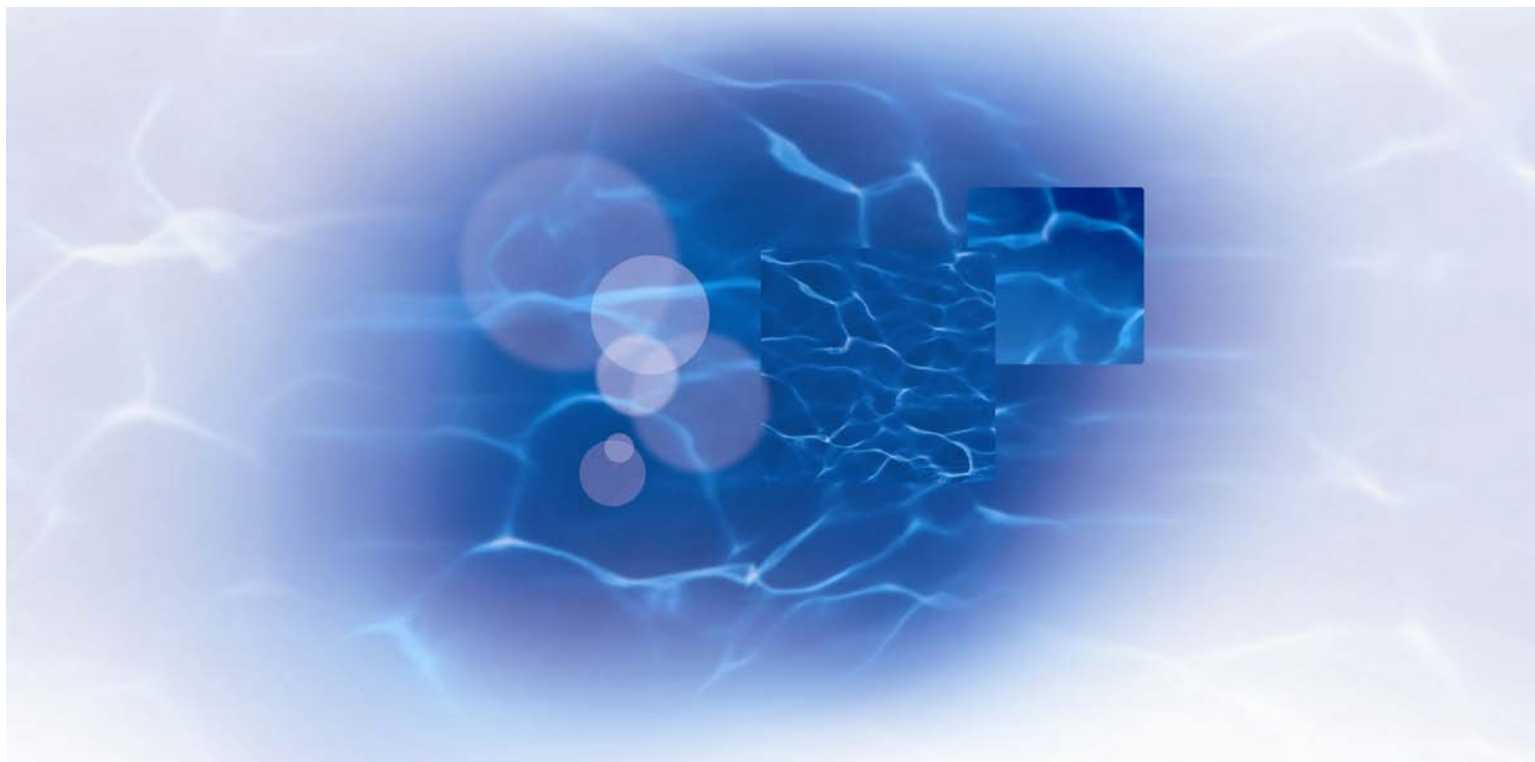


## *Columbus for Document Management Solutions*

**World-class document management and delivery  
for the multi-channel enterprise**





## Imagine if you could...

- Turn around 90% of customer queries on the first call.
- Implement Web applications such as e-billing in weeks, not months.
- Increase call centre productivity by up to 40%.
- Make true multi-channel CRM a reality today, not tomorrow.
- Reduce total printing and distribution costs by up to 90%.
- Seamlessly exchange electronic information with customers and suppliers.
- Realise all this without costly changes to core business systems.

