



“We couldn’t send information from our back-end systems directly to our clients in a personalized format. We ended up having to manually create and customize the documents, which added costs and delays that affected our customer service. Then we found OpenText.”

In today’s digital world, customer service is all about providing the information your customers need with speed and convenience. Whether it’s trade confirmations, account statements, orders, or customized reports – customers expect email and fax-based communications that are fast, convenient, and personalized.

Many enterprises, unfortunately, have technology gaps that make it impossible to automate the creation and delivery of customized client communications. Instead, these companies are forced into tedious, and error-prone manual processes that slow cycle times and threaten the entire customer experience. For high-volume messaging, this can prove especially painful and costly. Your staff must repeatedly find and merge data between back-end applications, turn it into a personalized document, and then transmit it in a customer-acceptable format – all manually.

**OpenText EasyLink Production Messaging** is a 100% outsourced straight-through processing (STP) solution that automates the creation and delivery of outbound transactions originating in back-office systems. It’s ideal for trade confirmations, letters of credit, customer statements, business reports, and other high-volume communications that must be output as fax, email, SMS, or other messages. EasyLink Production Messaging reduces the costs of managing disparate infrastructure while eliminating manual processes. The messaging is customized to your business rules and recipient’s output needs, whether you’re confirming daily trades, processing prescriptions, or sending personalized monthly customer statements.

- Automates the creation and delivery of high-volume outbound transactions from back-end systems into fax, email, SMS, or EDI
- Speeds cycle times and improves customer service, creating a decisive competitive advantage in your markets
- Reduces costs associated with managing email, fax, and file server infrastructure
- Facilitates compliance with today’s privacy, security, and records-keeping mandates
- Ensures rapid ROI – payback typically within one month

## Automated End-To-End Messaging

Our 100% straight-through processing (STP) solution automates your outbound messaging with speed, security, privacy, and efficiency. We accept virtually any kind of client data from your back-end systems; merge, create, and format it into personalized messages according to your business rules; add logos and other customized touches; and then deliver these messages, securely, in virtually any format you need – email, fax, SMS, EDI, or others.

### BETTER CUSTOMER SERVICE

EasyLink Production Messaging helps you give your customers what they're asking for – personalized communications with the speed and convenience they require. The quality of the personalized messaging is higher, strengthening customer satisfaction and loyalty.

### REDUCED INFRASTRUCTURE AND STAFFING COSTS

Lower your messaging costs by reducing the need for IT infrastructure and support staff. With our transaction-based pricing, you pay only for the outbound messages delivered. Our pricing model leverages economies of scale available only from a large global vendor. You can ramp up our services as fast or slow as you'd like, knowing you'll pay only for what you use.

### PRIVACY AND RECORDS RETENTION

Whether it's HIPAA compliance, Sarbanes-Oxley, or the Gramm-Leach-Bliley Act, improve your compliance posture with today's privacy and record keeping mandates. We turn your outbound transactions into automated digital workflows that can be tracked, audited, and archived. We provide a complete audit trail for every transaction that passes through our network.

### SECURITY COMPLIANCE

OpenText's fully-redundant network ensures total security, confidentiality, and availability. Your systems connect to our network via the Internet, virtual private networks, or other secure solutions in strict and traceable compliance with your requirements.

### 100% OUTSOURCED

Today's most successful IT projects are usually those that can get implemented rapidly without requiring any capital investment. A Production Messaging solution can be integrated with your back-end and other systems quickly – typically within a few weeks – at no risk and no capital cost. As a global leader in business messaging, OpenText provides robust, fully-redundant, carrier-grade cloud network services. We have an unparalleled track record of providing companies with the capacity they need, when they need it.

## About OpenText

The OpenText Information Exchange suite of products and services provides market-leading fax, document exchange, messaging, notifications, and EDI solutions for businesses ranging from the smallest office to the largest enterprise. OpenText on-premise and cloud-based solutions can deliver even the largest files quickly, securely and reliably in the format of your choice.

## About Axient

Axient is a market leading Value Added Reseller of flexible, enterprise messaging and digital transaction solutions.

We have been helping corporations and Government departments automate messaging and digital transaction processes since 2000. Whether you are looking for on-premise, cloud based or hybrid solutions – we've got you covered.

Axient is a privately-owned company operating throughout Australia and New Zealand, and is experienced in a flexible suite of solutions from OpenText and other leading vendors.



### Axient Pty Ltd

AU: +61 2 8338 3444

NZ: +64 9 973 5935

info@axient.com.au

www.axient.com.au

