



2010 Global Document Conference and Vendor Forum  
Tampa Bay, Florida

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# Taking Control of Customer Communications

## ADF and Beyond

Xplor® is celebrating our 30th year with the best value  
and program in the electronic document industry!





# ISIS PAPYRUS

## 22 Years of Excellence



**Founded 1988**

Austria

**Privately Owned**

United States

**Document Software**

Germany

**>5000 AFP Designers**

Asia Pacific

**>2000 Customers**

England

Italy

**2050 Papyrus**

The Netherlands

**310 Employees**

Spain

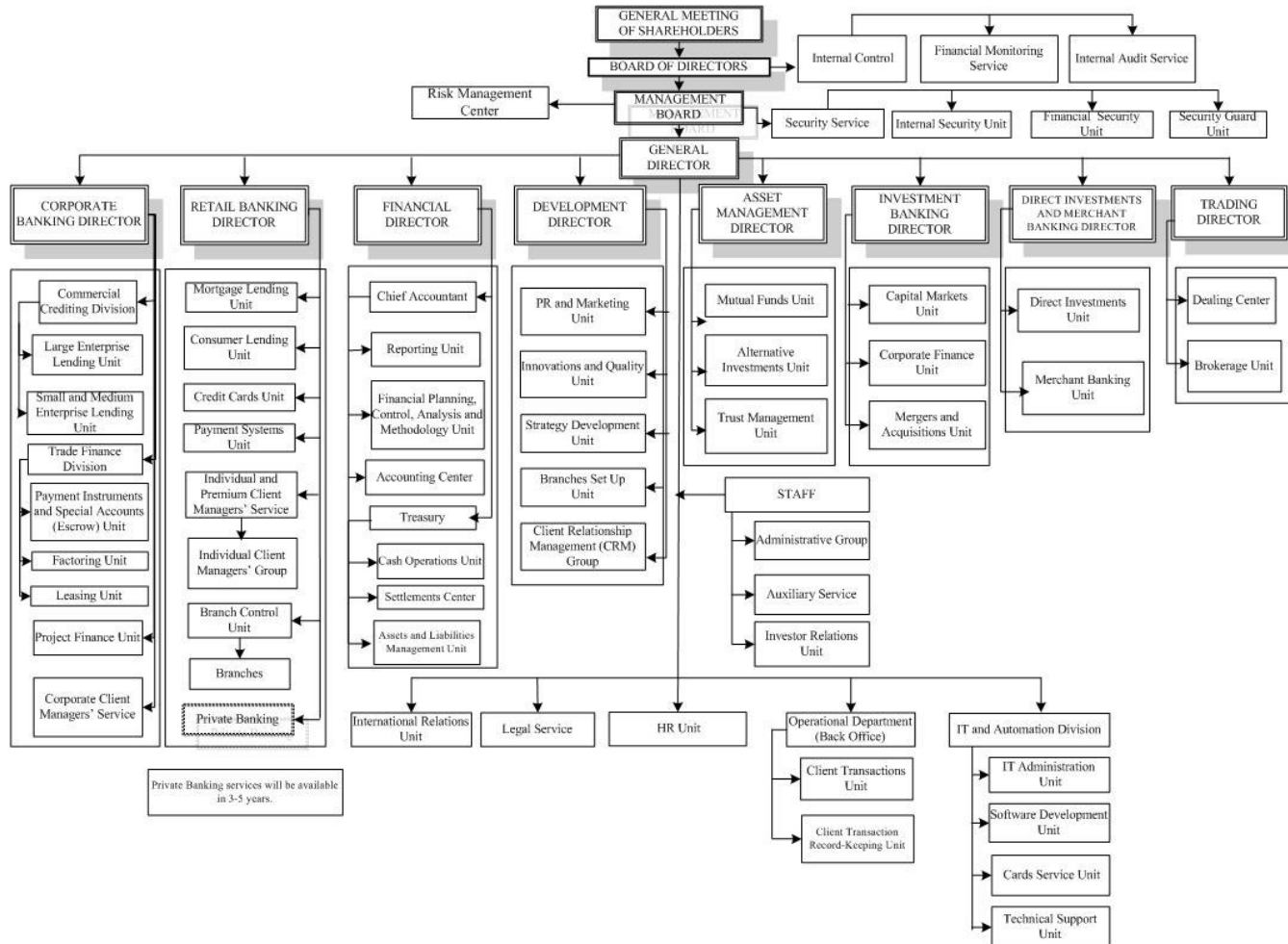
France

**In 2009 EUR 59 M**



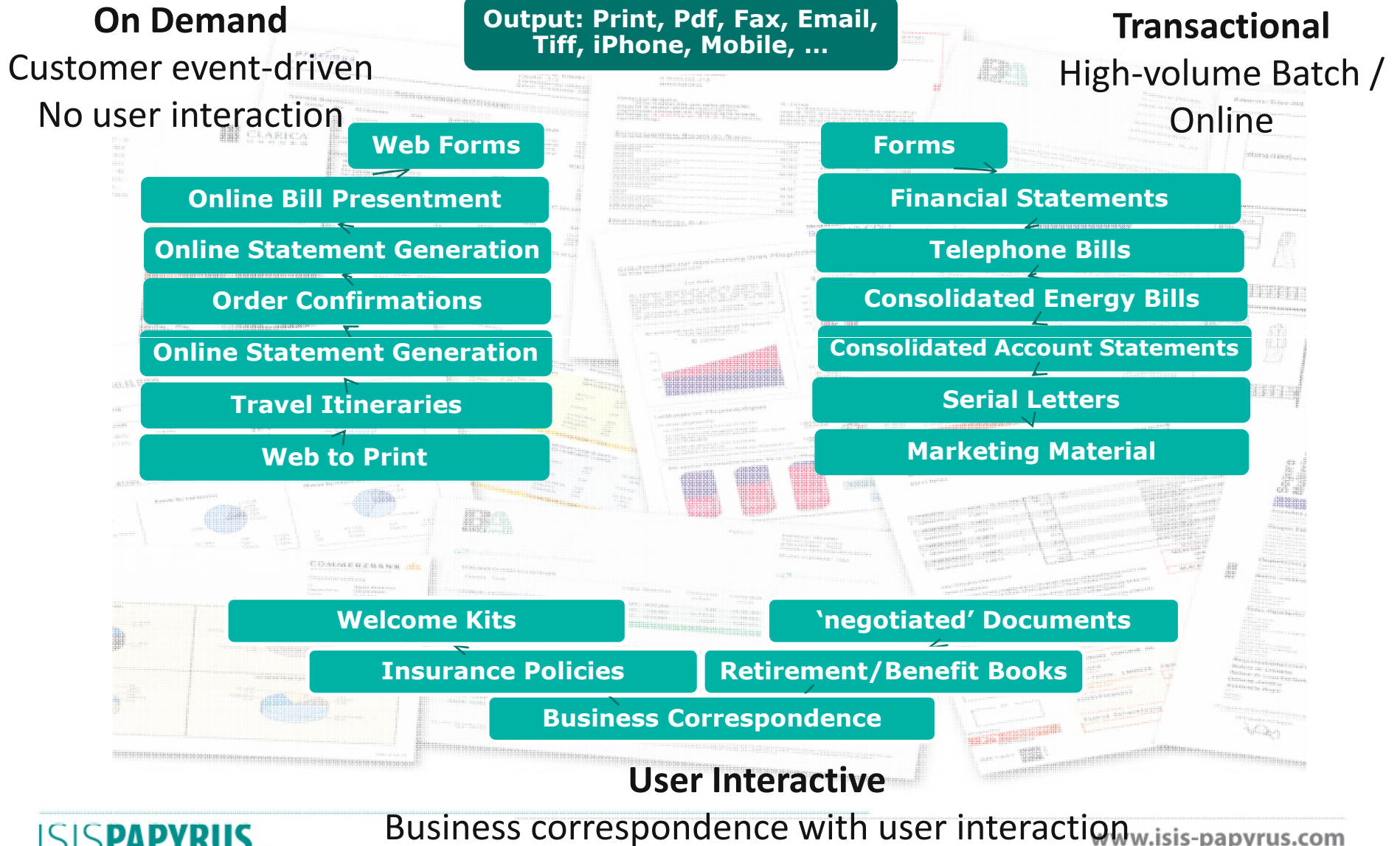


# Where are business documents created, received and handled?



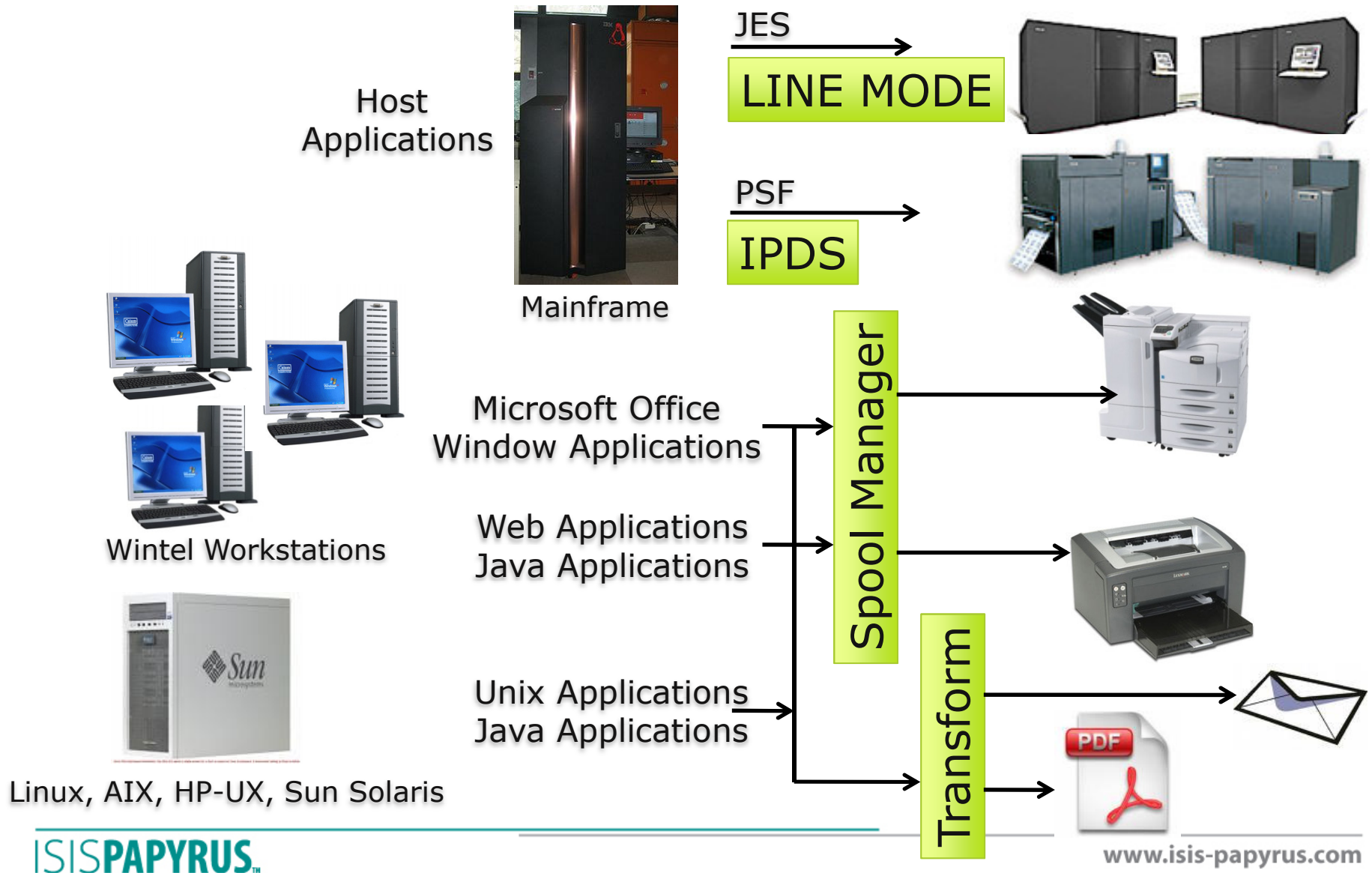


# What **type** of business documents?





# Is it **multi**-platform, multi-device and multi-channel?





# Look at **today**, the past and future and ask your self...

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- What Document Applications are in use?
- What equipment is in use?
- What hardware is in use?
- What formats are in use?
  - Input: line-data, xml, csv, rdi, mixed
  - Formatting: PPFA, ASF, XSL-FO, Word, RTF, AFP
  - Print: I(J)PDS, Postscript, PCL, Metacode, PDF
  - Paper Output: Letter, A4, A3, A5, Double-sided, n-up
  - E-Output: PDF, TIFF, XML, SMS, JPG, SVG, PNG
- One location or multiple locations?
- What are the trends?



# How many **Island** solutions do you have in your company?





# Island solutions **increase cost**



- Lack of central control
- Limited utilization
- SW licenses
- Maintenance
- Hardware & OS
- Integration
- Lack of re-use
- Print/Output formats
- Quality & Consistency
