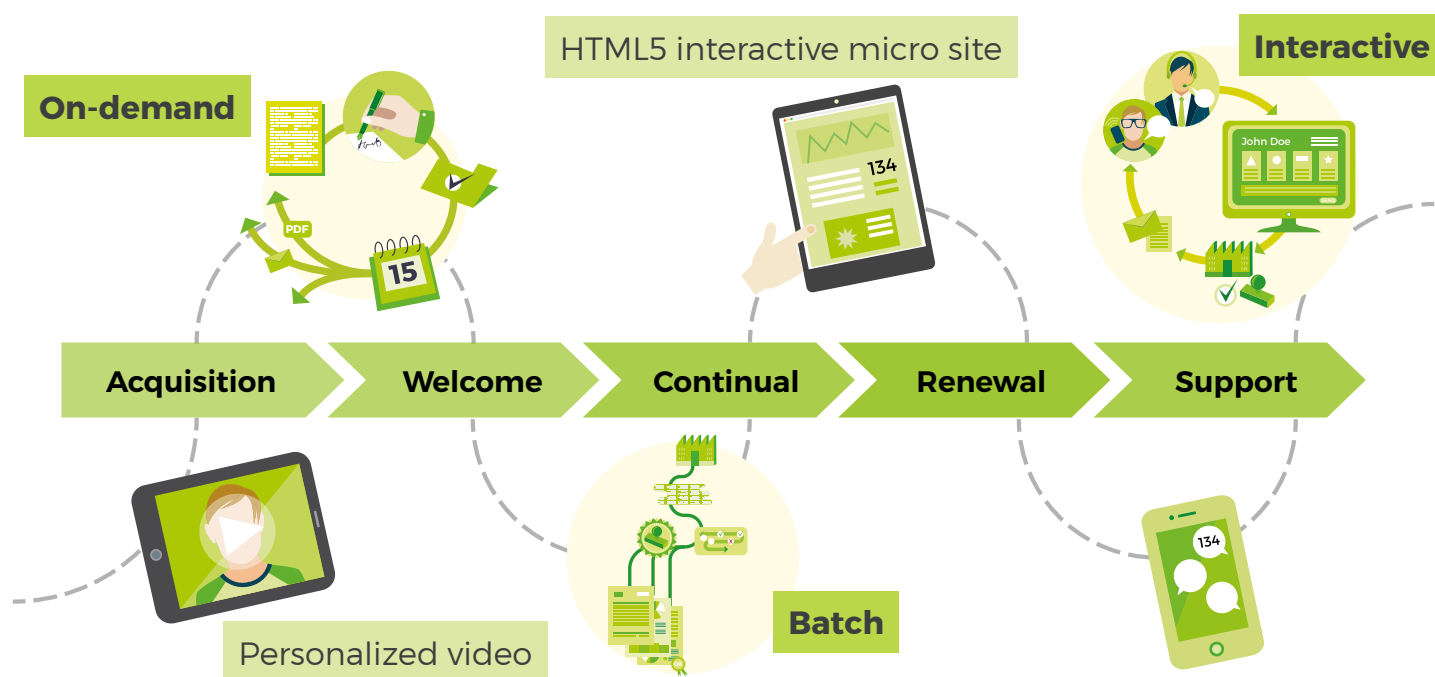
Doxee dx creates a workspace for Marketing, IT and other teams to collaborate on content. This lets you reduce time to market and keep up with campaigns. It also streamlines IT's role so they can answer to business demands faster.



Multichannel production

You know you can't rely just on print but are struggling to keep up with content production across multiple channels? Let us handle the details. With Doxee dx, you design the content and business rules, and we use the data to create unique HTML5-based, print, email, web, video and other interactive channels, encompassing the entirety of your enterprise communication strategy. With the flexibility to create content on any platform, businesses ensure the most engaging communications experience throughout the customer journey.

We fulfill your customers' journey. Entirely



Strong first impressions with your customers are essential, but a truly interactive experience requires high-quality content at every touchpoint. From acquisition to renewal, every communication from your enterprise is an opportunity to gain trust and sustain interest from your user base.

Whether your business requires seamless batch production, interactive or on-demand one-to-one communication, Doxee dx has the solution to make every document-based interaction throughout the customer journey count, no matter your specific needs.

However, traditional CCM covers just one side of the coin. While managing document-based communications for enterprises like

yours is still essential, you must go beyond paper to deliver truly effective customer communication.

