

# Messagepoint® and inkjet technology — a natural fit

Your variable  
messaging

Messagepoint

Print  
composition

High speed  
inkjet technology



The world of customer communications is changing, and the customer is now front and center of that revolution. With personalization and targeting driving innovation across digital channels, it's time for direct marketing to join the transformation.

Today's innovative organizations understand that in order to gain an edge on the competition and retain customers, full-color, personalized and targeted communications are essential.

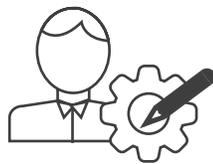
## Does this sound like your world?

The typical sequence of events in many direct marketing communications looks something like this:

1. An agency gives your customer the creative design and layout, which is passed to you.
2. Your customer hands you a complex spreadsheet, often referred to as a "version grid", defining the content and rules, along with data files to drive variability in the new creative.
3. Your composition developers start coding everything into composition, including the content and rule logic.
4. Customer review cycles involve exchanging numerous sets of sample PDF output.
5. Any requested content changes become part of expensive fixing and testing cycles, tying up expensive developer resources.



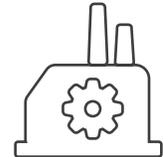
Client sends creative design, spreadsheets and data files that define the communication messaging and rules.



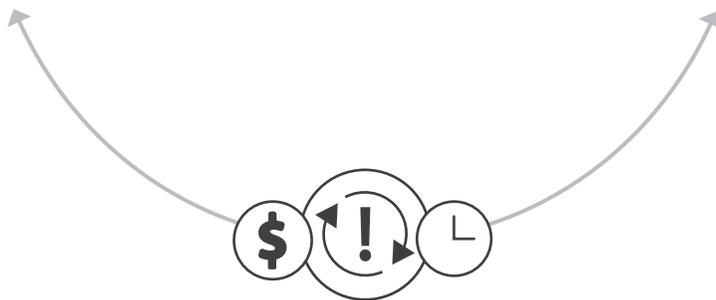
Your developers code complex rules and content using composition tools



You generate proofs for client to review. If content changes are needed, additional coding and proofing are required.



Put communication into production (with Quadiant or OpenText Exstream)



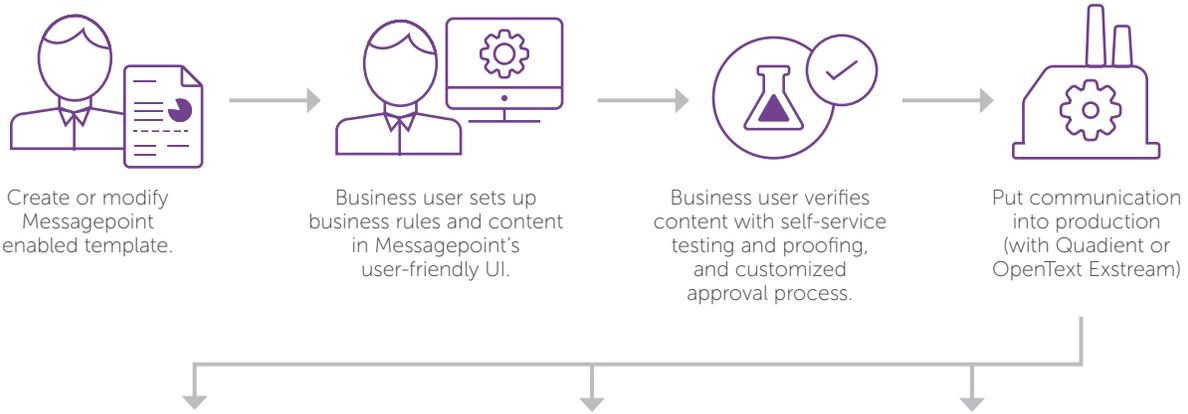
# How Messagepoint helps

Messagepoint is a hybrid cloud solution that lets you use less expensive, non-technical resources to manage content and rule creation, testing and approvals through an intuitive cloud-based application. At the same time, Messagepoint maintains your data integrity and security, by letting you run your production on your premises, so that sensitive customer data never leaves your shop floor.

By externalizing content and rules from your composition template, you can streamline the app and development times, while enabling other business users, even your customers, to own and manage content and testing, prior to going live in production.

## Benefits of using Messagepoint for managing direct mail content

- Differentiate yourself with a platform that supports deep personalization and segmentation, without the overhead and complexity
- Reduce costs by using less expensive resources for content and rules management and testing
- Streamline and reuse composition templates across customers
- Improve customer service by involving them earlier in the review and approval cycle through an intuitive self-service interface
- Drive consistency by reusing content and rules across multiple touchpoints
- Let content owners make changes in real-time at the speed of business



## Seamless integration with your existing composition workflow

1. In Messagepoint you set up a touchpoint (template) with content zones that coincide with the content placeholders in the GMC or OpenText Exstream design.
2. You set up the content for each zone.
3. Content can be driven by one or more rules. (conditional logic).
4. Content can be controlled within a touchpoint as a component of a master template.
5. Variation management in Messagepoint controls content in a hierarchical way, based on parent-child relationships – simply create variants of the master to drive the versions of your direct marketing communications. You can even create sub variants, and go even deeper if required.
6. With variation management, changes can be made once to the parent and will propagate to all sub versions (global change management).

“We are achieving huge gains in speed-to-market, and more importantly in customer experience improvements for our clients through advanced personalization and targeting.”

Dave Johannes, SVP Operations, IWCO Direct

## Next steps

To learn more about Messagepoint and for product videos visit [www.messagepoint.com](http://www.messagepoint.com).  
If you're interested in scheduling a demo, please contact us at 1-800-492-4103, or email us at [info@messagepoint.com](mailto:info@messagepoint.com).