- Labor duplication
- Compliancy





# Some **trends** coming from the “Innovation in ADPM” document

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- Optimizing back-office processes
- Lower cost
- Personalization
- Digital printing
- Green
- Color
- TransPromo
- Compliancy
- Document Management



Oscar Dubbeldam  
Master EDP



**STRATEGY**  
**PARTNERS**

[www.isis-papyrus.com](http://www.isis-papyrus.com)



# There is a clear need to **reduce complexity**

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# Solve the root cause

## “Begin with the end in mind”

- Define document communication strategy
- Standardize on document architecture
  - AFP for print and archive
  - PDF for e-delivery and archive (PDF/A)
- Create index at time of formatting
  - **Page** and group (**document**) indexes using **raw**-data
- Convert at time of print
  - Include the versioned resources in the right resolution
  - Change from/to simplex/duplex, add finishing info
  - Apply barcode and OMR at time of print
- Interface loose-coupled and non-intrusive
  - Raw data instead of pre-processing data





# Standard software what should it offer?

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- Single document development tool
  - Batch/Online, User Interactive, On Demand, TransPromo
  - Wysiwyg, native fonts, charts, barcode, OMR, QR-code
  - Strong capabilities to handle all kind of input data
  - Versioning, change and release management
- Central management of
  - Applications, users, security and processes
  - Resources & content, interfaces and devices
- Single source multi-channel delivery
  - AFP & PDF as internal format
- ADF 2.0 & Bundling & Postal optimisation
- Platform & Device independence