The Doxee dx solution works together with Doxee ix to help enterprises boost engagement throughout the customer journey. Doxee ix incorporates everything from personalized videos to HTML5-based interactive micro sites, while Doxee dx enables businesses to deliver digital, evolved documents that convey usage updates, bills and other essential information in the most informative, evocative way possible.

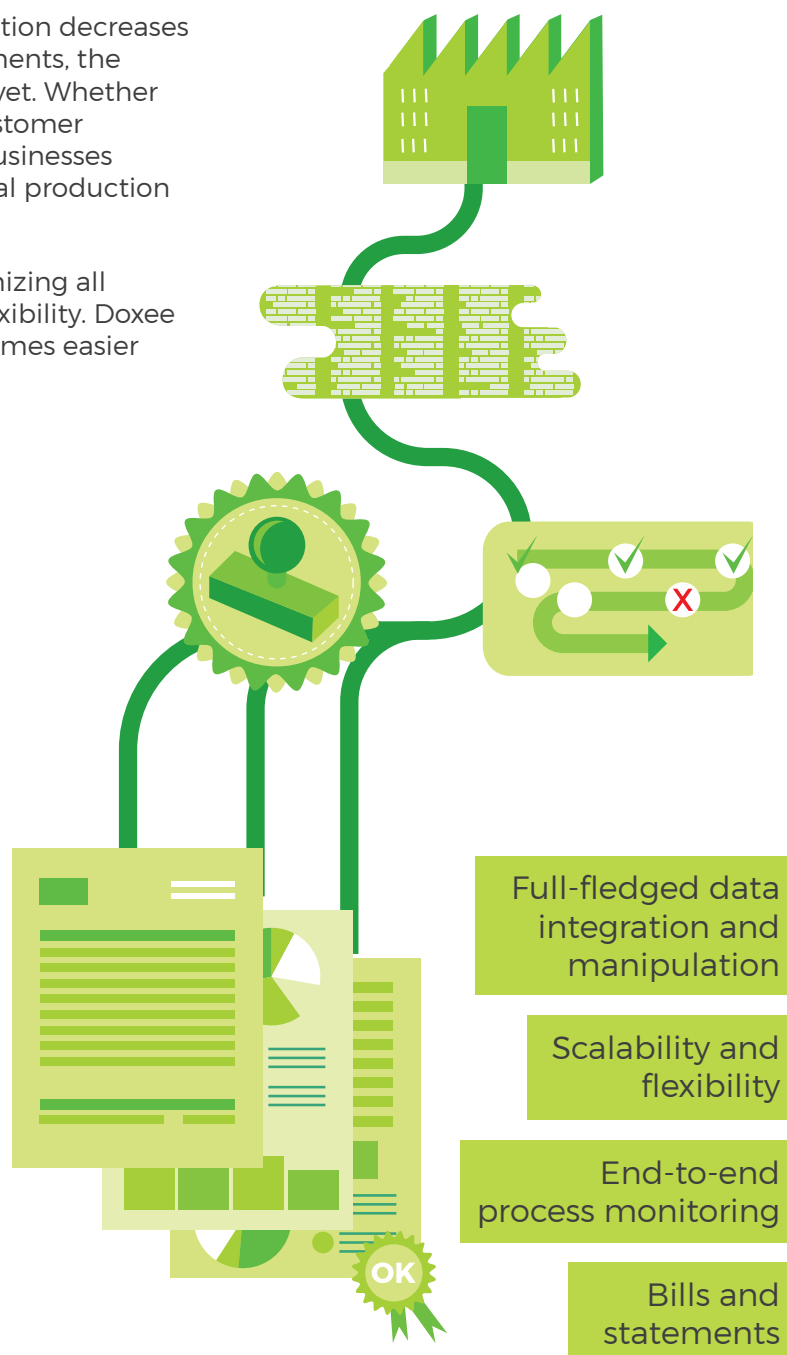
Use cases / Structured / On-demand / Interactive

Multichannel batch production

While customers' demand for digital communication decreases the need for enterprises to focus on paper documents, the reality is that paper is here to stay for some time yet. Whether it's through laws and regulations surrounding customer communication or individual user preferences, businesses continue to face the challenge of balancing digital production with more traditional workflows.

With Doxee, enterprises have the benefit of optimizing all channels, paper or digital, with continuity and flexibility. Doxee dx solutions make batch production of large volumes easier than ever before.

