Today, regional, provincial, state, and local social services agencies operate in a harsh spotlight. Whatever the mission, they’re expected to perform it faster and better—regardless of budget constraints. Over the past decade, demand on U.S. programs that provide food stamps, housing, jobs, and medical care has steadily increased. In 2008, for example, nearly 10 million people lived in subsidized housing, a jump of 13 percent from 2000. Additionally, close to 43 million people used food stamps in 2010—up 17 percent from 2009 levels and 58.5 percent from August 2007. And with passage of the Affordable Care Act, 20 to 30 million new applicants will be knocking on the doors of social services agencies by 2014.

Yet as demand soars, resources to meet that demand recede. In Germany, recipients of social services will shoulder almost half the burden of budget cuts aimed at balancing the budget. In the face of this trend, agencies must provide cost effective, customer centric communications with their clients. Yet achieving streamlined, cost-effective, and customer-centric communications with their clients. Yet achieving streamlined, cost-effective, and customer-centric communications with their clients.
customer-centric communications presents formidable challenges in an IT environment of multiple legacy solutions and disconnected delivery channels.

The solution is EMC Document Sciences xPression. Document Sciences xPression enables agency staff to assemble and present information to their clients in a manner that is timely, cost effective, and easy to understand. Document Sciences xPression streamlines, automates, and simplifies the creation of highly customized mission critical communications. The solution integrates easily with existing systems and infrastructure to provide high-volume batch, on-demand, and interactive document services that support agency business processes.

**LEVERAGE MICROSOFT WORD**

Knowledge workers already use Microsoft Word to create 90 percent of agency content. Yet it’s common for notices, forms, and other types of correspondence to be transposed from Word into another format to support production system requirements. This process increases cost and virtually ensures unnecessary delays.

By contrast, Document Sciences xPression can use Microsoft Word natively to design communications. Variable fields and business rules, inserted with easy-to-use wizards and drop-down menus, eliminate the need for custom coding. Users can control document language and business rules with no IT involvement required, often reducing time to publication by as much as 85 percent.

**REDUCE COSTS THROUGH A CONSOLIDATED DOCUMENT GENERATION PLATFORM**

Most agencies generate client communications with a patchwork of systems and technologies. For example, the legacy technologies required for high volume batch production will not support on-demand or interactive applications. Agencies often maintain text in mainframe COBOL programs, COTS products, and standalone document generation systems. The result is a costly duplication of infrastructure, effort, and cost.

With its services-oriented architecture (SOA), Document Sciences xPression integrates with existing systems and data sources—including websites and mainframes to generate the appropriate communications in the most suitable format. It provides a consolidation point for all outbound communications.

Content such as text, images, signatures, and logos can be centrally maintained and shared across all agency communications including batch and real-time systems that generate hardcopy or electronic output. As a result, communications are consistent across channels, improving service to agency clients while delivering tremendous cost savings through consolidation. For example, one private sector customer consolidated six systems via Document Sciences xPression and reduced communication expense by $20 million in the first year.

**COMMUNICATE MORE EFFECTIVELY WITH INTEGRATED ELIGIBILITY NOTICES**

Legacy systems often generate confusing eligibility notices that are text based and heavy in legalese. If agency clients have applied for multiple forms of assistance, they often receive a mailbox full of these notices. For clarification, clients call their case workers, which increases call center volumes and degrades service levels.

With Document Sciences xPression, it’s easy to design an eligibility notice that integrates data from multiple systems and uses color and modern formatting techniques to communicate quickly and clearly via any channel—including print, e-mail, web, and SMS.
CUSTOMIZE COMMUNICATIONS IN REAL TIME

Sometimes, a caseworker needs to customize a communication—adding or changing details—before sending it out. Often these changes need to be made while the caseworker confers with a client by phone. This action requires the ability to preview, edit and approve changes in real time.

For customization, Document Sciences xPression offers xResponse, a web-based application that enables users to edit, preview, circulate for approval, and generate customized client communications. xResponse can read data from multiple sources and employ business rules, enabling users to revise text and preview drafts without becoming involved in backend data systems. xResponse is ideally suited for call centers, case management environments, and other on-demand settings where real time, customized communications are required.

With xResponse, users can insert predefined paragraphs and attachments or, based on access rights, add situation-specific text. At the same time, templates protect content in the document that should not be changed such as logos and legal material. xResponse launches these templates in Microsoft Word so users enjoy a familiar editing environment combined with the control and distribution capabilities of xPression. Plus, without special coding or logic, Document Sciences xPression automatically generates correspondence in a client’s primary language. xPression can maintain documents in any language supported by Microsoft Word including double-byte character sets for Asian languages. Finally, Document Sciences xPression creates an archive copy of all communications sent to agency clients, including those customized in real-time.

SIMPLIFY REGULATORY COMPLIANCE

Document Sciences xPression makes it easy to manage content assembly and publication based on effective dates, jurisdictional differences, and other user-defined attributes such as planned legislative changes. With xPression, users can tag content with meta-data (approval status, language, county, state, and so forth), and xPression will map it to the appropriate fields on client records. xPression will then automatically assemble the right content in the right format at the right time. All of these features help simplify compliance with applicable regulations. Document Sciences xPression also offers approval workflows that include e-mail notifications to approvers, which accelerates change cycles while ensuring documents are in compliance.

AUTOMATE BUSINESS PROCESSES

Document Sciences xPression can form the communications component of solutions that employ workflow or business process management (BPM) technology. For example, solutions developed with the EMC Documentum xCelerated Composition Platform (xCP) orchestrate processes and enforce policies via embedded business rules, which can trigger xPression to automatically produce communications at predefined steps in an agency process. Likewise, Documentum xCP could launch xResponse interactive documents so case workers could personalize documents before distribution. Using prebuilt templates and components, Documentum xCP provides a rich solutions infrastructure that can address the specific requirements of public sector agencies through configuration not customization. xPression’s services-oriented architecture also integrates equally well with the workflow and BPM offerings of third-party providers.
WORLD CLASS PARTNERS DELIVER SOCIAL SERVICE EXPERTISE AND MARKET-LEADING TECHNOLOGY

Under constant pressure to do more with less, social services agencies struggle to cope with rising case loads and dwindling resources. EMC Document Sciences works continuously with its public sector customers and partners to define, develop, and deliver solutions that enable social service agencies to boost performance through more effective communications. Customer feedback is a constant source of solution refinement.

With its partners, Document Sciences brings together the substantial domain expertise and development experience required to upgrade an agency’s client communications infrastructure via xPression. These partnerships provide maximum value in minimum time. Contact your EMC representative to find out how we’ve helped some of the largest government agencies in the world deliver exceptional client service and results-oriented, market-based improvements in performance.

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC’s products and services can be found at www.EMC.com.