## Imagine the results...

- Greater customer satisfaction and loyalty.
- Greater competitiveness in the e-world.
- Greater operational effectiveness, at lower cost.

## Turn imagination into reality

- These are all real benefits gained by organisations using Document Management Solutions from Macro 4.
- Document Management Solutions turn imagination into reality. There has never been a better time to make it happen.

*“Computer documents play a unique and important role in the corporate structure. As the current and historical reference to internal activity, they represent the primary corporate memory in today's Internet delivery and customer service environment.”*

**Mason Grigsby, Xploration**

# Unlock the potential of documents and their content with Document Management Solutions

Documents in all their electronic and paper forms are the primary means of communication between you, your customers and your business partners. They are a vital reference source for handling customer queries and are the driver for key business processes. Clearly, effective management of documents and their content is essential to your company's survival.

Enter Document Management Solutions (DMS): worldclass document management and delivery solutions for the multi-channel enterprise - the key to unlocking radical improvements in customer service, productivity and competitiveness.

By providing fast, flexible access to your entire corporate document history, DMS solutions create an invaluable source of knowledge that helps to answer queries faster. What's more, with assured, multichannel delivery and tools to analyse and extract document content, you have a quick, easy way to provide vital information on demand.

**Columbus**, Macro 4's award-winning DMS software suite, is designed for organisations using a variety of systems, producing millions of documents in every format imaginable. Columbus avoids the headache of 'hardwiring' these

systems to service delivery channels, struggling with outmoded storage media to access information or wasting time chasing missing documents.

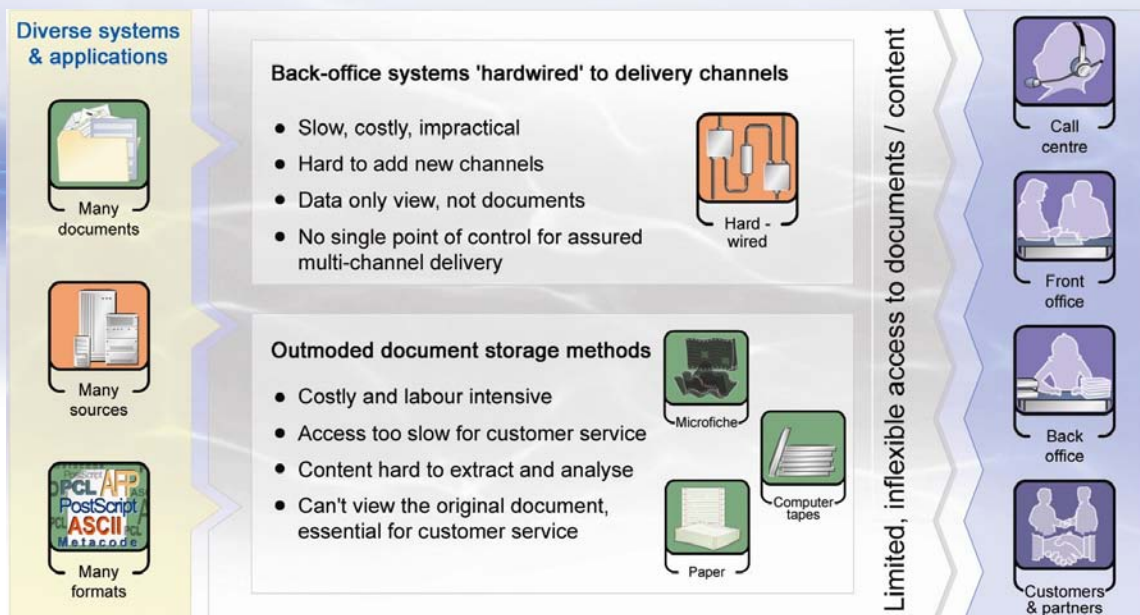
Instead Columbus:

