



one to one **in one**™

# MANY CHANNELS **ONE CONVERSATION**

Software solutions for data-driven communications  
unifying print and digital media



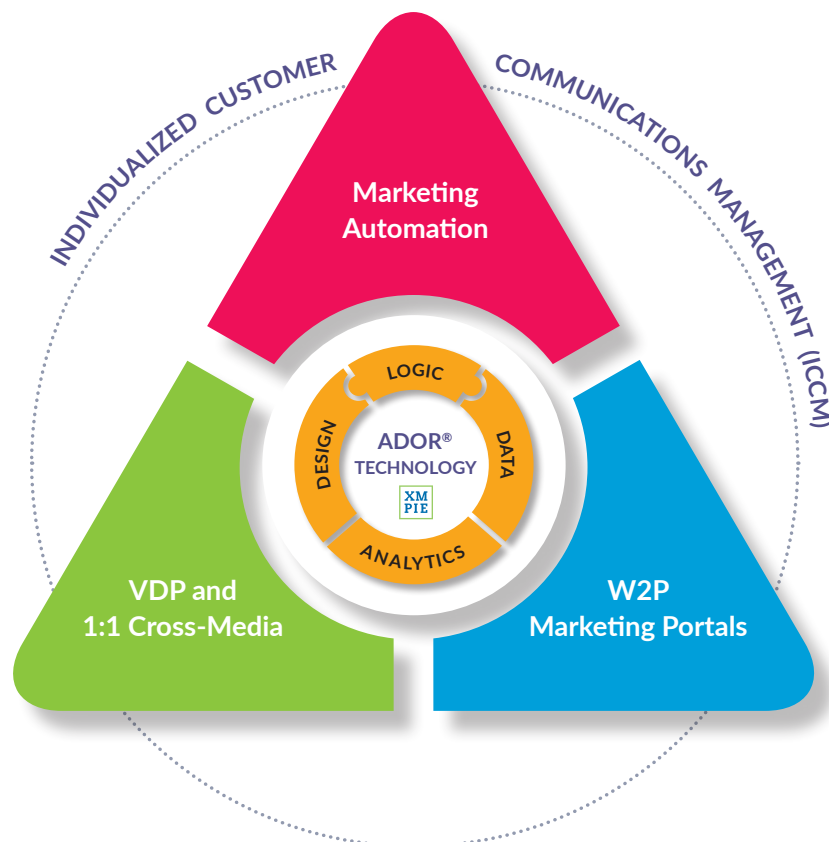
# THREE CORNERSTONES TO THE XMPie SOLUTION SET

- MEDIA PERSONALIZATION
- WEB-TO-PRINT PORTALS
- MARKETING AUTOMATION

**XMPie** offers Individualized Customer Communications Management (ICCM) solutions that deliver engaging customer experiences, proven to increase response rates, improve efficiencies and achieve dramatic ROI.

Our solutions cover three main application areas – Media Personalization, Web-to-Print Portals and Marketing Automation - all united through a common technology foundation. The XMPie architecture uniquely employs a modular approach where data and business rules are shared across multiple channels.

Whether a campaign consists of print alone or a combination of print and digital media – with XMPie, data is always synchronized across all the channels enabling a truly holistic brand experience.





# THE SMARTEST TECHNOLOGY TO ENGAGE YOUR AUDIENCES WITH PERSONALIZED RELEVANT COMMUNICATIONS

**XMPie** offers a powerful marketing platform for delivering 1:1 multichannel communications across print and digital media channels that are personally relevant and creatively engaging. We help our clients leverage their data to deliver a consistent brand experience across the different touchpoints that can build trust and boost loyalty over the entire customer lifecycle.

With a strong tradition of innovation and expertise, XMPie focuses on helping service providers stay ahead of the curve in the constantly evolving world of print and digital communications.

“ *The question is not whether to adopt variable cross-media as a strategy, it is how to best implement it cost effectively to expand your reach, bring relevancy to marketing and deliver increased results.* ”



# WHY XMPie?

*XMPie, A Xerox Company, leads the way in Individualized Customer Communications Management (ICCM) with a commitment to product innovation, performance and service.*

1.