- Visually design your own production workflow, no matter what vertical you belong to and how complex your process is.
- Our cloud-based architecture lets you scale production needs in any direction.
- Transform and enrich data coming from multiple sources with a visual data mapping module. Create even more personalized content by connecting with other data sources, via web services or built-in Informatica Cloud-based connectors.
- Built-in Content Management allows business users across departments to access and manage the content of dedicated portions of the documents for promotional purposes.
- Proofing capabilities are available throughout the entire process, allowing users to ensure the best quality and reliably engage printing and mailing processes.
- Multichannel delivery gives you the most efficient workflow no matter the medium, whether it's print, email, SMS, or downloads from your website.
- Keep track of any step of the workflow with a comprehensive Analytics solution. From SLA compliance down to measuring provider's performance, the entire document lifecycle, including printing, mailing and delivery, will be under your control.



Use cases / Structured / On-demand / Interactive

On-demand communication

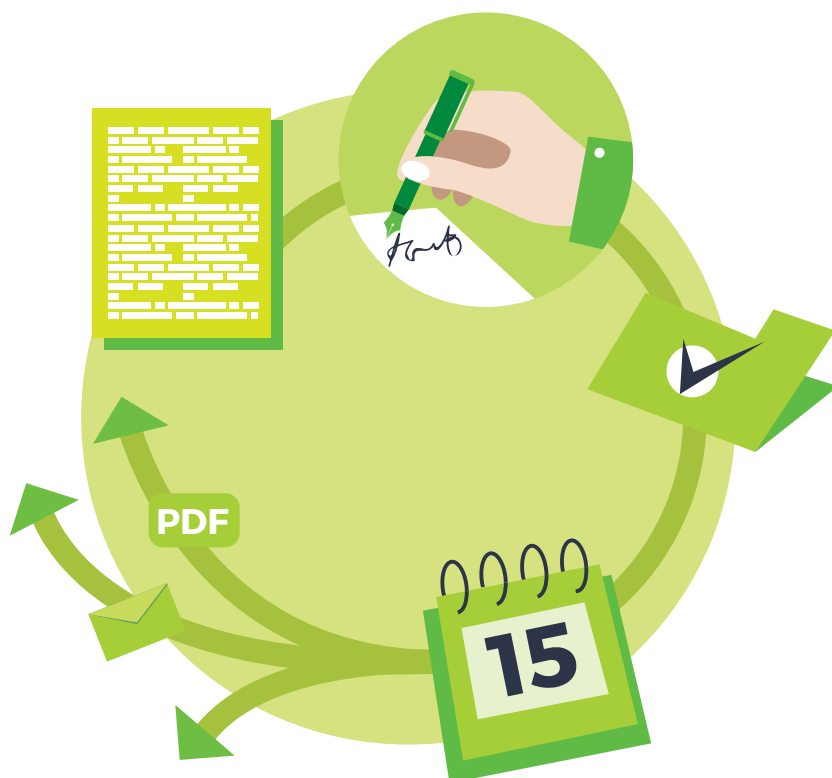
Doxee dx is designed to fully satisfy your CCM requirements with continuity between batch and on-demand applications, no matter the use case. Thanks to our unified platform that can easily mix together batch, on-demand and interactive scenarios, the result is greater service reliability and capability across all communication channels.

While structured documents still account for the larger volumes, customer requests can happen at any point of their journey. This is why your enterprise needs a document production solution that has the performance and scalability to support the growing and diverse content that you must assemble and deliver to meet any customer's demand.

On-demand processing makes it possible to generate documents based on a single request. Typical scenarios are:

- A front-end employee at her desk triggers the composition of a contract based on a customer's information. When it's time to sign, the document will show up directly in front of the client, from which point it can be digitally signed, time-stamped and stored.
- Alternatively, self-service applications on your corporate portal, such as product configurators and online quotes, can generate documents on-the-fly and deliver them to users' devices.

Unleash your creativity, no matter what your needs are. You don't have to worry about keeping your customers up to date with the right documentation, at the right time, through the right channel. Doxee dx makes it easy to remain compliant and to maximize the value for your clients, ensuring an optimized experience for both yourself and your customers.