- *Simply captures electronically the documents you already produce and receive and makes them available online via the Web, e-mail, interactive TV (iTV), any PC or mobile technology for access by internal users, customers and business partners.*
- *Assures the delivery of electronic and printed output to multiple destinations.*
- *Opens up the next generation of e-commerce with XML-based information exchange.*
- *Stores an exact, unalterable copy of the original document for faster query resolution and to meet your statutory archiving obligations.*

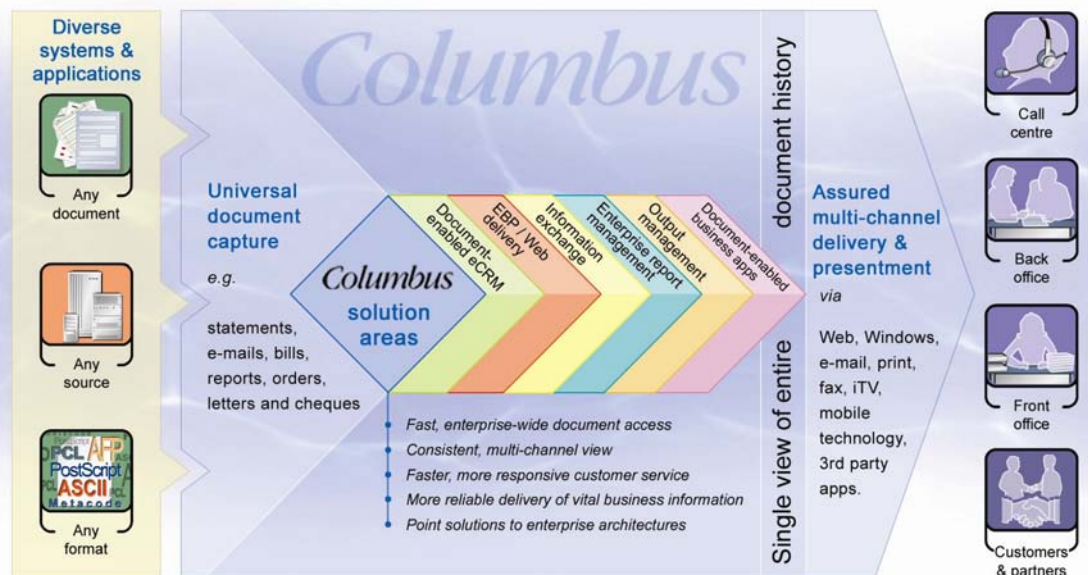
*Fast to implement, without requiring changes to your systems, and with the versatility to provide a wide range of individual solutions, yet with the scalability to create a robust enterprise architecture, Columbus assures you of swift payback and high security of investment.*

**The business case could not be more compelling**

## Overcoming business challenges with DMS



# Columbus: from point solutions to enterprise architectures



## Columbus for document-enabled eCRM

### Answer up to 90% of customer queries in a single interaction

- Provides customer service representatives (CSRs) with online access to a virtual customer folder containing all customer documents, such as bills, letters, cheques and purchase orders.
- Empowers CSRs to resolve queries faster with no call-backs and to cross-sell more effectively by following up targeted offers sent to customers.
- Seamlessly integrates with CRM, billing and call centre systems for easy, 'pop up' viewing of documents within the CSR's familiar interface. Documents can then be reprinted, faxed or e-mailed directly to the customer.
- Provides an enterprise repository to support multichannel eCRM, with simultaneous access in the call centre, over the Web and front/back-office locations.

*"Macro 4's Columbus solution has fulfilled our prime objective to improve customer service by enabling 90% of customer queries to be answered directly over the telephone."*

**Roger Kendrick, RAC Auto Windscreens**

## Columbus for electronic bill presentment (EBP) and Web delivery

### Create a new, profitable customer dialogue online

- A fast track B2B and B2C EBP solution that dynamically transforms your current bill and statement output into a browser viewable format.
- Offers customers convenient, 24 x 7 access to their documents with a powerful analysis capability to create statistics and answer queries. Companies benefit from increased cross-selling opportunities and lower operating costs.
- Extends e-service by presenting any outbound and inbound document online, including correspondence, delivery notes and orders.
- Provides 'push' and 'pull' delivery options via Web, iTV, mobile technology and e-mail with hyperlinks or attachments.

