

Business document communication for **government** agencies

Authorities are under pressure from their central governments to improve information and online services. They are faced with the need to be more efficient, and to better serve citizens and partners in a cost-effective way. Inventive Designers creates solutions for the design and production of highly customized proposals, statements, and other critical customer communication. Respond to market opportunities immediately while maintaining strong control of your branding.

Scriptura allows you to graphically design and control the entire document flow of your business, from composition and personalization to production and delivery. It gets your customers the right information in the right channel at the right moment. Whether it's for batch, on demand or interactive document production, Scriptura seamlessly integrates with your back-office systems and produces sophisticated, personalized customer communications from any input data source. Scriptura is completely based on Open Standards to maximize flexibility and interoperability.

1



Bob works for a housing corporation. Until recently his days were filled with filling out paper forms for every new property the company acquired. Finally the city council began offering e-government services, which saved him a huge amount of time.

"The online experience"

Bob dived right into using online application forms. His government offers a very intuitive and user friendly website that looks like it was custom built for Bob.

The Scriptura WYSIWYG designer creates powerful eForms that integrate perfectly with your current website or intranet. There is no programming involved so designing interactive forms is effortless for both IT users and business users.

Intelligent eForms automatically adjust to Bob's profile. By personalizing banners, marketing messages, or even an entire colour scheme.

Use public or internal webservices to retrieve information, like Bob's city and state when his zipcode was entered.

Prefill forms with Bob's existing data from your CRM or legacy systems to enhance user experience.

The screenshot shows a web browser window with the URL <https://www.government.com/regist..> and a search bar containing 'Google'. The page title is 'GOVERNMENT - registration duties -'. The main content area is titled 'Department of tax registration' and includes a navigation menu with links for Home, Economy, Justice, Health, Education, Work, and Environment. Below the navigation is a 'Contact information' section with fields for Email (bob.s@mymail.com), First Name (Bob), Last Name (Smith), Address (594 Carlington Street), Zipcode (10968), City (Piermont), State (NY), and Language (English). There is also a 'Select properties' section with a table:

Property number	Category	Payment method
469-7X	WR	VISA
984-98	WR	VISA
654-FF	WEKK	VISA

Buttons for 'Add Row', 'Edit Row', 'Remove Row', and 'Submit' are visible at the bottom of the form. The footer of the page reads 'Copyright © 2008 Federal Government'.

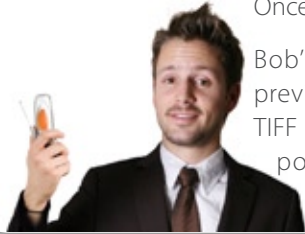
Multilingual: control multiple languages in just one template.

Use all popular form-controls like radiobuttons, drop & pulldowns, tooltip, datepicker, etc.

Dynamic tables grow as more rows are added.

The second Bob submits his application all his information is sent to you. Let's look at what happens next...

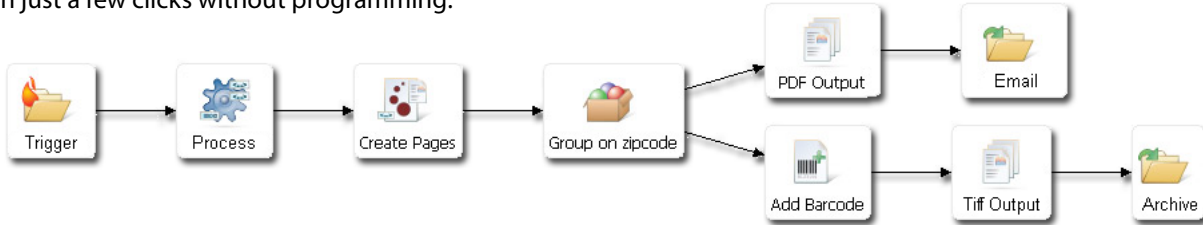
2



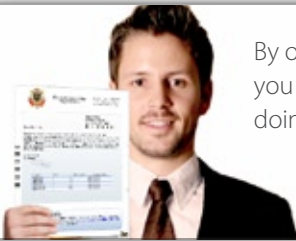
Once you have the information available, it's time to work the magic!

Bob's information triggers a **Business Document Flow** you previously designed. It creates a PDF that's sent to Bob's email address and a TIFF image that gets stored in your archive, all in less than one second. It's even possible to send Bob a personalized text message with a targeted marketing message.

Scriptura's Business Document Flow automates every aspect of your document life cycle, from composition and personalization to production and delivery. You can add an entire new output channel like web or email in just a few clicks without programming.



3



By offering **personalized multichannel communication** you can bring citizens like Bob an experience they tend to remember. Scriptura makes doing business with you very easy...

Scriptura Designer brings a refreshing perspective to business users designing templates. No programming skills are required to design appealing, sophisticated document templates.

Property	Level		Deeds paid	Expiration date
WR 400-7X		5%	1,456	10/2009
WR 904-00		5%	1,987	10/2009
WR 156-00		5%	1,656	10/2009
WR 899-24		5%	2,166	10/2009
WERK 654-FF		10%	8,983	10/2009
WERK 123-75		10%	10,654	10/2009

Add barcodes and OMR codes to your documents for easy tracking and tracing.

Use enticing graphical content to improve the appeal of your communication.

Add dynamic personalized hyperlinks to catch the attention of potential customers.

Dynamic reusable objects can be reused in different documents guarding brand consistency and regulatory compliance.

Use data driven charts and tables to present information.

Enrich your transactional documents with targeted marketing messages based on customer profiles.