## A COMPLETE ICCM SOLUTION

- The XMPie platform offers a complete solution, helping marketers deliver on the promise of modern, integrated and consistent brand experiences across all channels, without having to tradeoff media capabilities, presentation or design.
- We have the deepest and widest, technology you'll need for delivering cutting-edge customer communications regardless of the medium. In particular, our patented optimizations for Print in orchestrating concurrent composition processes, is second to none.

2.

## END TO END ADOBE WORKFLOW

- Our Print technology is native to Adobe InDesign and unlike proprietary platforms that require a document conversion process prior to tagging, XMPie personalized output remains pixel-perfect and true to what the designer intended.
- 'No conversion' means review and edit cycles are frictionless, streamlined and efficient.

3.

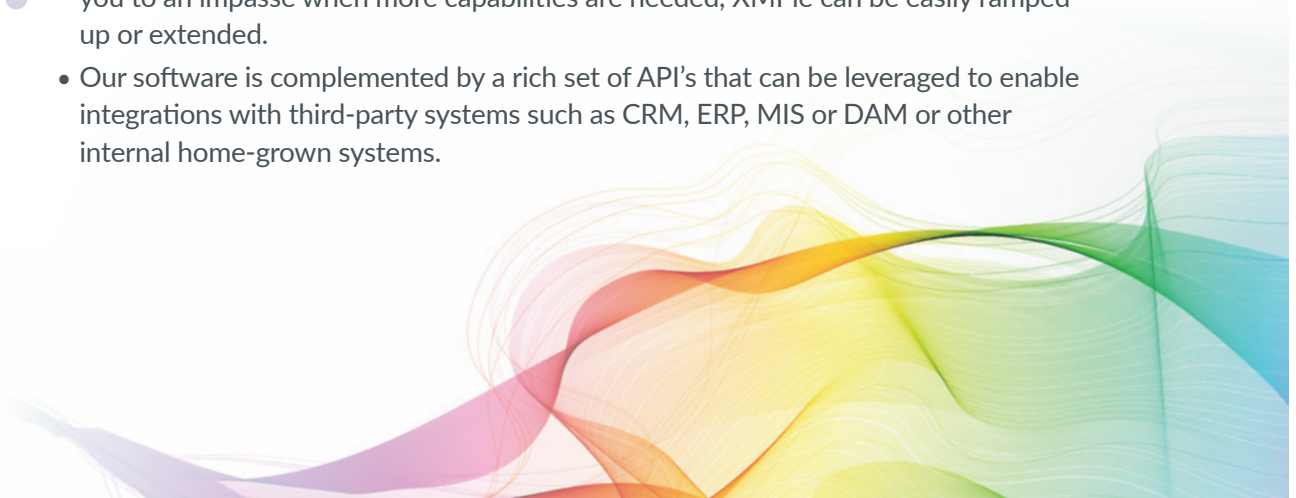
## SCALABLE PRODUCT LINE

- Start anywhere, add capabilities, and protect your investment all along the way. No matter where you are within the portfolio of XMPie products, you can easily add power and functionality as your business grows.
- Move from a desktop workstation to server, from single-server to multi-server clusters, or from print-only to full cross-media capabilities, without losing any of your work investment.

4.

## OPEN ARCHITECTURE

- The XMPie platform is flexible and built for growth. While other solutions can bring you to an impasse when more capabilities are needed, XMPie can be easily ramped-up or extended.
- Our software is complemented by a rich set of API's that can be leveraged to enable integrations with third-party systems such as CRM, ERP, MIS or DAM or other internal home-grown systems.



# POWER PERSONALIZATION WITH SERVER BASED ROBUSTNESS

**XMPie PersonalEffect** is a revolutionary document automation and customer communication management system. The core document composition engine is based on XMPie patented technologies integrated with Adobe® InDesign®.

Our server-based offerings start with modular turn-key solutions which can be rapidly expanded with add-on modules. The high-end Enterprise product line offers API extensibility and multiple server cluster licenses for greater performance and/or fault tolerant requirements.

Turn-key systems provide powerful, single-server solutions for three of the most popular areas of dynamic publishing today. Choose PersonalEffect Print for professional-grade VDP applications, PersonalEffect StoreFlow for delivering best-in-class, Web-to-Print storefronts and PersonalEffect TransMedia for creating and delivering cross-media campaigns that span print, email and Web. For ultimate creativity, choose the enhanced Turn-key "Pro" configuration which adds on Adobe InDesign Server for end-to-end, pixel perfect document composition.



