



ENERGISE YOUR CUSTOMER COMMUNICATIONS

Companies often generate their business correspondence using several different applications alongside each other to generate, format and process documents for their various output channels. While automated systems and processes generate large volume of process-integrated documents, interactive documents are created, formatted and administered using different applications in different company departments.

In an ideal world you would be able to do all that using one software package. **The ideal world is icon Suite.**



FUNCTIONS

- Creates and formats documents
- Interactive, process-integrated or automated content creation
- Supports traditional output and latest interactive channels
- Easy integration into existing environments



BENEFITS

- Consolidation - one system for all business correspondence
- Cost savings through postage optimisation and batch printing
- Increased productivity through flexible and sophisticated WYSIWYG editor
- Improved customer satisfaction

WHAT IS ICON SUITE?

icon Suite is an innovative product used to create and format documents of all kinds, such as business letters, invoices, policies, quotations, contracts etc. icon Suite is application independent and platform independent and can be called by any business application via defined interfaces and communication protocols.

THE CONCEPT OF ICON SUITE

In icon Suite, document creation and document output are separated from each other: documents can either be automated via standardized interfaces according to a defined process sequence or they can be created interactively using the integrated editor. Before the documents are formatted they are stored in a document pool and only formatted immediately before dispatch - optimized for their respective output channel.

THE ICON SUITE BASE SYSTEM

icon/Dialog contains a flexible and highly efficient WYSIWYG editor that can be configured individually. Depending on the assigned role, the users can concentrate on producing their text without having to deal with formatting and output.

icon/Admin is the central point of configuration to create and manage document templates, components, variables, graphics or fonts. Objects and documents can be provided in several versions and user rights and roles can be administered, defining who is authorized to view each item.

icon/Server contains the central repository to generate documents automatically and extremely efficiently – in accordance with the configured application logic and document creation logic. Over one million documents per hour is achievable.



In introducing the new correspondence system based on icon Suite we have been able to meet all our objectives. Today the degree of automation of separate documents depends on the particular business process and it can be configured individually depending on the type of document.

*The central theme is: **as much automation as possible, as much interactivity as necessary.***

A modern editor that is optimised for processing tasks supports the users without overloading them with too much functionality.

Using the AFP compatible interface we have been able to adopt all our proven processing procedures including postage optimisation, pre-paid franking, enveloping and dispatching without having to change anything. At the same time the fact that the product is able to use multiple channels opens new perspectives for modern business communication via fax, e-mail and customer portals in the internet.

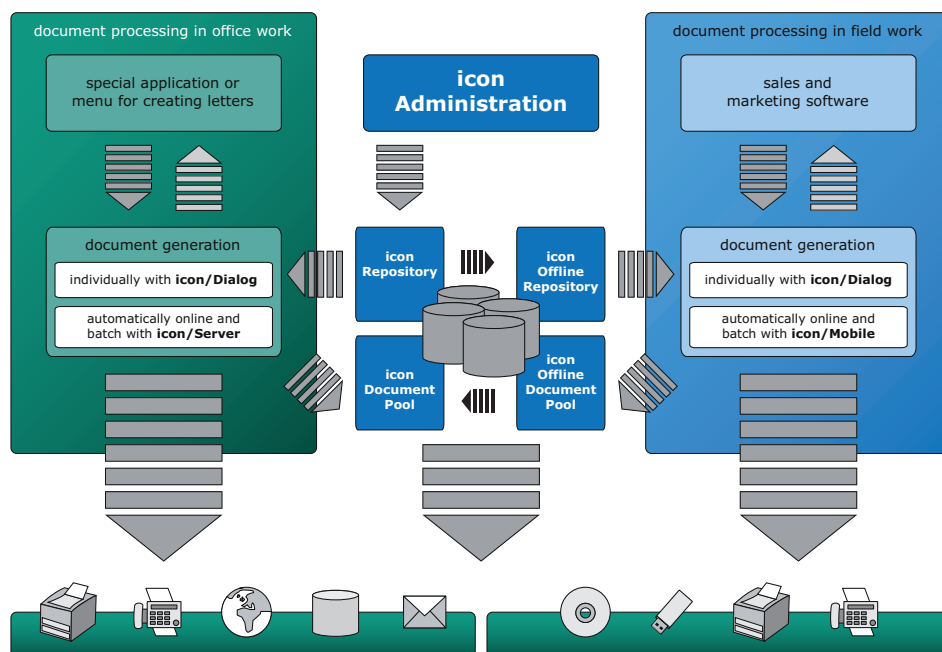


Ute Reh, Head of Central Services at NÜRNBERGER Versicherungsgruppe*

* Nurnberger Insurance Group, a leading German life, personal and property insurer employing approximately 30,000 people

IMPLEMENTATION AREAS OF ICON SUITE

- Complete correspondence solution for all purposes from initial contact through to customer satisfaction
- Individual single document creation with individual business text in complaint management
- Correspondence applications for sales
- Personalized administration of sender's components and text components
- Total customer correspondence in connection with claims
- Complete correspondence regarding investment-linked life insurance policies
- Online portal to generate pre-personalized banking account application and loan application forms



APPLICATION SCENARIO 1

The Objective

You would like to output and archive individually created letters together with centrally generated invoices or policies?

The Solution

Using icon Suite, all the documents generated within a company are sent to a central document pool, irrespective of whether the document was created by a user, by a central system or was process-integrated.

Your Benefits

All documents are centrally managed, filed and archived. Cutting out manual printing, enveloping and franking as well as all the little extra tasks, such as inserting paper and replenishing toner, will reduce your employees' workload and increase their productivity. The savings on postage can be improved by exhausting the usual postage discounts for bulk mailing and the resources can be used more efficiently.

APPLICATION SCENARIO 2

The Objective

You would like to standardise the content of all your customer business correspondence using a uniform format that reflects your current corporate design?

The Solution

In icon Suite you can create and manage document templates centrally. The users can concentrate on producing their text without having to look after the formatting or dispatch.

Your Benefits

By separating document creation and the formatting – optimised for the desired output channel – your document processing costs can be reduced by up to 75%.

Your users can concentrate on their respective tasks which will improve the quality of the communication with your customers. Standardising your communications content enables regulatory compliance.

LEADING ENTERPRISES TRUST ICON

- 70% of the 30 largest insurance companies in Germany
- Europe's largest direct bank
- Europe's largest automobile club

WHY ICON?

Since 1995 icon Systemhaus GmbH has been offering comprehensive customer correspondence solutions to prestigious insurance companies, banks, energy companies and industries. The icon Suite covers the complete range of high volume, individually oriented, interactive and process-integrated functionality. It is used for the most sophisticated business communications.

icon Suite is far more than just a solution for your correspondence. The icon community is a strong network of experts. It consists of customers, partners and specialists who work closely together to continue to improve icon Suite. icon currently has over 100 highly qualified specialists between Germany and the UK.



YOU WANT TO KNOW MORE ABOUT THE ICON SUITE?

Simply call us at +44.(0)203.286.1600 or send us an Email at info@icon-uk.net. Our experts can assist you personally with the possibilities and advantages of the icon Suite.



www.icon-uk.net