# Standard software should offer **Single point of control**





# Print process management

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## Questions

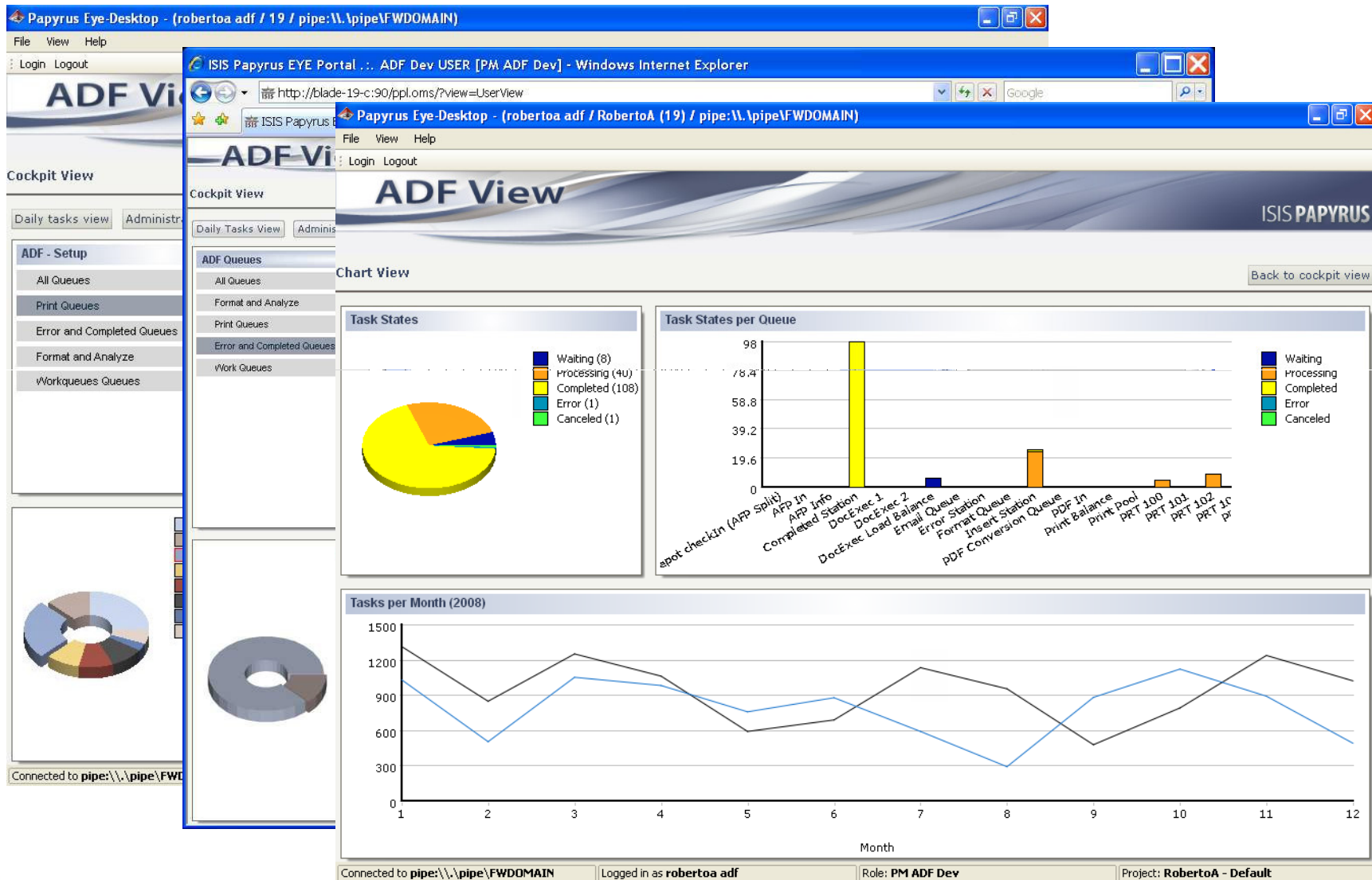
- How do you manage your mixed environment?
- How are print jobs handled when device is unavailable?
- Do inefficiencies impact your ability to meet SLAs?
- What is your process for job accounting?
- Is resource management a challenge?

## PAPYRUS –ADF Solution

- Single point of control
- Transparently (re-)routing jobs to available printers
  - Best match
  - Automatic loading of resources
  - Automatic change form-def
- Capture accounting data
- Tracking
  - Job, Page and Document
- Central Resource Collection
  - Variants
  - Versioned



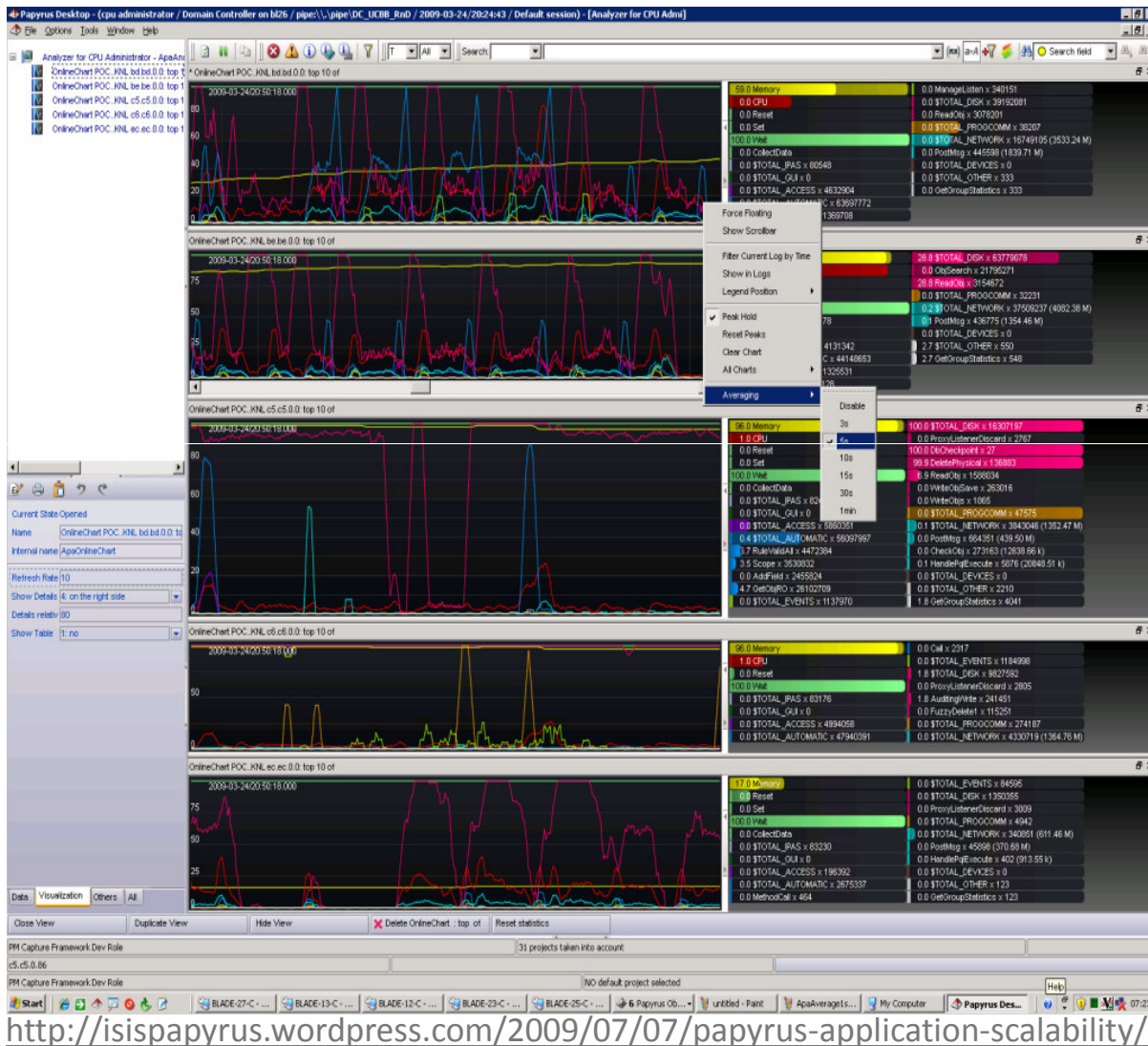
# Single point of control Output management process





# Single point of control

## Hardware, network and application



The following measurements are used to define the quality of scalability:

**IRT – Initial Response time**  
from request to first usable feedback

**TRT – Total Response Time**  
from request to completed function

**SRP – Service Processing Time**  
the time the request is actively being processed

**SQT – Service Queuing Time**  
the time the request waits for processing

**ATT – Average Transaction Throughput**

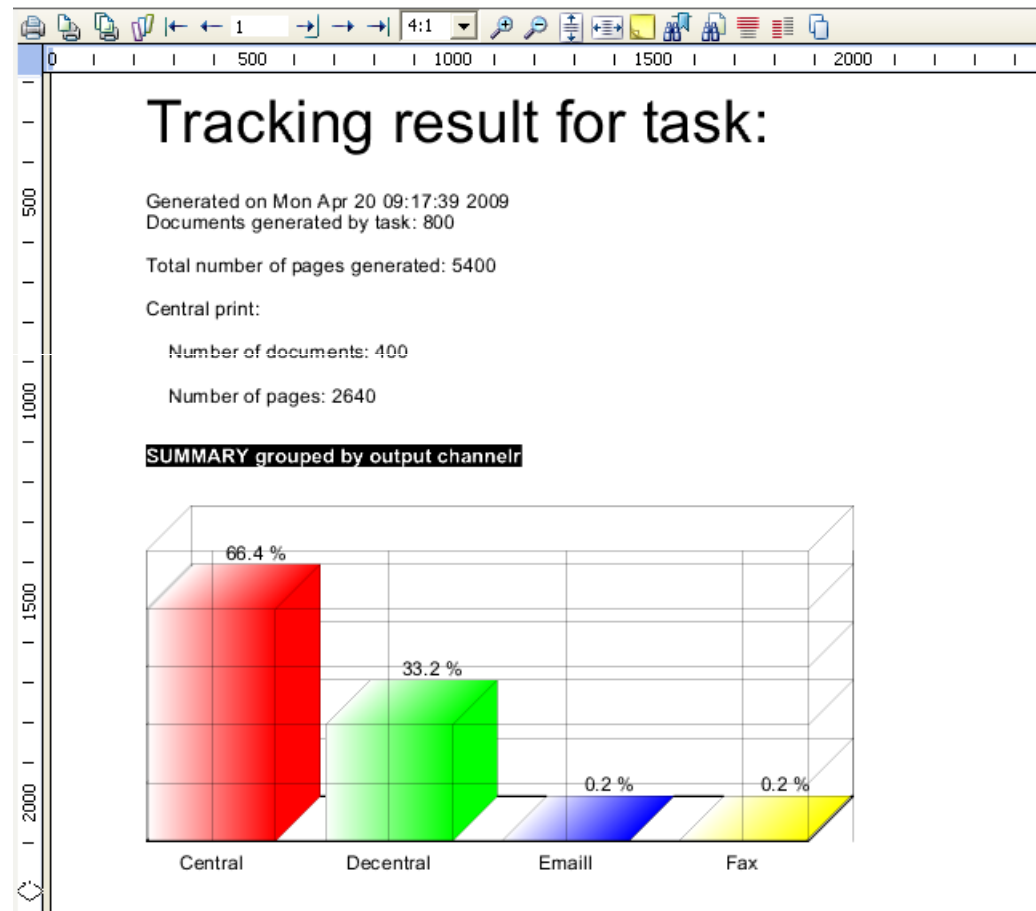
transactions performed in a time window





# Print process management

## Tracking reports





# Integrity and compliancy

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## Questions

- How is integrity handled in your operation today?
- Is any of the process dependant on manual operations?
- What challenges have you experienced relative to regulate compliance?
- What integrity related issues keep you awake at night?

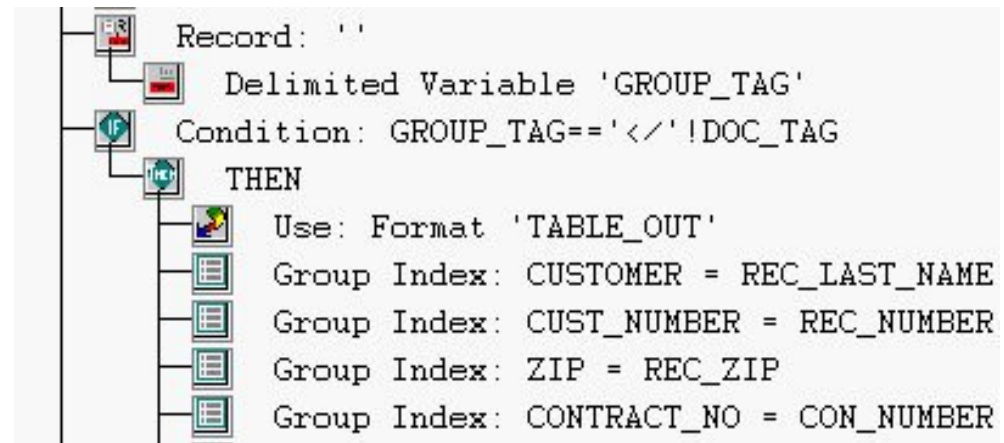
## PAPYRUS –ADF Solution

- Formatter creates index
- Capture extracts index
- Merging documents on index
- Automated “**closed loop**” reprint
  - SNMP, COM or File adapter
- Tracking and reconciliation
  - Job, Page and Document
  - Data received, formatting, print, envelope
  - E-Delivery, Archive access
  - Bouncing mail pieces



# Indexes, defined in the designer and created during formatting

- Indexes are created during formatting out:
  - Input data
  - Computed data
  - Concatenated data
- Each index can be defined in DOCDEF
  - CUSTOMER
  - CUST\_NUMBER
  - CUST\_EMAIL
  - CASE\_ID
  - CHANNEL(s)
  - TRANSPROMO INFO





# Extract indexes of AFP, PDF, TIF using Papyrus Capture

**Extraction Definition**

- Letter
  - Tarif
    - Region
  - SUM
    - Region
  - Address
    - Name
    - Region
    - Street
    - Region
    - ZIP
    - Region
    - City
    - Region
    - Country
    - Region

**Schema Elements**

**Letter**

**Address**  
City Ivrea  
Country Italy  
Name Bert Peter Meeters  
Street via Montanavale 11  
ZIP 1100  
SUM 26.173,87EUR  
Tarif Life

**Attributes**

Attribute	Value
Template	
Enabled	True
Condition Element	
Data Root	

color 200,0/200,0dpi Image: Z:/Roberto/letter00154.pdf show selected processors -105,8 ms



# Barcode to allow investigation

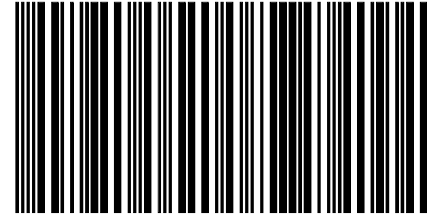
## Required for document investigation after printing:

Dynamic generation during formatting  
Unique job ID & document ID

## Barcode examples

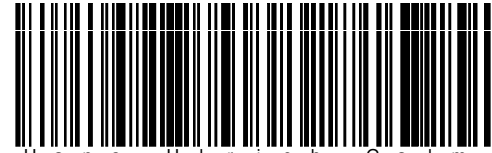
Position	Content
1 - 8	Inserter control
9 - 10	Host ID
11	Reprint ID
12 - 17	Job ID
18 - 23	Mail piece number
24 - 26	Page number
27 - 29	Total number of pages