PERSONALEFFECT



# SUPERCHARGE YOUR COMMUNICATIONS WITH DATA DRIVEN PRINT

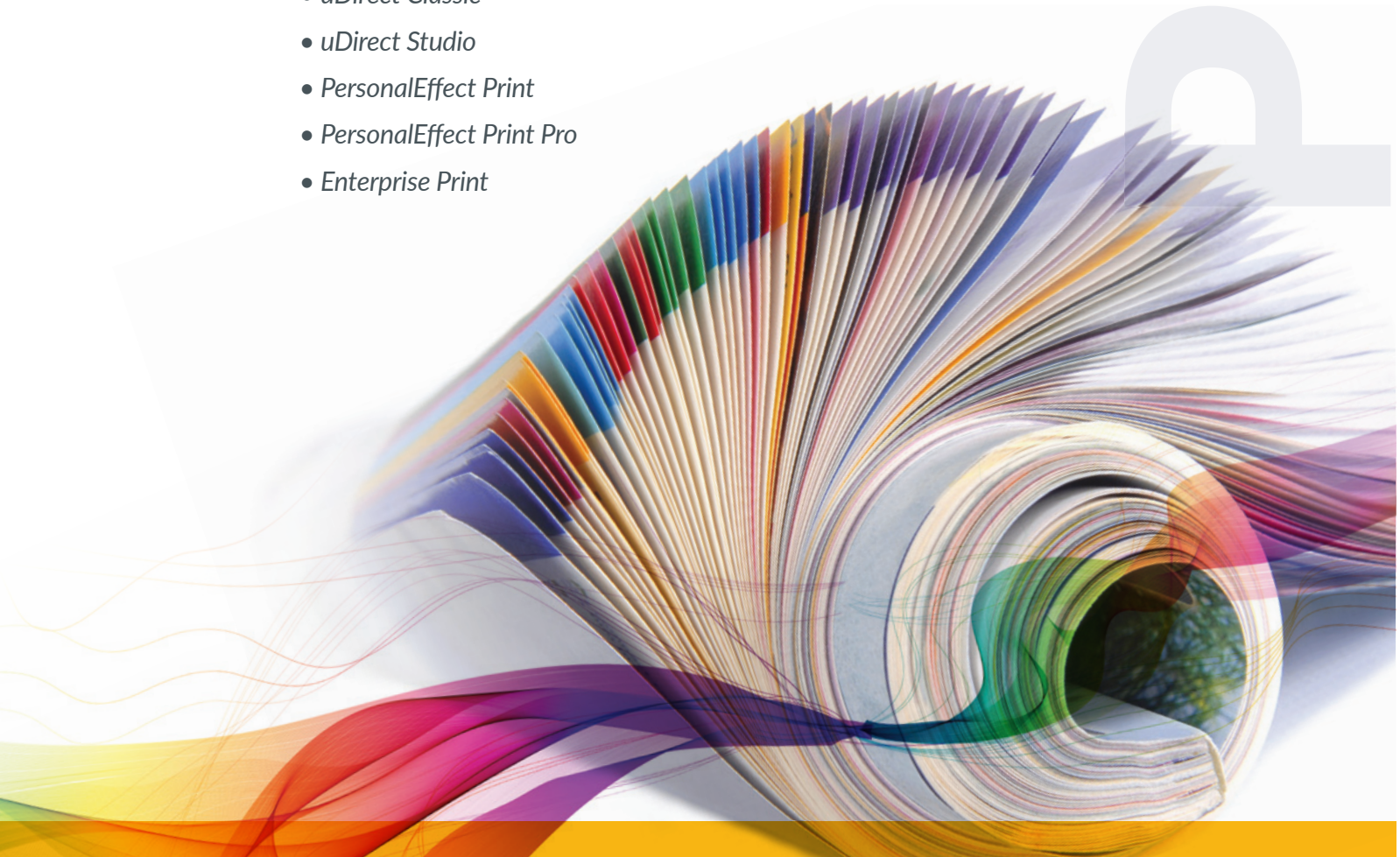
Use variable data print to leverage your documents with relevant messages, images and graphics to grab your target's attention. With XMPie VDP solutions, automate the production of personalized print campaigns that will motivate recipients to respond. Process large volumes of dynamic print, using patented composition techniques, optimized for speed and output to industry standard formats such as PDF, PDF/VT, VIPP, Optimized PostScript, VPS and PPML. XMPie's open architecture lets you start anywhere, add capabilities, and protect your investment all along the way.