Seamless integration between batch, on-demand and interactive

Document production on the fly

Digital signage and timestamp

On-demand correspondence
Online quotes and statements
Order confirmations
Account notices

Use cases / Structured / On-demand / Interactive

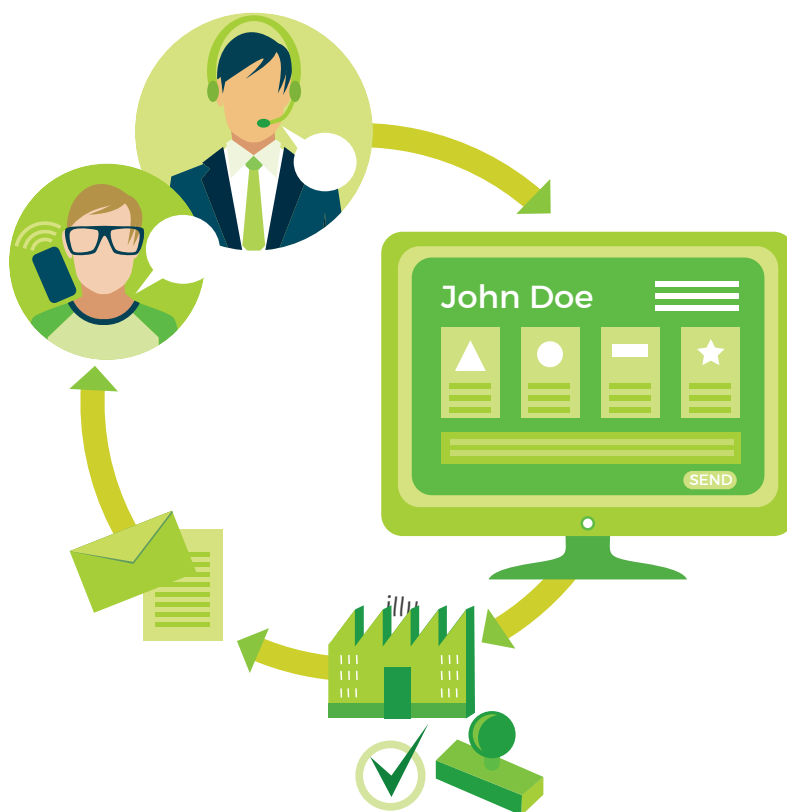
Interactive one-to-one communication

Customer loyalty depends on interactive engagement between enterprise and consumer. As digital tools strengthen that connection, a personal touch and timely responses become even more critical to sustaining a positive business relationship, especially during more unstructured exchanges where people call in for support or negotiate policies and contracts.

This is what Doxee dx delivers behind the scenes:

- A fully-customizable web portal for your workers, where they can pick the right template or form amongst thousands and complete the process by adding relevant information.
- The ability to integrate outbound communications, such as customer care or negotiated documents, with the ERP and CRM solutions you already have to pre-fill a template document with structured information.
- Previews of the document before submitting it for approval.
- A configurable quality control workflow, to share the same message across departments before it is completed and goes out. The approval and QA process eliminates mistakes and fosters communications consistency.

Interactive communications are on the rise as customers expect almost real-time communications. Don't fall behind - Doxee dx will empower your users to interact with documents and fully satisfy your customers.