*"Because Columbus is a fast-track EBPP solution we were one of the first to actually go live with e-billing."*

**Ernie Keddie, Kingston Communications**

## Columbus for information exchange

### Seamlessly exchange electronic information with customers and suppliers

- Offers a swift, seamless transition to the next generation of e-commerce, simply by leveraging existing document content.
- Reduces manual effort and streamlines processes by exchanging information directly between business systems, without human intervention.
- Transforms documents into XML automatically – a format readable by external business systems.
- Enables document content (e.g. invoice value, order number) to be extracted and input automatically into your customer's/supplier's accounting systems, for example.

## Columbus for enterprise report management

### Cut down on paper, cut down on costs, streamline your business processes

- Saves around 80% in printing costs by distributing reports electronically throughout the enterprise.
- Reports can be accessed online via the Web or Windows or distributed as e-mail attachments.
- Users receive e-mail notification and can annotate, approve and forward reports using digital signatures and workflow rules.
- Assures delivery to any combination of electronic destinations and also - where paper copies are still required - to print and fax devices.
- Data mining facilities enable users to extract document content, create reports and export data to external applications e.g. spreadsheets.

## Columbus for output management

### Assure the safe, timely arrival of business critical documents

- Assures document delivery regardless of the originating platform, document format or destination - be it print, e-mail, Internet, fax or any mobile technology.
- Tracks and manages all enterprise output from a single point of control. Automated recovery features reprint and redirect documents and notify users as necessary.

- Saves up to 90% of output management costs\* by minimising output delays; helpdesk calls and eliminating the need to 'hardwire' links between applications and delivery channels.
- Integrates with third party software to enhance their output management capabilities, including ERP applications, network management tools and proprietary print technologies.
- Source: IDC.

*"Now that we have seen the benefits [the solutions] bring to Mobilcom, we are not able and do not want to do without them."*

**Harald Muhl, Mobilcom**

## Columbus for document-enabled business applications

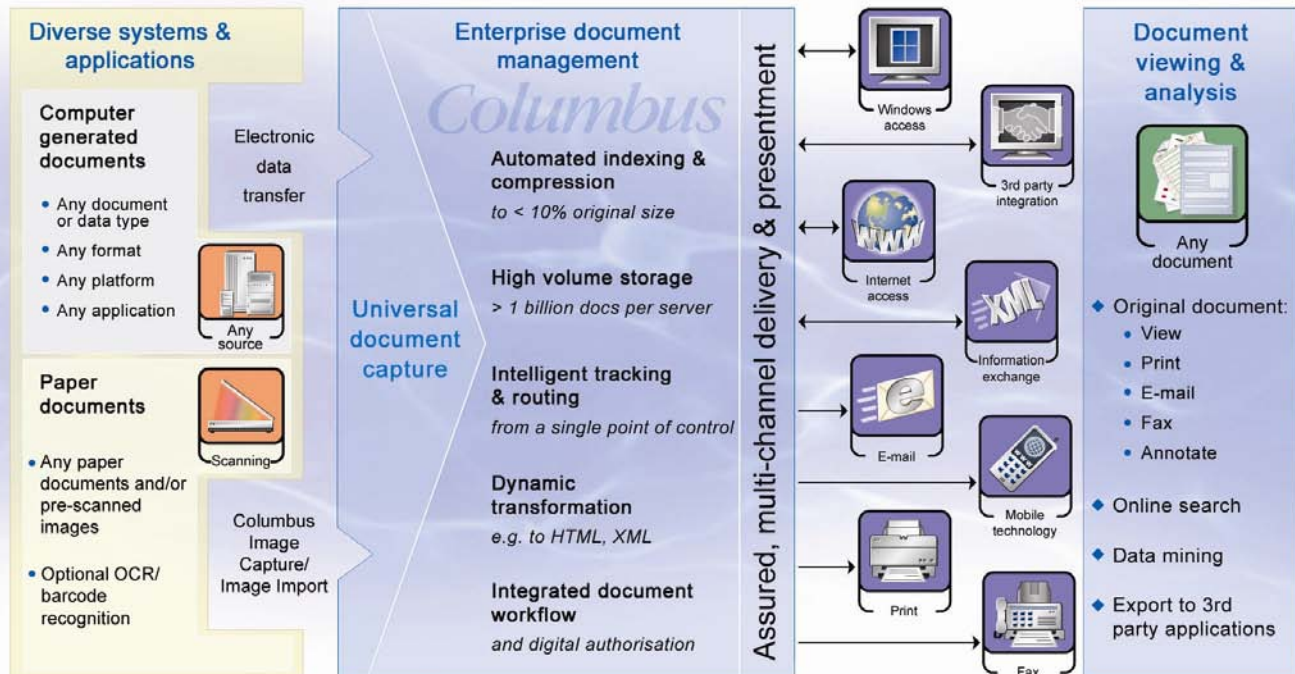
### Document-enabling business functions throughout the enterprise