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## → PRODUCTS:

- *uMerge*
- *uDirect Classic*
- *uDirect Studio*
- *PersonalEffect Print*
- *PersonalEffect Print Pro*
- *Enterprise Print*

PRINT



## “U” CAN CREATE PERSONALIZED CONTENT FOR EVERY CHANNEL

Design and create personalized content, graphics, styles, charts, interactive websites, email and more with desktop authoring tools that are best suited for each channel and media. The XMPie approach is to leverage well-known, industry-leading, design and programming tools and not to build proprietary authoring systems. Such an approach reduces the learning curve and guarantees the utmost in media design freedom with no sacrifice on capabilities.

### CREATIVE TOOLS:

#### uCreate Print

a plug-in to Adobe® InDesign® CC for creating data driven print.

#### uCreate XM

a plug-in to Adobe® Dreamweaver® for creating PURLs, websites and personalized email communications.

#### uCreate Digital and XMPL Technology

a framework for creating and adding personalization code to websites and other interactive digital media. Use Adobe® Dreamweaver® or alternatively, any of today's leading technologies and tools to create personalized responsive web designs, mobile-friendly landing sites, single-page applications and more.

#### ulmage

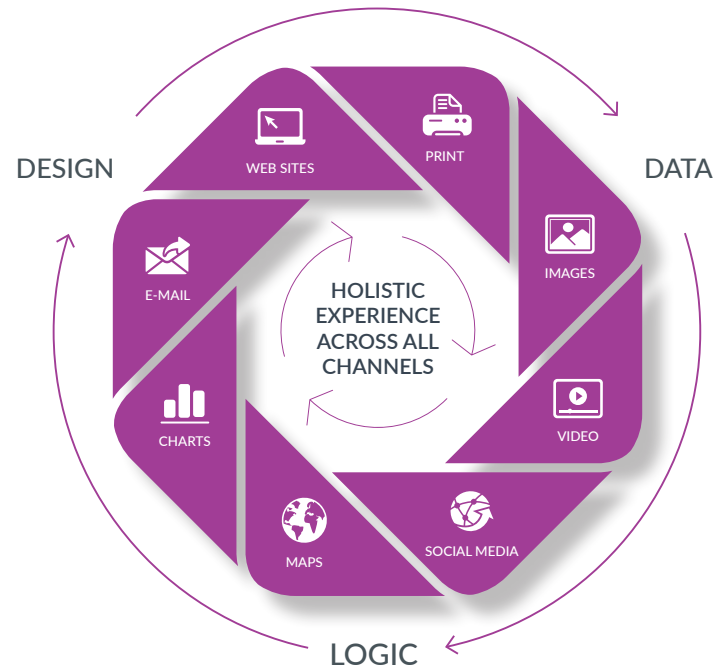
a product module used with Adobe® PhotoShop® or Illustrator® to create templates for image personalization. ulmage integrates with XMPie's personalization software tools and workflow to generate eye-catching, imagery and graphics.

#### uChart

a product module used with Adobe InDesign to efficiently generate data-driven charts and graphs.

#### uDirect Video

a plug-in to Adobe® After Effects® to create and generate personalized videos with motion-picture visual effects.







# EXTEND YOUR REACH FAR BEYOND PRINT WITH CROSS MEDIA COMMUNICATIONS

The integration of design, logic, and data to serve multiple media channels is at the heart of XMPie's personalization engine. Our software is engineered to make it possible to integrate each channel, with no compromise on creativity and interactivity, into an effective and synchronized cross media customer experience that stands out with top-notch presentation.

All cross media solutions include both VDP and digital media personalization capabilities. Developers of digital media are able to work in any cutting-edge technology environment, including AngularJS, jQuery, JavaScript, HTML5, CSS or others, to create responsive design Web content, mobile-friendly landing sites, single-page applications and more.