Document-ID PP-Controlcharacters

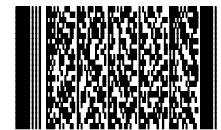


0 4 7 1 1 1 7 4 8 8 7 6 5 0 0 0 1 2

Hans-Ulrich Galm



H a n s - U l r i c h G a l m



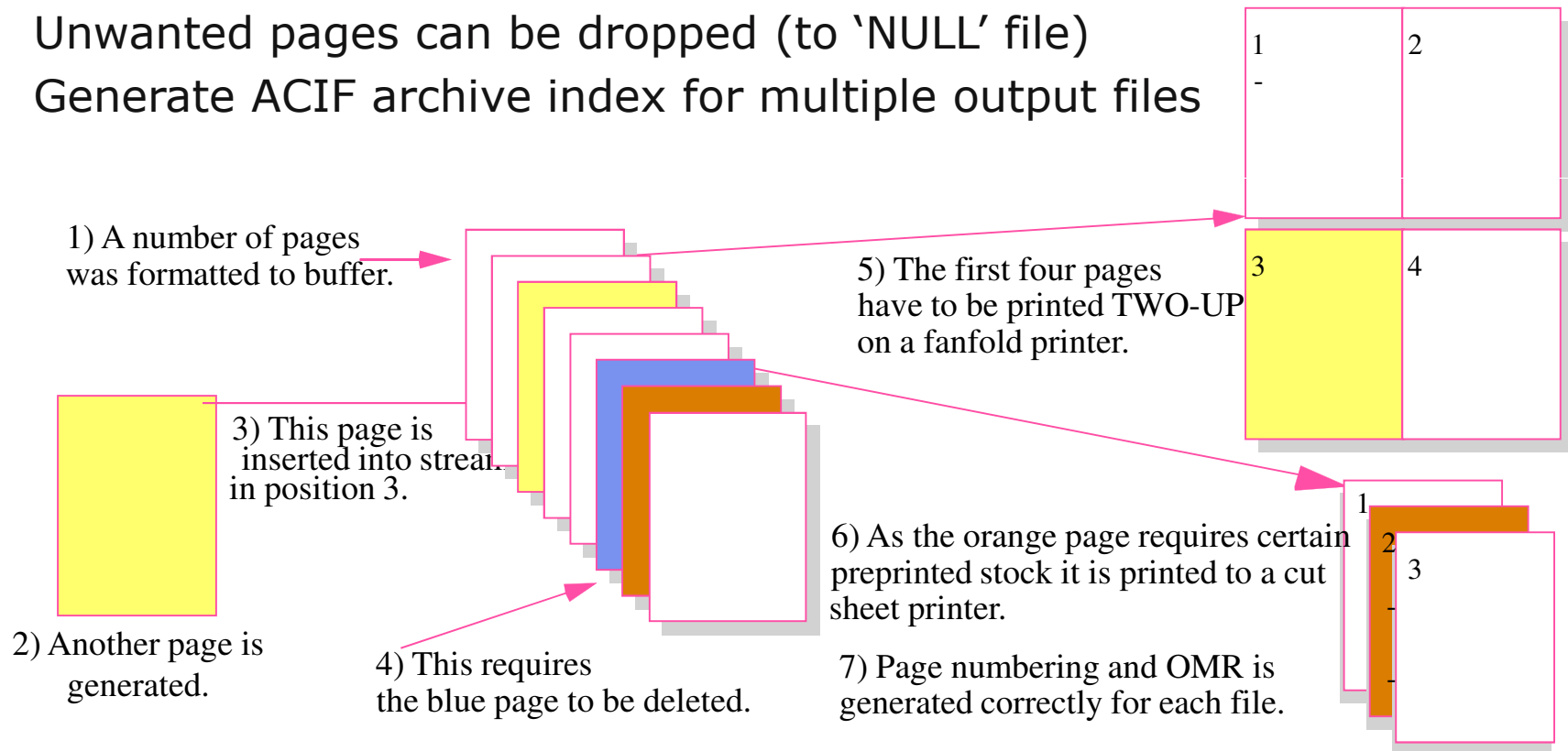
## Characters in address field

Job ID  
Mail piece number  
Page number  
Total number of pages



# Post processing within the formatting step (DocEXEC)

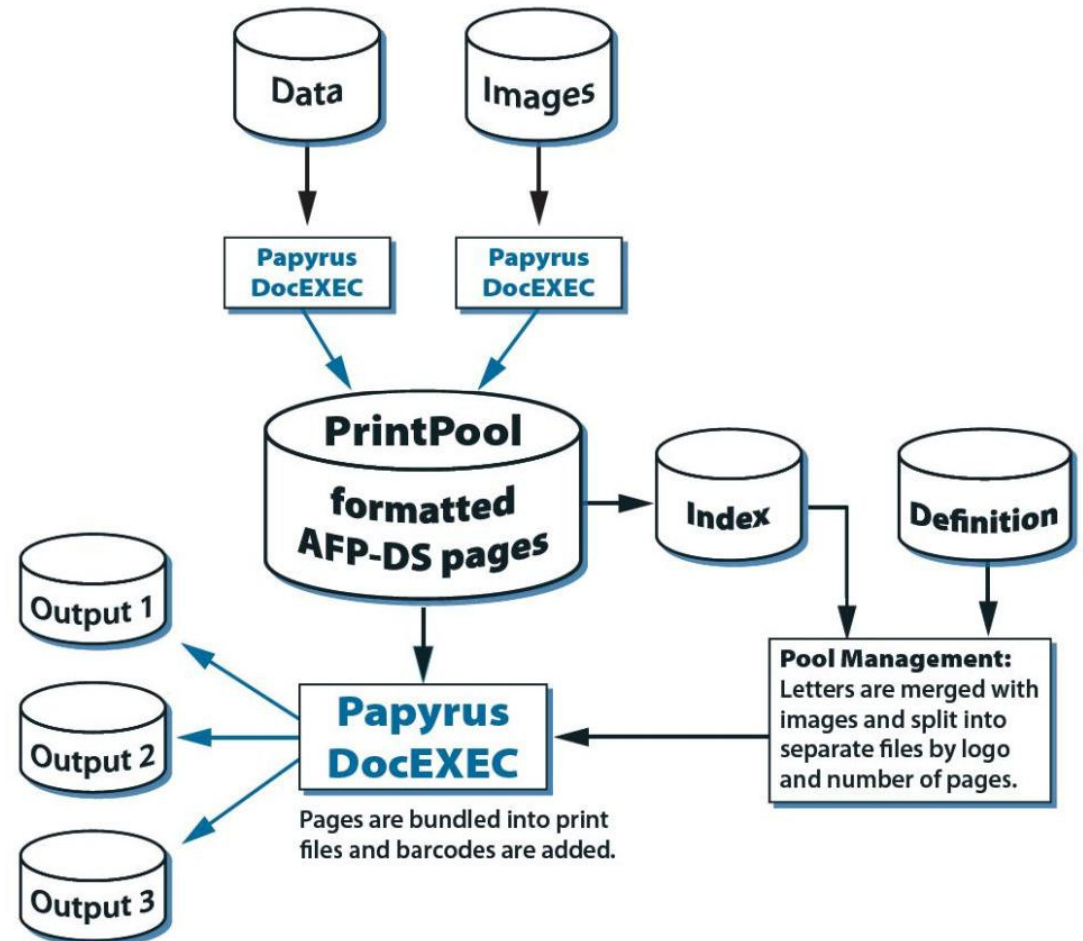
- Every logical page is explicitly addressable
- Page formatting to buffer enables one-step INLINE page re-ordering
- Page sequence can be changed after all pages are done
- 'Page 1 of 7' numbering and OMR controls at end of document
- Unwanted pages can be dropped (to 'NULL' file)
- Generate ACIF archive index for multiple output files