- *Columbus for financial systems* – faster, more reliable access to inbound and outbound invoices, orders and delivery notes, with optional EBP, boosting cash flow, credit and cost control within your purchasing and sales ledger functions.
- *Columbus for SAP TM* – as a certified SAP solution, Columbus integrates with R/3® systems to provide comprehensive management of all SAP-related documents and data.
- *Columbus for human resources* – improves personnel management by providing online access to payslips and employee files and delivers secure B2E (business to employee) access via the Web.
- *Columbus for legacy data migration* – allows legacy documents and data to be quickly pooled and accessed from a single front-end, enabling obsolete systems to be decommissioned faster.
- *Columbus for archiving* – replaces costly and inflexible archives such as microfiche, tape or paper files with a secure, unalterable, yet 'living' source of information that can be interrogated and analysed.

*"Columbus has not only met our original objectives, but has set off a 'domino effect' in which we have found more and more departments and applications that could benefit by using it. The possibilities are endless."*

**Peter Wallis, Nationwide Building Society**

# Columbus: the power behind Document Management Solutions



Columbus is a modular software suite, designed for maximum flexibility and ease of implementation. It incorporates powerful, market leading functions for high volume document delivery and management:

**Universal document capture:** Columbus can capture any form of inbound or outbound document:

- High volume, computer-generated documents such as statements, bills and invoices, generated in diverse print formats e.g. AFP, Metacode, PCL and ASCII
- Personalised documents produced by document composition software.
- Reports and data from legacy systems.
- Desktop documents such as Word and Excel.
- e-mails, Web pages (e.g. XML, HTML) and audio recordings.
- Scanned paper documents such as letters, contracts and delivery notes.

**Integrated image capture:** Scan in paper documents with Columbus' integrated image capture module, or import pre-scanned images using the Columbus image import facility.

**Automated indexing and compression:** Documents captured by Columbus are automatically indexed and compressed – typically to one tenth of their original size – for efficient storage and fast retrieval.

**High volume storage:** A single Columbus server can hold over a billion documents which are encrypted for security. Documents are stored in their original format, allowing greater compression than converting to other formats (e.g. to PDF), common in other document systems.

**Intelligent tracking and routing:** Individual document status (e.g. printed; pending) is monitored from a single point of control and any document can be manually or automatically rerouted to an alternative destination. Administrators and relevant users are notified accordingly.

**Assured delivery:** of each document to the right destination(s) – print, fax, e-mail or any mobile technology, at the right time, regardless of the originating platform or document format.

**Dynamic transformation:** of documents into the required viewing medium – e-mail, a Web page or the original document format – with no need for pre-conversion.

**Multi-channel presentment:** Direct access via Windows, Web or mobile technology; embedded in a third party application, either as a fully featured 'thick' client or as a simple document viewer; or presented as XML for information exchange with third party applications.

**Viewing and analysis:** Users can call up an exact copy of the original document online, with options to annotate, print, e-mail, fax or forward as required. Easy-to-use search facilities enable simple, index-based or free text searches and advanced data mining, with the option to export the data into other applications.