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## → PRODUCTS:

- *PersonalEffect eMedia Cloud*
- *PersonalEffect TransMedia*
- *PersonalEffect Transmedia Pro*
- *Enterprise Cross Media*

# TRANSMEDIA

# ENSURING YOUR SUCCESS IN THE BUSINESS OF ONE-TO-ONE

SUCCESS

## PROFESSIONAL SERVICES OFFERINGS

Take your XMPie solution to the next level with our Professional Services components and services. A library of affordable plug-ins is available to deliver specific add-on capabilities. Easily install any of the modules to complement your current system and workflows. For more custom projects that might require system integration or customization, XMPie Professional Services will work with your organization to develop the optimum solution.

## READY-TO-GO TEMPLATES FROM XMPIE MARKETPLACE

The XMPie Marketplace website offers customers attractively-priced, “ready-to-go” ulmage templates for Adobe Photoshop and includes all required XMPie print and Web assets, for development of attention-getting, sales-generating communications. Best of all, the images and graphics are royalty-free and can be used how you like, as often as you like. Visit the XMPie Marketplace at [mp.xmpie.com](http://mp.xmpie.com)



## A COMMUNITY OF USERS - XMPIE USERS GROUP



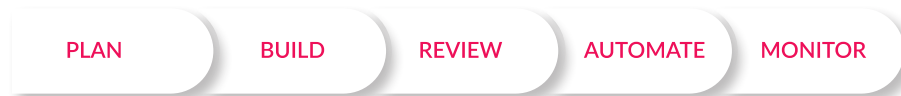
As an XMPie customer, you'll have the opportunity to participate in the XMPie Users Group, an assembly of users that meets and openly shares knowledge, experiences and tips for successful variable data campaigns.

Through an annual users conference and other programs, you'll have access to useful information from peers about products and best practices. Find out more about the XMPie Users Group at [www.xmpieusers.org](http://www.xmpieusers.org).

# STORYBOARD, VISUALIZE AND AUTOMATE MULTICHANNEL CAMPAIGNS

**XMPie Circle** is a marketing automation solution to orchestrate 1:1 multichannel marketing campaigns. From planning to creation and on to deployment with automation and performance monitoring – Circle visually articulates the content, structure and behavior of campaigns.

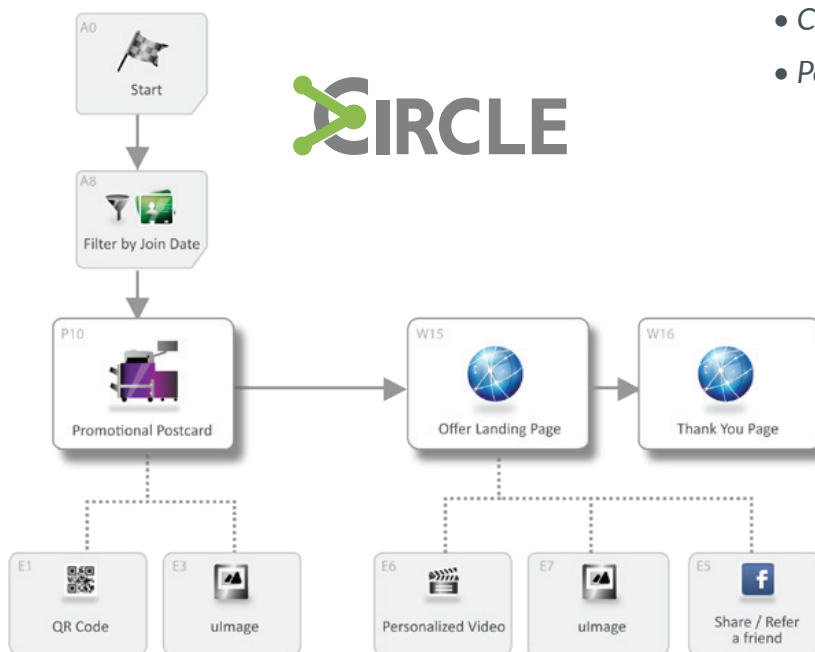
Circle enables touch point automation so that campaign activities can be scheduled in advance, with recurrence patterns based on audience segments and behaviors. Once a campaign is launched, one can view reports directly from the flow diagram, which serves as a window into PersonalEffect Analytics for progress monitoring, tracking and measurement. With easy-to-read KPI gauges and charts, Circle offers a convenient view of success metrics. Such metrics are invaluable to marketers who can intelligently use the information to plan the next phases of their campaigns.



CIRCLE

## → PRODUCTS:

- Circle
- PersonalEffect Analytics





# XMP PIE

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