Columbus DoXite
is designed for creating
personalized customer
communications on an
enterprise scale

MACRO|4
A Division of UNICOM®Global

Intelligent document composition

Personalized, multi-channel customer communications

Customers expect business documents to be engaging, personal, and available in any format they choose. Columbus DoXite empowers you to create high quality documents for your printed and digital communications, incorporating key information from your business applications and customer systems. Columbus DoXite allows you to:

- Generate tailored, one-to-one documents on a vast scale, in a wide range of digital and print formats, with full regulatory compliance

- Avoid reliance on technical personnel for document creation by using an intuitive drag-and-drop interface to design your templates

- Add dynamic graphical content and tailor the message, appearance and document format to suit the recipient

- Create documents for a global audience, using multi-byte formats to communicate in a range of languages and character sets

- Enhance the document output generated by SAP® and other business applications

- Extend your solution with additional Columbus modules to create an end-to-end solution for customer communications management

Document design made easy

Columbus DoXite is a powerful document composition system that gives you everything you need to create personalized multi-channel communications quickly and cost effectively.

The Document Styler makes it easy to design layouts for different communication channels, including email, mobile, SMS, web, social media and print. You can also vary marketing offers, images and other dynamic content to match the needs and characteristics of individual customers.

The Data Styler lets you bring together business information from multiple sources within a single document, and provides the ability to create new communications both from raw data and existing document output, including formatted print streams.

For SAP users, Columbus DoXite's certified interfaces handle raw data, SAP Smart Forms and PDF files. This approach avoids the need for costly SAP development skills to create new documents.

Intuitive for business users

The Document Styler gives business users complete control over document content, branding and formatting.

The drag-and-drop user interface simplifies the design process and allows you to reduce effort by reusing document building blocks and shared digital assets. You can also use a high-fidelity preview feature to experiment with layouts and ensure that you achieve stunning results every time.

Columbus DoXite

The Columbus suite, for enterprise information management:

Columbus Central
Digital orchestration

Columbus DoXite
Intelligent document composition

Columbus DW
Enterprise content management

Columbus OM
Enterprise output management

Columbus Z
Output management on IBM zSystems

Columbus Accounting
Embedded business intelligence

www.macro4.com

Flexible data manipulation

The Data Styler lets you combine and manipulate information from multiple sources to create compelling communications. Separating data structuring from document design gives you the flexibility to draw on any business content for creating new documents, regardless of the location or format of the original data. Data can also be generated in any XML format for use in business processes such as automated data exchange.

Breathing new life into old content

You can save time and effort by enhancing existing documents rather than starting from scratch. Documents produced by your business applications can be embellished with extra features such as barcodes, electronic signatures and graphics, or completely redesigned.

Rapid migration

Templates from third-party composition products can be imported into Columbus DoXite and then reused or enhanced, enabling a fast, cost-effective system migration.

Digital asset management

For ease of maintenance, all design elements are managed separately from the document workflow, as independent building blocks: for example, a footer that is reused in several documents only ever needs updating once. A hierarchical project structure allows a wide range of document layouts and output formats to be managed centrally, while versioning ensures consistent use of key digital assets.

Personalized communications

Columbus DoXite allows you to personalize communications by using business rules to tailor document messaging and appearance in response to the characteristics of your customer data. The system can also access external data sources to obtain additional information and include this within the final document.

Global language support

Global businesses can design documents for a wide range of languages, character sets and layouts from a single input data source thanks to in-built multi-byte input and output support.

Multi-channel communications

Document layout, content and format are automatically optimized for different communication channels, sparing you the cost and effort of creating multiple templates to cater for digital delivery, online self-service and a range of printers.

Regulatory compliance

Columbus DoXite complies with regulatory standards for document delivery and retention. You can create PDF/A-compliant content for archiving and long-term storage, and generate EU-compliant documents and XML data for eInvoicing in line with standards such as ZUGFeRD, XRechnung and Factur-X.

Seamless SAP integration

Columbus integrates with SAP applications to enhance the documents they generate, using certified interfaces such as the SAP Raw Data Interface (BC-RDI), SAP Smart Forms (BC-XSF), and SAP Interactive Forms (BC-XFP). A preview facility allows SAP users to check the layout of documents from the SAP user interface before printing.

Enterprise information management

Columbus DoXite is an integrated component of the Columbus enterprise information management suite. This gives you the option to manage all aspects of customer communications, including document creation, multi-channel engagement and information lifecycle management, using a single enterprise system. The Columbus suite is quick to install, requires minimal maintenance, and runs on Windows, Linux and other major UNIX variants.

Trademarks and registered trademarks: www.macro4.com/trademarks

Please contact us for more information:

USA	Tel: +1 973 526 3900	Email: market.usa@macro4.com
Europe	Tel: +44 1293 872000	Email: market@macro4.com