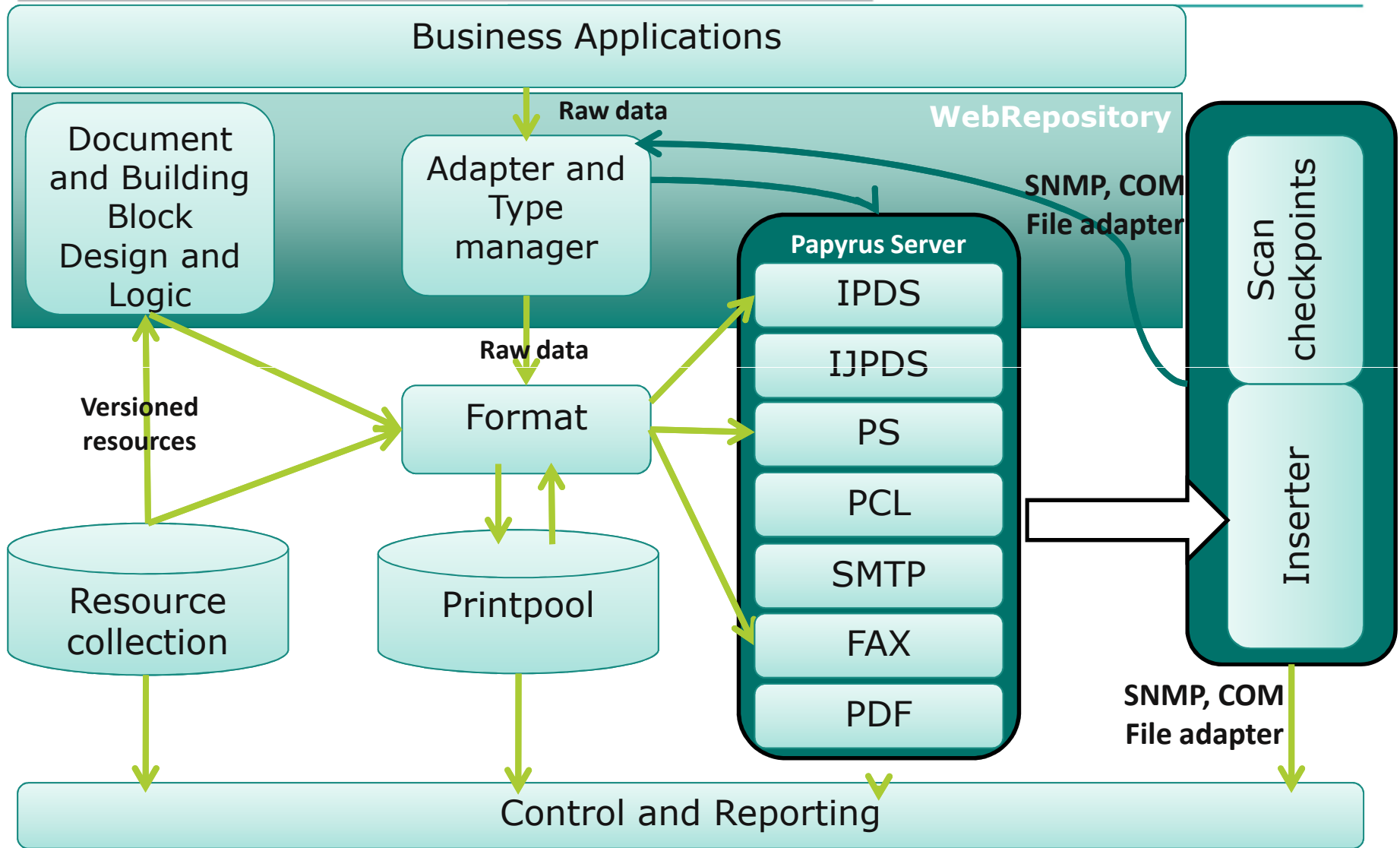
# Post processing bundling different documents

- Store all output types
- Reprint from archive
- Sorting & bundling
- Page numbering, ToC
- Generate cover page
- Add electronic inserts
- Postal optimisation
- Mail piece reduction
  - Envelope merging
  - Householding
  - Frequency
- Add OMR & Barcode





# Closed loop reprint to ensure integrity & compliancy







# Mail bounces are captured, extracted and result in todos

{}X-Account-Key: account4  
X-UIDL: 000002314b7d1686  
X-Mozilla-Keys:  
Return-Path: <>  
X-Original-To: news@isis-papyrus.com  
Delivered-To: news@isis-papyrus.com  
Received: by mail.isis-papyrus.com (Postfix)  
id E18A4DAF30; Thu, 18 Feb 2010 18:27:21 +0100 (CET)  
Date: Thu, 18 Feb 2010 18:27:21 +0100 (CET)  
From: MAILER-DAEMON@isis-papyrus.com (Mail Delivery System)  
Subject: Undelivered Mail Returned to Sender  
To: news@isis-  
Auto-Submitted: **9 - E-Mail address wrong**  
MIME-Version:  
Content-Type:  
boundary:  
Message-Id: <  
**Undelivered Mail Returned to Sender**  
This is a MIME  
--96B33DAF08.:  
Content-Descr:  
Content-Type:  
This is the message body boundary="96B33DAF08.1266514041/mail.isis-papyrus.com"  
message-Id: <20100218172721.E18A4DAF30@mail.isis-papyrus.com>  
I'm sorry to l  
be delivered to one or more recipients. It's attached below.



# Postage management

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## Questions

- What is your current procedure for tracking and reporting postage cost?
- How much of the process is still dependant on manual intervention and management?
- What areas and opportunity do you have for improving efficiency and accuracy?
- What level of postage accountability can you provide to your clients?

## PAPYRUS –PostCalc

- Optimize your postal cost
  - Intelligent bundling
  - Intelligent adding Inserts
  - Print list per Class
  - Print list for manual handling
- Integrates with PrintPool e.g.
  - Mail piece reduction
  - Data cleansing
- Certified by postal's
- Integrate with 3<sup>rd</sup> party SW
- Tracking and reporting



# Postage Management / PrintPool

Papyrus Eye-Desktop - (ADF Dev / Andreas Klein / pipe:\pipe\FwDemo)

File View Help

Login Logout

## ADF View

ISIS PAPYRUS

Depot Search View [Back to cockpit view](#)

### Choose Searchtype

Destination

### Search Result

View Content

	Last_Name	First_Name	City	Street	Zip	
1	Smith	John A.	Los Angeles	1000 Universal Drive	20190	U
2	Letterman	David	New York	3100 5th, Avenue	98343	U
3	Mills	David	New York	2900 5th Avenue	98343	U
4	Mills	David	New York	2900 5th Avenue	98343	U
5	Smith	John A.	Los Angeles	1000 Universal Drive	20190	U
6	Letterman	David	New York	3100 5th, Avenue	98343	U
7	Mills	David	New York	2900 5th Avenue	98343	U
8	Mills	David	New York	2900 5th Avenue	98343	U

### Chart for Column 'Zip'

Zip	High Priority	Medium Priority	Low Priority	Total
90000	20	0	0	20
98343	10	10	0	20
20190	4	4	0	8

Dim @Node={16.16.0.0};  
@Node(\$ie,\$np):Return \$Search(.FIRST\_NAME Like \$Self.FirstName)

