

Cincom Eloquence[™]

The most intuitive document composition solution in the industry!



What is Eloquence?

Cincom Eloquence is the most intuitive document composition solution in the industry. As part of the Cincom Document Solutions product suite, Cincom Eloquence simplifies the management of complex document composition processes, from research to implementation.

What does it do?

Cincom Eloquence is the simplest and easiest-to-use solution in the industry that provides the power for business-line professionals to generate dynamic documents, both structured and free-form, that are more fluent, timely, and persuasive while reducing document production costs by up to 80%, improving document production times by as much as 90%, and virtually eliminating document errors.

With Cincom Eloquence, you can:

- Design personalized content
- Deploy timely communications
- Deliver compelling documents
- Develop a solution tailored to the specific needs of the customers

Results:

- **Increased revenues** by personalizing all content within document communications, thereby increasing cross-selling opportunities and further strengthening customer relationships.
- **Improved profitability** by optimizing investments in legacy infrastructure, applications, and databases.
- **Reduced operating costs** by streamlining the processes to design, deploy, and deliver document communications, shifting from manual to automated processes, and moving from print to electronic distribution. Document composition also helps reduce the organization's dependency on preprinted stationery by embedding company-specific images, logos, etc.
- **Improved ROI and ROA** by ensuring solutions are easy to purchase, quick to implement, backed by an experienced services and support team, and built with future innovations/technologies in mind. Document composition also helps provide a faster ROI by optimizing investments in legacy infrastructure, applications, and databases.
- **Improved efficiency** by automating the design, deployment, and delivery of high-volume, personalized document communications across the entire enterprise.
- **Reduced total cost of ownership (TCO)** by deploying solutions that leverage existing infrastructure, provide rapid implementation, and have a licensing structure that provides real protection over the life of the investment.
- **De-risked investment in new technologies and applications** by partnering with a company that takes the time to learn an organization's business, understand its needs, explain the options that exist, and identify the best solution that combines field-proven reliability with today's practical, no-hype-laden technology.
- **Simplified compliance and assured quality** by centrally managing, controlling, and monitoring content components that are embedded in document communications.

- **Improved customer satisfaction and loyalty** by delivering accurate, timely, and personalized documents to customers in any form they prefer – print, fax, e-mail, or internet.
- **Enhanced company image** by improving the accuracy and consistency of all document communications.
- **Increased market share** by automating document communications, thereby increasing the number of customer “touches” or impressions.
- **Reduced turnover and increase morale** by giving customer-facing users simplified tools and methods of document generation, including electronic-based delivery (e.g., e-mail and web).

How does it work?

Cincom Eloquence provides the automation tools you need to simply **design** sophisticated document models with complex business logic that can be dynamically applied to all of your document communications – from a simple letter to a highly personalized proposal complete with bar codes, logos, charts, and variable data, in a variety of formats (e.g., ODBC and XML), from any source within your enterprise.

Engineered as a single solution to **deploy** across your enterprise via a service-oriented architecture (SOA) and a 100% commitment to open standards, Cincom Eloquence optimizes your legacy infrastructure investments while providing efficient, rapid integrations, multiple delivery channels, and outputs in a variety of formats (e.g., PDF, AFP, and XML). The breadth of Cincom Eloquence combines the scalability to produce structured document communications in high-volume batch with the flexibility to generate highly personalized, free-form documents on demand while interacting with customers in real time, and **deliver** them in any form preferred – print, fax, e-mail, or web.

This new technology is based on open standards that have emerged over the past five years, such as XML, Java, J2EE, and JMS and application servers such as WebSphere and Microsoft’s more open approach to Office.

Who is it for?

No matter if your business goals focus on increasing revenues, enhancing customer care, increasing productivity, simplifying regulatory compliance, or improving operational efficiencies, Cincom Eloquence enables enterprises to drive real business value and competitive advantage through the ability to deliver more fluent, timely, and persuasive document communications.

