



Advanced Variable Data Printing & Cross-Channel Communications

DocForm is the complete personalized communication solution for production printing and cross-channel messaging for midsize-to-enterprise organizations.

DocForm is a powerful communication application for all your personalized production print and electronic communications. Make your print communications more effective by supplementing them with personalized electronic communications such as personalized web pages, HTML emails, and phone texts.

Powerful Production Print Capabilities

At its core, DocForm is a powerful application designed for the most demanding of high volume, production print projects. Create all types of high volume color or monochrome documents such as statements, invoices, notifications, customer letters, and more. Automatically and dynamically create charts and graphs from multiple databases, create complex conditional data events, dynamically add images and graphics, and much more.

Create All Types of Electronic Documents

DocForm can also create all types of electronic documents - Word [.doc and .docx], RTF, TIFF, PDF and FAX. DocForm also dynamically generates indexing and metadata tags that allow for automatic filing of electronic documents into document management systems such as Prism's RecordManager. An integrated connector also allows you to automatically deposit an electronic copy of the created documents into Microsoft SharePoint.

Integrated Workflow

DocForm has a fully integrated workflow engine that enables the intelligent processing and routing of data, print documents, and electronic documents. Create all types of workflow conditions ranging from simple to complex.

HTML eMail

Create matching email and print campaigns HTML eMails. Print-only campaigns can be expensive and infrequent. Take advantage of HTML eMail messaging to reinforce, announce, and augment your print campaign. HTML eMails can easily match your print projects with DocForm's built-in HTML editor.

Personalized Web Landing Pages (PURLs)

Creating personalized web landing pages - also called Personalized URLs or PURLs - is easy. Use the same print or HTML project elements (images, text, etc.) and send out PURLs that are individually customized to your target audience. PURLs are web pages that are specifically addressed and messaged to each individual - customize by name, images, and text for each person. And, send out the PURL link through an HTML eMail.

Personalized PDF Literature Delivered via the Web and Email

Create fully personalized PDF literature with your customer's information embedded within the PDF. Personalized PDFs can be either an attachment to the personalized email or an embedded link within the email.

SMS Text Messaging for Phones

Easily create text messages that are deliverable to text-capable cell phones. Provide instant notifications to customers or direct them to other print or email messages that you've created with DocForm. Send instant broadcast messages that are personalized with data from your data source. SMS messaging is instant and a great method of supplementing attention for your messaging campaign.

DirectSmile Integration

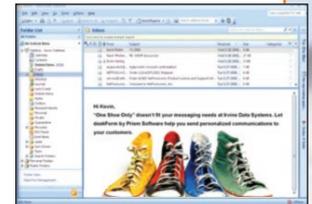
DocForm is fully integrated with DirectSmile. Create unique personalized graphics and images with DirectSmile.

Integrated Postal Certification (optional module)

Easily take advantage of the savings discount the U.S. Postal Services offers for bulk mail with this fully integrated module. No more problems and errors sending your data to a third-party program for postal certification. It's easy to use this integrated module from DocForm's drop-down menus. Module components include CASS, PAVE, mixed mailing, Geocoding, Zip+4, National Change of Address (NCOA), and more. Integrated postal certification for U.S., Canada, and U.K. See Prism Software's separate literature on postal certification for more details.

QR Codes & 95 Other Barcodes

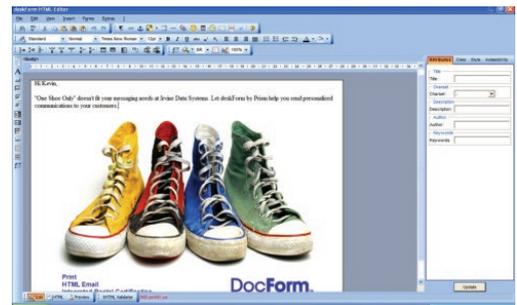
Quickly and automatically generate QR codes and ninety-five other types of barcodes including linear (1D), data matrix, MICR, 2D, and postal codes for USPS, British Royal Mail, Australia Post, Deutsche Post, Italian Post, and more.



Easy to Use



Select from multiple user interfaces that are designed for specific project types: Print shop interface for simple projects, Advanced interface for production print and workflow requirements, and HTML editor.



Built-in HTML editor allows easy creation of HTML email, Web and PURL projects.

eForms & eDocuments

eForms & Web Forms

DocForm can also create eForms and web forms for the automatic personalized collection and delivery of data. Easily create both HTML and PDF eForms and web forms. Dynamically create personalized data fields that are either formed from databases or customer-filled.

eDocuments & eSignatures

All types of eDocuments can be created with DocForm: leases, contracts, agreements, disclosures and more. Once created, the customer can electronically sign these eDocuments with a USB-connected electronic signature pad.



How it Works

Inputs

- > All types of data sources
- > All types of file types
- > All types of databases
- > Print Queues
- > XML
- > Flat files and more...



- > Easily create all types of print and electronic projects
- > See merged data on screen



Outputs

- > Print
- > Electronic documents: PDF, Word, etc.
- > Email (HTML, text)
- > Personalized web pages (PURLs)
- > SMS phone texts
- > XML
- > Fax server
- > Microsoft SharePoint
- > RecordManager document management
- > Third-party archiving

DocForm Key Facts

- > Easily create powerful personalized print and electronic documents
- > Easily generate PURLs and HTML eMails
- > Fully-integrated postal certification
- > Built-in SMS text phone messaging
- > All capabilities in a single application
- > Integrated Microsoft SharePoint Output
- > DirectSmile integrated



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