Group by COUNTRY

Status PrintPool

First name

Last name \*

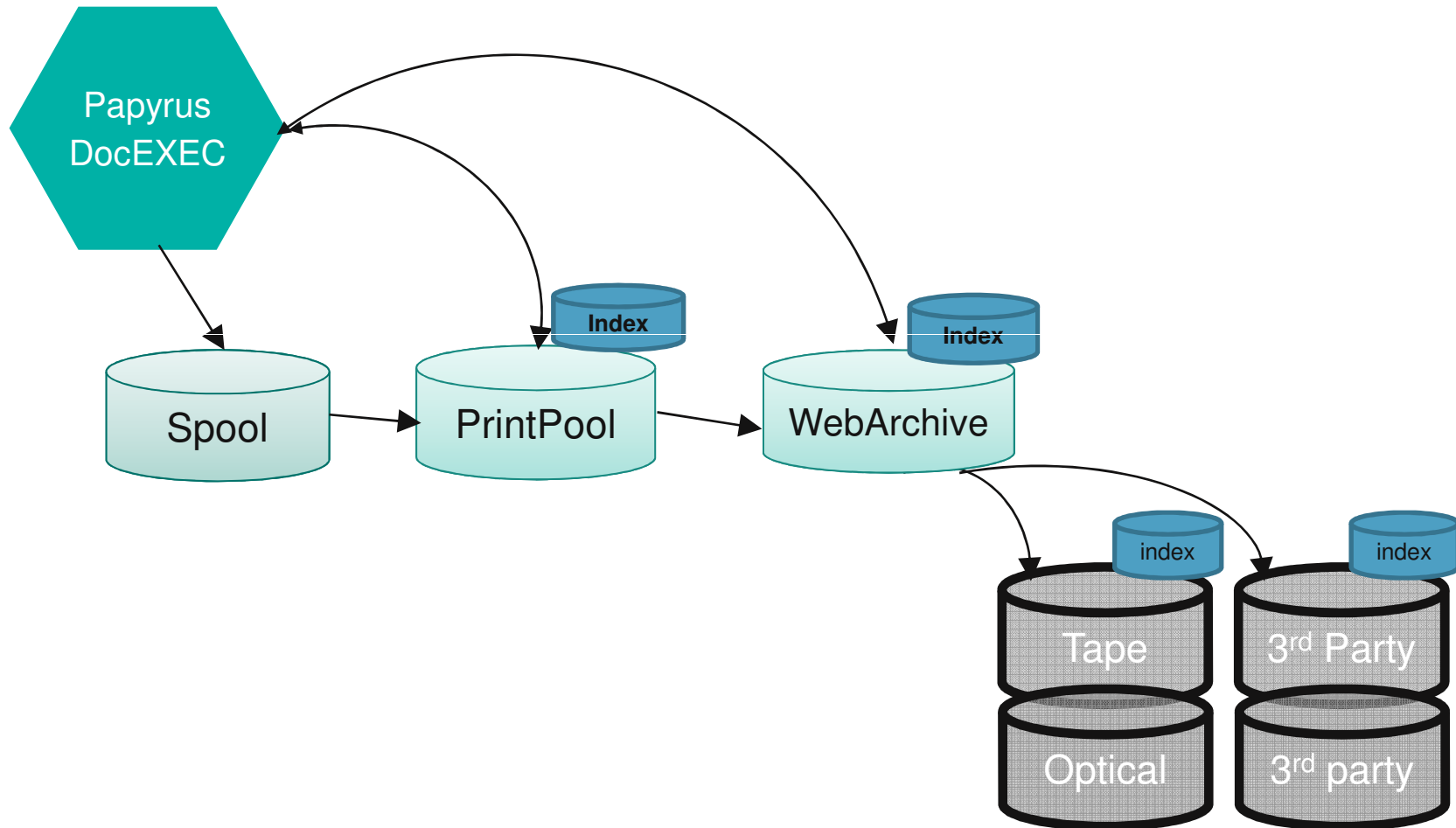
City

ZIP

Connected to pipe:\pipe\FwDemo | Logged in as ADF Dev | Role: PM ADF Dev | Project: 2009/04/10 23:56:49 AK Tests



# Papyrus Output Management Archiving







# Papyrus WebArchive **Mobile** iPhone, iPad and all Flash devices

The image shows a desktop iTunes window and an iPad. The iTunes window displays the App Store page for 'WebArchive LITE' by ISIS Papyrus Software AG. The iPad shows search results for 'ISIS'.

**iTunes App Store Page:**

- App Store > Zakelijk > ISIS Papyrus Software AG**
- WebArchive**
- Omschrijving**  
ISIS Papyrus WebArchive allows you to access documents stored on a server. Users can access Business Documents, add remarks (Stickers) and more.
- Gratis app**
- Categorie:** Zakelijk
- Releasedatum:** januari 6 2010
- Versie:** 1.0
- 1.0 (iPhone OS 3.0 getest)**
- 0.6 MB**
- Talen:** Engels, Duits
- Verkoper:** ISIS Papyrus Software AG
- © 2009 ISIS Papyrus Software AG**
- Beoordeeld 4+**
- Vereisten:** Compatibel met iPhone en iPod touch. Vereist iPhone OS 2.2 of nieuwer.
- Schermafdrucken**  
WEB ARCHIVE  
ISIS Papyrus™

**iPad Search Results:**

Result	FirstName	LastName	Street
1	Robert	Bosh	Alter wieneweg 12
2	Robert	Bosh	Alter wioncrweg 12
3	Robert	Maier	Alter wieneweg 12
4	ISIS	Papyrus	Montmartre
5	Enrico	Cantona	V. Palestro 99
6	Bruce	Hatfield	34 Rue du Louvre
7	Alan	Mccall	14066 Memorial Drive
8	Keith	Wilkinson	Steindlgasse 3



# A Customer output management project

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- Switch from continuous form to cut sheet
- Add color
- Add marketing messages (white space)
- Accept various input formats like:
  - PCL / PS
  - PDF
  - AFP Linemode
  - AFPDS
- Postal optimisation
  - Bundling & remove duplication
- Archive and Web Access





# Modifying AFP documents

**ISIS** sid 1 (2)

**Lantmännenkortet**

AHLSTRÖM NILS  
TORPHAGSVÄGEN 4, 1 TR  
104 05 STOCKHOLM

**Kontoutdrag**  
Lantmännen MasterCard

Utskriftsdatum: 2009-10-08  
Kontonummer: 5458565276432893  
OCR: 54585652764328934  
Kod till Kortservice: 926  
Telefonnummer Kortservice: 08-7371100

**Lägst att betala: 0,00**  
Totalt utgående saldo: 1004,07 -

Kontosammansättning			
Beviljad kreditköpgräns:	20000,00	Ingående saldo:	1004,07
Kvar att utnyttja:	21004,07	Periodens köp/transaktioner:	0,00
Förfallat belopp:	0,00	Periodens inbetalningar:	0,00
		Utgående saldo:	1004,07
		(- = då sig gods)	

Vid nästa kontoutdrag kommer din räkning att omfatta köp och uttag gjorda i o m den 6 november

Årsränta fr o m 8 maj 13,47% vilkal ger en månadsränta på 1,12%.

EnterCard Sverige AB. Styrelsens säte: 105 34 Stockholm. Orgnr: 556673-0590. MomsVATF-kod: SE693000149001

Kortservice: 105 34 STOCKHOLM 08-7371100 09:00 - 18:00 08-211541 Bankgiro: 5122-5860 e-post: kortservice@entercard.se

**bankgirot** INBETALNING/GIRERING AVI

Med denna avi kan du betala på alla bankkontor eller via

- \* Bankgiro
- \* Personkonto
- \* Privattgiro
- \* Sparbanksgiro
- \* Balanskonto

Belopp kronor [ ] Lira [ ]

**Lägst att betala: 0,00**

Betalningsavändare  
AHLSTRÖM NILS  
TORPHAGSVÄGEN 4, 1 TR  
104 05 STOCKHOLM

Gå till adressändring när du fyller:  
Om betalning sker på annat sätt var vänlig ange  
OCR-numret 54585652764328934

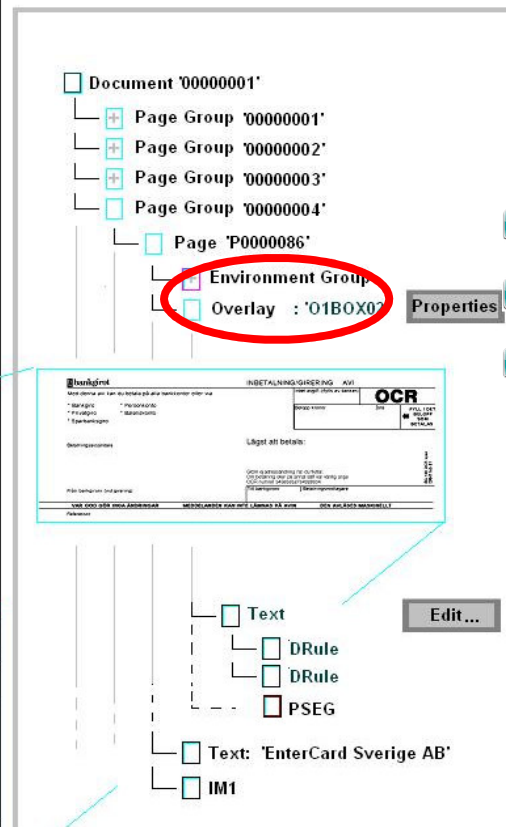
Till bankgirot: [ ] betalningsmottagare

Från bankgirot (vid girering): [ ] EnterCard Sverige AB

**VAR GOD GÖR INGA ÄNDRINGAR MEDDELANDEN KAN INTE LÄMNAS PÅ AVIN DEN AVLÄSES MASKINELLT**

Referensnr: # 54585652764328934 # 51225860 #42#

MO:DCA Structure of document 'F025K066\_00111032\_MCLRF.I'

