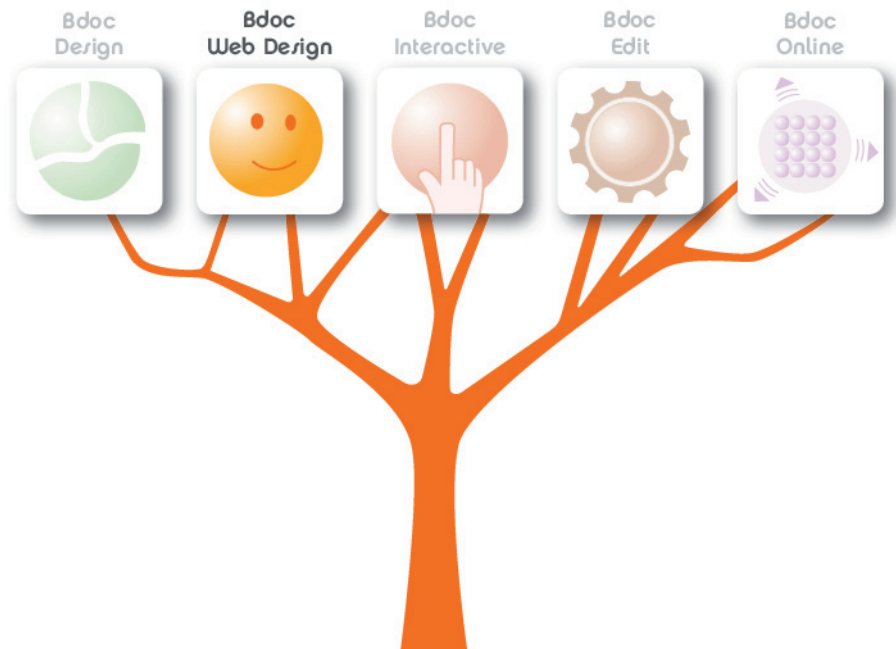


The Solution

Bdoc Web Design



Front-office Design Workstation

Bdoc Web Design Functionality

The Front-Office design workstation, Bdoc Web Design, has been created specifically for end users who need to create personalized customer communication: customer service representatives, marketing managers, executive assistants, human resources managers, etc.

Some business processes require non-structured information (data, free-form text) which by definition does not exist in the underlying enterprise data sources – for example, information provided by a customer during a telephone conversation.

Using placeholders for interactive input of this transitory information, Bdoc Web Design allows end users to create meaningful documents that can then be composed and distributed within a controlled document process. End users can create new document types of their own, or modify existing templates, within the constraints defined by the enterprise (business & legal rules, presentation standards, etc.).

Bdoc Web Design allows end users to operate more efficiently by managing their own interactive template design, without having to rely on the more time-consuming cycle of back-office document design.

Interactivity at the Heart of the Business Process

Bdoc Web Design provides freedom and flexibility in the creation of new document templates by end users. This represents significant value for an organization in the sense that every participant in the process of template creation maximizes the value of their own business expertise.

Bdoc Web Design also enables the enterprise to generalize a structured, organized repository of document templates, business rules, and both structured and non-structured information.

User-Friendly and Intuitive Environment

The Bdoc Web Design workstation has been designed for intuitive understanding, so that a business oriented user can rapidly become fluent with the product without requiring assistance or training. As such, the user interface is easy to use even by non-specialists on an occasional basis.

Each end user workstation has access to existing document templates, previously designed in the back office, with the ability to customize these individually or for a team. These modifications could include up-to-date marketing messages, business rules specific to a local region, or the correction of addresses.

With Bdoc Web Design, the creation or modification of document templates takes place within a controlled environment, subject to the technical and functional constraints that are previously established by the core design team. This guarantees the respect of enterprise standards and compliance constraints, and restricts a user's access to the system based on their level of authorization.

Architecture and Technology

Bdoc Web Design is a very efficient Front Office tool, and is deployed as a thin-client architecture using Web 2.0 technology:

- Web Services,
- Rich browser-based interface using AJAX technology,
- Latest generation rich text editor,
- Repository of reusable document components, based on industry-standard databases (MySQL, Oracle, SQL Server etc.).

Functional Benefits

- Localization of certain functions of template design, personalization and maintenance to specialists within local business units,
- Intuitive, user-friendly design workstation,
- Multi-language user interface, configurable by each user,
- Intuitive assistants for template design and publication, guaranteeing process control,
- Real-time testing and preview of document templates at design time,
- Secure multi-user environment (access privileges based on user profile, business unit etc.).

Technical Benefits

- Web 2.0 technology,
- Shared repository between Back Office and Front office,
- N-tier architecture, full thin-client,
- Requires no deployment of software to local workstations,
- Standard access privilege management, can be integrated with enterprise systems (LDAP, databases etc.),
- Component integrates with Bdoc Design (Back Office design workstation) and Bdoc Interactive (production workstation).

Why Choose Business Document?

- Our software products are feature-rich, and industry tried and tested;
- You have the ability to personalize your installation using IT integration;
- Your document world becomes independent from your IT environment;
- You benefit from the reactivity and expertise of our professional services team;
- You have access to our excellent customer support structures;
- Our reputation and significant customer base provide a guarantee that our solution will continue to evolve and lead the market for years to come.

Business Document's Methodology

Our strategic D2B (Document to Business) methodology provides successful and predictable results:

- Consulting, expertise and assistance throughout every phase of your project - including on-going maintenance and beyond,
- In-depth knowledge transfer, empowering your teams to support the implementation,
- On-going technical support and version releases, ensuring the continued smooth operation of your solution implementation, including compatibility with new features as they become available.

Benefits for the Enterprise

- Productivity, flexibility and trustworthiness in the document production process :
 - Complex document templates can be deployed much faster,
 - Business users have a much more efficient and productive environment in which to create and manage non-structured documents,
- Personalized communication with customers and suppliers, leading to:
 - Increased sales,
 - Improvement of the corporate image,
- Risk management:
 - Enhanced control of compliance-related content.