**Integrated document workflow:** Enables documentcentric business processes to be fully automated and streamlined, according to user-defined business rules.

### Why Columbus from Macro 4?

**A winning solution.** Columbus is Macro 4's worldclass Document Management Solutions software suite, powering document management and delivery solutions for the multi-channel enterprise. Macro 4's portfolio of over 3,500 blue chip customers is a testament to our ability to get it right first time, every time.

**Rapid payback, low risk implementation.** Columbus solutions are fast to implement – in weeks, not months – so you can start reaping the benefits sooner rather than later.

**A future proof investment.** Columbus can be easily expanded to cope with your future requirements. With Columbus you can also benefit from a range of complementary solutions:

- *Columbus for document-enabled eCRM.*
- *Columbus for electronic bill presentment and Web delivery.*
- *Columbus for information exchange.*
- *Columbus for enterprise report management.*
- *Columbus for output management.*
- *Columbus for document-enabled business applications.*

**A reliable implementation partner.** Macro 4 has over 20 years' experience in delivering document management and delivery solutions to organizations worldwide. Our Professional Services consultants will deliver a solution tailored to your specific needs, drawing from extensive technical and industry expertise, and experience in implementing output management solutions.

*"The trouble-free operation and the excellent support from Macro 4 convinced us to integrate the solution across the company and with our business partners."*

**Harald Muhl, Mobilcom**

For more information on document management and delivery for your multi-channel enterprise contact your local Macro 4 office or e-mail us at - [market@macro4.com](mailto:market@macro4.com)

Macro 4 is an independent, leading developer of world-class, business-enabling solutions:

- Document Management Solutions – document management and delivery for the multi-channel enterprise.
- Application Availability – OS/390 application development, testing and deployment.
- Systems Management – system automation, connectivity and performance monitoring.

Our solutions underpin traditional and e-business environments, enabling companies to realise their business goals quickly and efficiently. The company's key strengths lie in its wealth of experience, spanning more than 30 years, and enviable ability to provide major organisations worldwide with innovative and successful computing solutions that meet their real business requirements today and in the future.

All Macro 4 solutions are available through an established global network of subsidiaries and international business partners.

| Benelux   | France  | Germany   | Italy   |
|---|---|---|---|
| Macro 4 (Benelux) NV/SA<br>Mechelen   | Macro 4 SAS<br>Paris  | Macro 4 GmbH<br>Aschheim b. Muenchen  | Macro 4 Srl<br>Milano   |
| Tel: +32 1 574 7480   | Tel: +33 1 53 57 69 50  | Tel: +49 89 610 0970  | Tel: +39 2 213 1941   |
| Email: <a href="mailto:market.be@macro4.com">market.be@macro4.com</a><br><a href="http://www.macro4.com">www.macro4.com</a> | Email: <a href="mailto:market.fr@macro4.com">market.fr@macro4.com</a><br><a href="http://www.macro4.fr">www.macro4.fr</a> | Email: <a href="mailto:market.de@macro4.com">market.de@macro4.com</a><br><a href="http://www.macro4.de">www.macro4.de</a> | Email: <a href="mailto:market.it@macro4.com">market.it@macro4.com</a><br><a href="http://www.macro4.it">www.macro4.it</a>     |
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| Tel: +34 91 443 0220  | Tel: +41 0 44 723 40 00   | Tel: +44 1293 872000  | Tel: +1 973 402 8000  |
| Email: <a href="mailto:market.es@macro4.com">market.es@macro4.com</a><br><a href="http://www.macro4.com">www.macro4.com</a> | Email: <a href="mailto:market.ch@macro4.com">market.ch@macro4.com</a><br><a href="http://www.macro4.ch">www.macro4.ch</a> | Email: <a href="mailto:market@macro4.com">market@macro4.com</a><br><a href="http://www.macro4.com">www.macro4.com</a>     | Email: <a href="mailto:market.usa@macro4.com">market.usa@macro4.com</a><br><a href="http://www.macro4.com">www.macro4.com</a> |

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