For enterprise clients who are looking to streamline customer communication processes and realize tangible returns on their customer-relationship investments, Cincom Eloquence provides a comprehensive software offering that serves the following industries:

- Hospital and medical service plans (payers)
- Life insurance
- Non-profit
- State government agencies

Additionally, the following organizations can benefit greatly from the functionality and simplicity of Cincom Eloquence:

- Catalog and mail-order houses
- Professional membership organizations
- Museums and art galleries
- Arboreta and botanical or zoological gardens



Why should you use or recommend it?

Ease-of-use

Cincom Eloquence provides the most intuitive design experience in the industry, incorporating input from an existing client base and a graphical user interface designed with Human Factors International.

Scalability

Cincom Eloquence is committed to open standards, J2EE, XML, and a services-oriented architecture (SOA) to effortlessly scale to meet your future needs with the simplest solution for today's needs.

Interactive/dynamic

Cincom Eloquence empowers business-line users with the ability to dynamically assemble, generate, and deliver highly personalized documents with varying degrees of complexity while interacting with customers in real time.

Single solution

Cincom Eloquence helps simplify IT infrastructure through a single, comprehensive solution for batch automation and interactive document generation.

Extend the value of existing investments

Cincom Eloquence extends the value of investments in core applications and technologies with adherence to published, open standards and a services-oriented architecture that promotes agility and flexibility.

Multiple delivery channels

By automatically adjusting document characteristics to the respective delivery channel, Cincom Eloquence provides turn-key, point-and-click support for multiple delivery channels.

Adaptability/agility

Cincom Eloquence's commitment to a services-oriented architecture (SOA) inherently enables greater business agility improving responsiveness to changing business processes, emerging technologies, and new applications.

Security

Cincom Eloquence's commitment to a services-oriented architecture (SOA) and IBM's WebSphere Application Server provides a security-rich infrastructure to safeguard information and access.

Output management

Cincom Eloquence simplifies output management strategies while significantly reducing post-processing costs by combining grouping and sorting capabilities with open and published native Microsoft XML schemas.

Multiple support

Cincom Eloquence simplifies the management and maintenance of document repositories by utilizing published, open XML-based technologies that minimize the number of templates required to support multiple delivery channels, outputs, jurisdictions, and languages.

Where's the proof?

Hundreds of satisfied customers! Visit www.cincom.com/cds to view case studies online.

To find out more about Cincom Eloquence and Cincom Document Solutions, you can visit our website at www.cincom.com/cds or give us a call at **1-800-2CINCOM**.

About Cincom Document Solutions (CDS)

Cincom Document Solutions can help make investments in customer data and CRM actionable with simplified customer communications backed by decades of experience, unparalleled expertise, and a commitment to automate the design, deployment, and delivery of highly personalized documents.

CDS is unique in the industry for the way it engages with prospective clients. Cincom learns their business, analyzes their needs, and builds a solution tailored to their specific requirements that adapts to – not radically alters – their existing, mission-critical document communications processes. Cincom Document Solutions has helped clients such as Barclay's Bank, MTL Insurance, Prudential Life, Christian Children's Fund, U.S. Social Security Administration, and Anthem Blue Cross and Blue Shield strengthen and expand their customer relationships through the creation, personalization, production, and delivery of high-quality document communications.

About Cincom Eloquence

Cincom Document Solutions' most powerful tool is Cincom Eloquence, the simple, easy-to-use solution that provides the power for business-line professionals to generate dynamic documents, both structured and free-form, that are more fluent, timely, and persuasive. Eloquence reduces document production costs up to 80%, improves document production times as much as 90%, and virtually eliminates document errors.

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World Headquarters • Cincinnati, OH USA • US 1-800-2CINCOM
Fax 1-513-612-2000 • International 1-513-612-2769
E-mail info@cincom.com • <http://www.cincom.com>