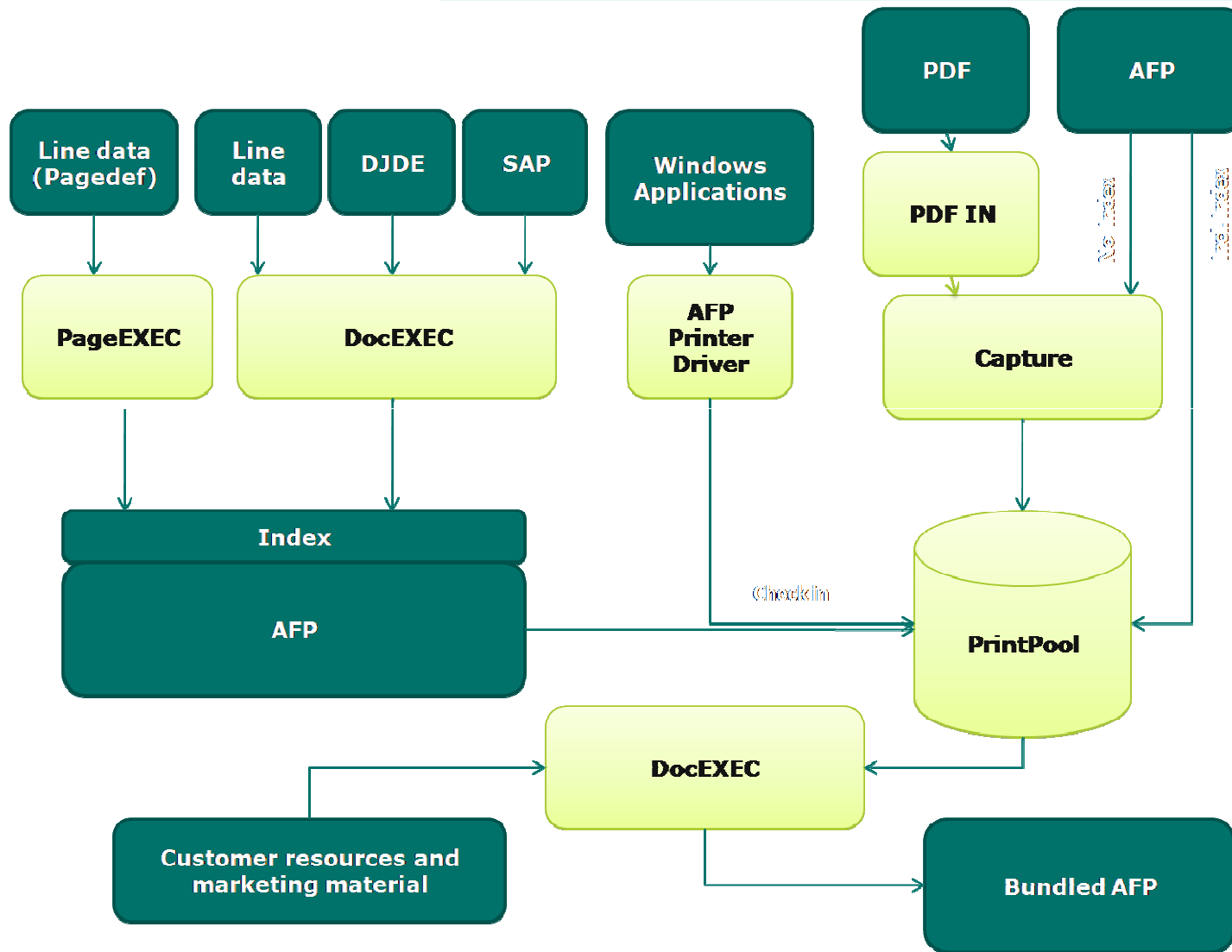


- Select MO:DCA objects
- offset, rotation,...
- remove elements
- add element
- change resource
- Remove Barcode
- Remove OMR
- Add Color Logos





# Project Result – 2 man weeks





# Papyrus Transpromo

enabling existing documents in hours

Page/Totalpages: 1/1 /F PPDE7101W (DEMO\_CF2\_CUSTOMER\_INDEXDEF/6) RN:0 No VCR  
This product is licensed to: Demo Development Demo Team.

**Browser  
Fat-client**

**WYSIWYG  
Papyrus Designer**

**WYSIWYG Marketing  
Panels & Zones**

**Variables in  
Marketing text**

**Variables for  
Message Selection**

**Personal URL  
Response URL**

**Campaign  
Outbound Tracking**

**Campaign  
Inbound Tracking**

**Business Process  
Management**



# Papyrus Interactive PDF with Interactive Flash movies

50001-6.pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 1 100% Find

George Borsh  
Alter wieneweg 12  
A2344 Maria Enzersdorf  
AUSTRIA

Dear Mr. Borsh, Vienna, 01.01.2010  
Please find below the summary of your calls done in the period  
01.12.2009-31.12.2009.

NEW! You do not have to call our 0900 910 910 to have the details  
about your calls, simply click in the box and all details will be shown  
directly in yur document.  
Immediate information, No extra cost!  
For any further information our Hotline will be happy to assist you! Just  
call 0900 910 910.

Calls Type	Calls Duration	Calls Cost
National	02:27:10	07.50
National Mobile	00:29:30	9.90
Europe	01:07:10	22.40
Overseas	00:07:30	18.20
Total	In EUR	58.00

Europe 22.4 (38.6%)  
Overseas 18.2 (31.4%)  
National 7.5 (12.9%)  
National Mobile 9.9 (17.1%)

Flash movie  
- full screen mode

2 Interactive Flash  
movies

Papyrus Eye  
Application

ment Created with ISIS Papyrus Technologies - www.isis-papyrus.com ... What Else?



# Flash movie in Full screen

An advertisement for an Orange mobile phone. The background is dark blue. In the top left, there is a white icon of a dolphin and the text "pay monthly". In the center, a silver mobile phone is shown with a red dolphin on its screen. To the right of the phone, the text "with Dolphin 15" is written in orange, and "pay monthly" is written in white below it. At the bottom, there is a large group of colorful cartoon characters that look like letters (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z) and envelopes, all with legs and arms, appearing to be dancing or moving. In the bottom right corner, there is an orange square with the word "orange" in white, followed by a trademark symbol.




# Papyrus Interactive PDF Table sorting and selection

LeumiTableTestEngJS.pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 1 208% Find




LEUMI KIKAR HAMEDINA

603 CAS      לכבוד:  
מלכה ואברהם  
גור יהודה 6/1 תל אביב 62158

01.01.01  
01.01.01  
01.01.01

צוות 501  
1 1  
21 1  
\* \* \*



קח  
פטור  
מהתור  
ומהעמלות  
בתשלום  
חשבונות

לכבוד מלכה ואברהם

מס. לקוח 10-111- 11111/11  
תאריך 02/05/2007  
דף מספר 2/2007  
IBAN: IL66 1111 1111 0000 1111 111

CHECKING ACCOUNT TYPE: PRIVATE NON-RESIDENT  
HERE UNDER DETAILS OF YOUR SHEKEL ACC:  
2/05/2007 תאריך 35686/83 ACCOUNT NO.

SHOW ALL

DATE VAL.	DETAILS	REF.	CREDIT	DEBIT	BALANCE
TRANSFER FROM PREVIOUS PAGE GENERATED ON 1/12/2005					
					35,100.00
20/11	CHECK 72700	1234	644.00		
20/11	NATIONAL INSURANCE	45454		800.00	12500.00
21/11	CHECK 72700	0025	1,000.00		11500.00
22/11	CHECK 12344	4567		500.00	11000.00
22/11	CHECK 54545	5234		20,000.00	10000.00
23/11	CASH DEPOSIT	5555	500.00		10500.00
23/11	SERVICE CHARGE	8875		200.00	10300.00
24/11	CHECK	4567		500.00	9800.00
24/11	BEZEQ	00245		51.07	9748.93
24/11	CHECK	5234		20,000.00	-2251.07

1103000001

בנק לאומי לישראל בע"מ



# And why not an ADF for Inbound?







# Provide a Superior Customer Experience by Closing the Communication Loop