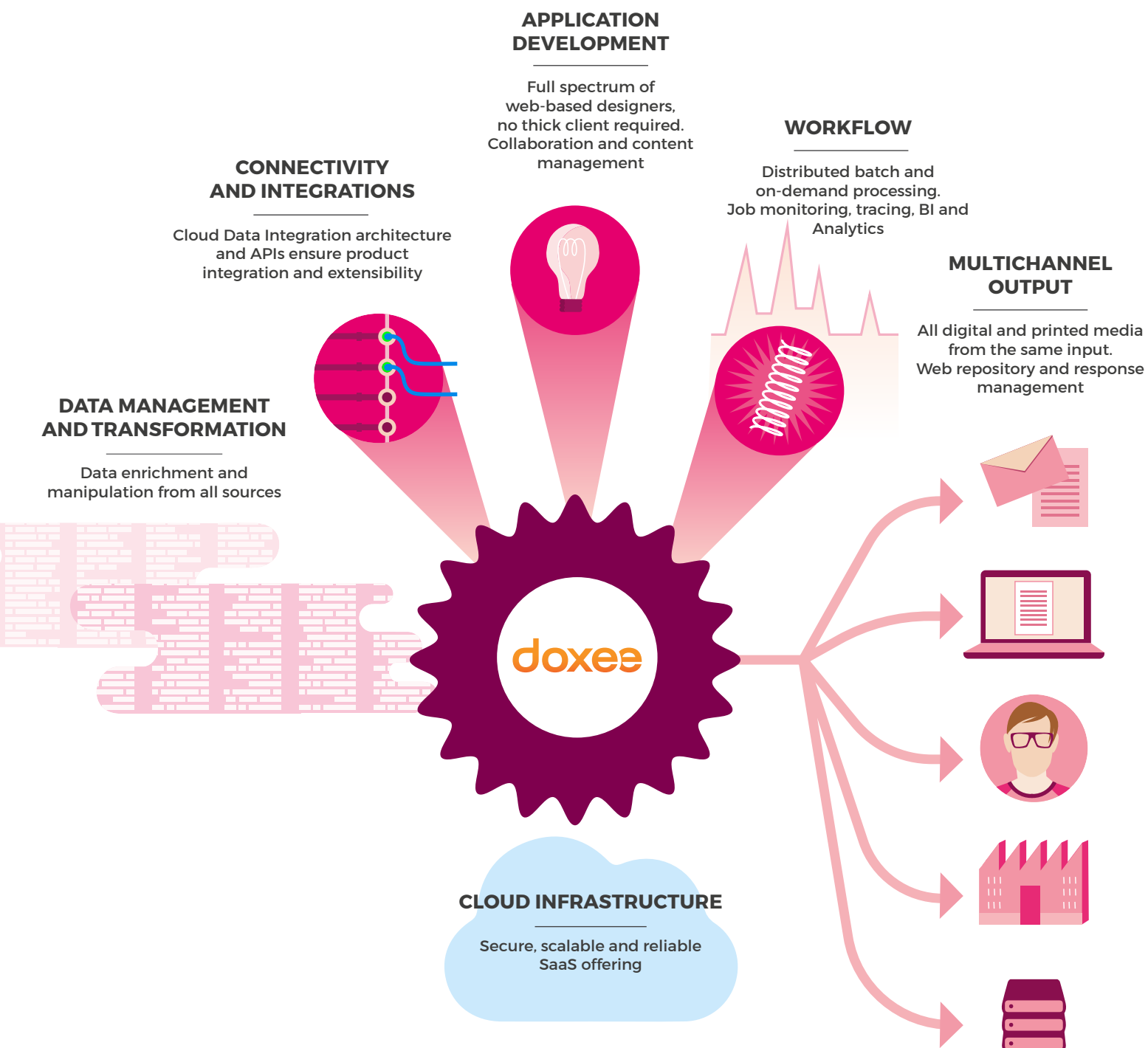
Comprehensive template management

Customizable quality workflow

Quick integration with ERP and CRM solutions

Contracts
Welcome kits
Insurance policies
Customer care documentations

Doxee dx technology



Doxee dx technology



Data management and transformation

The solution includes a full-featured ETL tool to perform any kind of data preparation and management required by complex data format and transactional applications.

Input Formats

- CSV/TSV
- Text, EBCDIC, AFP LineMode
- XML/XSD with namespace support
- PDF, AFP MO:DCA

Data Sources

- SFTP, FTP, FTPS
- Local filesystem
- E-mail
- REST
- SAP and Salesforce built-in connectors
- Informatica Cloud

Encryption, Compression and Signature

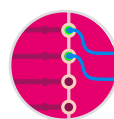
- GPG
- AES-256 via OpenSSL
- Zip, Tar, GZip, Bzip2, Rar
- Built-in CAdES digital signature for any data element

Manipulation and Transformation

- Zero-scripting environment
- Support for complex data structures
- Boolean logic, string manipulation, number/date/time formatting
- Combine operators to create custom functions
- Key-value lookup from auxiliary data or web services

Data Enrichment, Cleansing and Sorting

- Built-in, extensible data quality checks
- Data cleansing
- Merge multiple sources from different formats
- Data enrichment via lookup and web services
- Sort data with built-in functions and algorithms
- Built-in postal sorting (NCOA, CASS, Presort)



Connectivity and integrations

The solution is designed to allow partners to customize almost every feature, including custom development of workflow components. Industry-standard connectors boost the platform openness.

Connectors

- REST for On-Demand job execution, tracking, extraction from archives
- SOAP for Interactive querying of 3rd party services in interactive use cases
- SAP connector
- Salesforce connector
- Informatica Cloud connector

APIs

- Java workflow components for batch and on-demand
- Java and JavaScript data transformation and sorting plugins
- Java integrations with Enterprise SSO components

Doxee dx technology



Application development

Broad spectrum of tools for model-driven development and template design including collaboration, Digital Asset Management and Application Lifecycle Management.

