

EMC Documentum Solution for Constituent Communications

Efficiently create, track, manage, and distribute personalized, accurate outbound communications

The Big Picture

- Create documents for simultaneous, multi-channel delivery (electronic and print), in local and high-volume batch production, using a shared content repository
- Minimize manual intervention, IT resources, and system changes
- Shorten approval processes and increase accuracy with built-in approval workflow
- Improve control over content and ensure compliance using predefined templates and a repository of approved letters
- Rely on an open, scalable, reliable, and secure architecture that supports dynamic content publishing requirements today—and in the future

Benefits include:

- Easy access to a repository of pre-approved letters
- Seamless integration with a host of front-end applications
- Reduced postage and handling costs with electronic delivery options
- Approval and distribution options to ensure letters are reviewed prior to distribution
- Faster delivery and improved impact of communications
- Reduced constituent correspondence costs
- Faster turnaround times and improved accuracy
- Improved constituent satisfaction

Communicating with your constituents, and other agencies, presents challenges—especially if your organization manages or interacts with a highly regulated industry. It is not uncommon to send dozens of communications daily across multiple channels. Each instance must be tracked, generating records that have to be maintained. Responses must be accurate as well as consistent with previous responses while providing the basis for future communications. Reviews and approvals are necessary. And because government agencies are under increasing pressure to improve accountability and transparency, the way these documents are produced, stored, and distributed must comply with strict rules and regulations.

The EMC® Documentum® solution for constituent communications helps agencies address these challenges. Highly customized, compliant communications are produced in a fraction of the time. A rules-based system and automated approval routing capabilities help you keep up with changing regulations. And error-prone, manual processes become a thing of the past.

Automate and customize outbound constituent communications

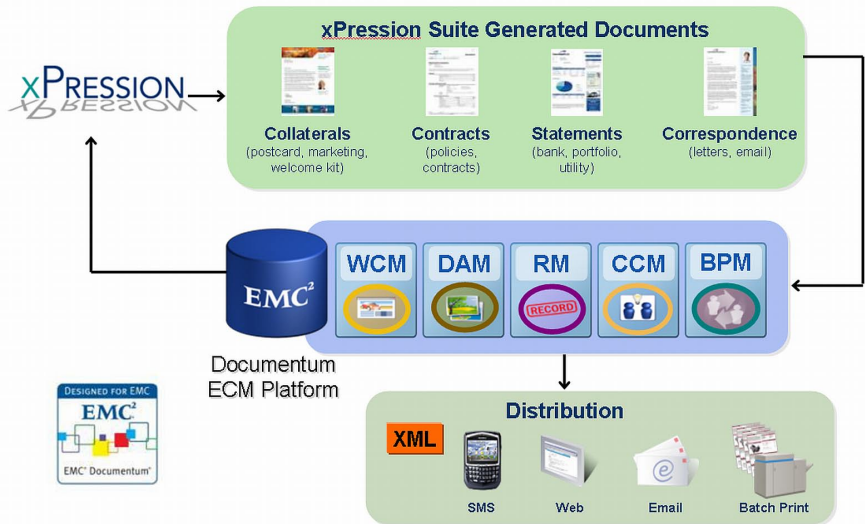
The EMC Documentum solution for constituent communications easily automates the correspondence process, generating compliant communications customized for each recipient. A web-based interface automates the correspondence process, producing personalized communications in batch and real time, for distribution through a variety of output channels including print, e-mail, and the Web.

Implement a solution that's right for the size of your agency

Regardless of your constituent communications needs or the size of your organization, EMC has a modular solution that's just right for you.

The EMC Document Sciences® xPression® suite of products is perfect for standalone departments and smaller applications. xPression provides a dynamic content-publishing platform that integrates with existing workflows to create and deliver realtime and high-volume communications customized for each recipient. Take advantage of document templates to quickly generate customized communications on demand, or modify pre-assembled content within a pre-assembled document. xPression Response is a web-based application that can be loosely integrated with front-end administrative systems for even faster responses.

For more-complex agency needs—such as workflow routing and approval, access to libraries of reusable content, edit and review capabilities using tools such as Brava Viewer, records management and archiving, and more—the xPression suite integrates with a variety of EMC Documentum products. These include EMC Documentum Content Server for final form ingestion into the Documentum repository and EMC Documentum Records Manager or EMC Documentum Retention Policy Services for recordkeeping and archiving.



The EMC Document Sciences xPression suite of products integrates with the EMC Documentum platform to completely manage all types of personalized communications

Use case: State Department of Labor

A large eastern state's Department of Labor (DoL) was grappling with its legacy letter-generation technology. Field office personnel found the agency's green-screen, mainframe-based system difficult to use, and changing a document required expensive and protracted coding by IT professionals. The department began a search for a web-based system with an industry-standard interface that would integrate with its content management system and that could be used in each of its 81 branch offices. The DoL's Unemployment Insurance (UI) Division is now using the new system to generate correspondence for print, PDF, and e-mail delivery. The department expects to more quickly create and generate consistent documents with greater centralized control and more functionality for use by its field case managers.

An EMC Documentum solution for constituent communications may include:

- EMC Documentum®
- EMC Documentum eRoom®
- EMC Documentum Records Manager
- EMC Document Sciences® xPression®

Help for your inbound communications

Organizations that also receive a great deal of inbound communications can benefit from the EMC Documentum solution for correspondence management. This largely off-the-shelf software system helps ensure that agencies can streamline, consolidate, and automatically track, manage, and report on all received correspondence. The system, which at its core is an integration of EMC Documentum Content Server and EMC Documentum Records Manager with AINS CATXpress, provides an interface between organizations, their employees, and all of an organization's correspondents.

EMC and partner content management solutions

This solution is one of many content management solutions offered by EMC and partners.

EMC and partners provide content management solutions that help organizations to solve business problems specific to their function or industry. Built on the EMC Documentum platform, and combining EMC and partner technologies and services, these solutions help organizations to streamline and automate processes, increase productivity of teams and individuals, address their information compliance and retention requirements, foster creative work, and lower the cost of operations.



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Take the next step

To learn more about managing constituent communications more efficiently and more cost-effectively, visit us online at www.EMC.com/connectedgov or call 1.800.607.9546 (outside the U.S.: +1.925.600.5802).