Data Management and Workflow

- Data ETL, Template and Workflow designer available as web application. No thick client
- Visual data mapping for all inputs
- Visual schema mapping and data transformation
- Business rules editor
- Drag-and-drop workflow designer for Batch, On-Demand and Interactive
- Support of long-lived processes and approval steps

Templating Capabilities

- Develop applications with hundreds of templates sharing the same master pages and contents
- Layout wireframe editor and template transactional behavior planner
- Visual page layout design
- WYSIWYG content editor with support for text formatting, images, shapes, barcodes and charts, drag-and-drop variables
- Table and transactional content editor
- Reusable objects
- Support for industry-standard authoring tools for interactive HTML5 applications and personalized video (see Doxee ix)

Finishing Capabilities

- Enrich spool files with embedded or external metadata
- Customize resolution, color and image management with multiple profiles
- Define overprint profiles to adapt the spool files to the destination channels

Version Control and Change Management

- Comprehensive set of web tools to manage the development lifecycle
- Built-in versioning system with automatic snapshots
- One-click installation on the cloud execution environment

Digital Asset Management

- Comprehensive repository of digital assets
- Workflow for asset review and approval
- Complex user hierarchies with DAM responsibility

Collaboration

- Multiple users editing document at the same time
- Restrict access to given regions of the documents
- Content Management for LOBs

Proofing

- Real-time proof and validation in ETL and layout designers
- Multichannel proofing with built-in trouble ticketing for teams
- Business users can approve production jobs after checking a sample

Doxee dx technology



Workflow

Built around a robust CCM workflow engine supporting a wide variety of use cases across the board both unattended and with user interaction.

Batch

- High-volume grid system with visual configuration and automatic load distributions
- Advanced job control with pause/resume/approve/reject functions
- Built-in proofing

On-Demand

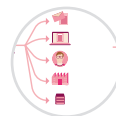
- Real-time job processing with visual configuration and automatic load distribution
- Customize the content and behavior of the REST response
- Delegate process control to 3rd party apps via REST API

Interactive

- Data capture workflow with customizable web forms
- Pre-fill and validation
- Text, numbers, dates, combo boxes, radio buttons, tables, attachments
- Real-time preview
- User workflow supporting complex hierarchies and content enrichment at every step

Job Tracking, BI and Analytics

- Track PURL downloads and SLA compliance via web interface or REST API
- Browse, analyze, group data through our visual interface to turn information into decisions and improvements
- Use your own analytics visual interface or collect data for further analysis
- Schedule reports via Email and FTP
- Track delivery GPS coordinates and display on Google Maps



Multichannel output

The best multichannel experience for all customers through a comprehensive set of tools designed from the ground-up by a seasoned CCM service provider.

Output Formats

- AFP MO:DCA
- PDF, PDF/A
- PostScript Level 2
- PCL5e
- JPEG, TIFF
- Static HTML4
- Interactive HTML5 (see Doxee ix)
- Personalized Video (see Doxee ix)
- Microsoft Excel (xls,xlsx)
- Text
- CSV/TSV
- XML
- Multichannel output from the same input

Channels

- Hybrid Mail via selected partners
- SFTP, FTP, FTPS
- E-mail
- SMS via selected services
- pURL via E-mail or SMS
- Fax

Delivery Optimization

- Postal Sorting
- Mail Bundling
- Deliver to alternate channels on failure

Archiving

- Up to 3 months retention of pURLs
- Up to 3 years document archiving in the built-in web repository
- View, download, deliver archived documents via web interface
- Custom metadata

Doxee dx technology



Cloud infrastructure

Served in the cloud for fast and scalable services to the Enterprise.

Platform-as-a-Service for Partners

- Dedicated cloud deployment for each partner on AWS or selected IaaS providers
- Partner Training Program for fast on-boarding
- Dedicated support and technical consulting
- Cloud across the board, no thick client required

Software-as-a-Service for Enterprises

- Offered by Doxee or its Partners in selected global locations
- Fast application on-boarding
- Access for Business users and IT to cooperate in the service set-up and production phases

Information Security and Availability

- Integrated IAM and support for 3rd party LDAP and distributed SSO systems
- Encrypt all inbound and outbound communications
- Data-at-rest encryption on AWS
- Active/Active High Availability
- Cross-availability-zone High Availability on AWS
- ISO 27001:2013 certified services in Italy

Connect with the leader in cloud Customer Experience

At Doxee, we transform the customer experience with innovative technologies that help enterprises communicate and engage with their customers more effectively, creating stronger relationships that drive sustained business growth. Our native cloud-based customer communications management and customer experience solutions give our partners and customers a competitive advantage. Using our C²X strategy, we provide a positive experience and added value at both the enterprise and end-user customer levels.

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Your Communication > Our Innovation

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