



delivering powerful **enterprise solutions**  
for **document creation**  
and **multi-channel communications**

## Business context

Your customers need clear, effective and consistent communications. Increasingly, customers expect to be able to choose how their communications are delivered. To meet these challenges, organisations need to be able to create, store and flexibly deliver large volumes of both standard and tailored letters. These can be physical letters or increasingly electronic letters, forms and web-content. You need to be able to integrate multi-channel campaigns, drawing openly upon your existing customer information, and fully exploiting cross-selling opportunities.

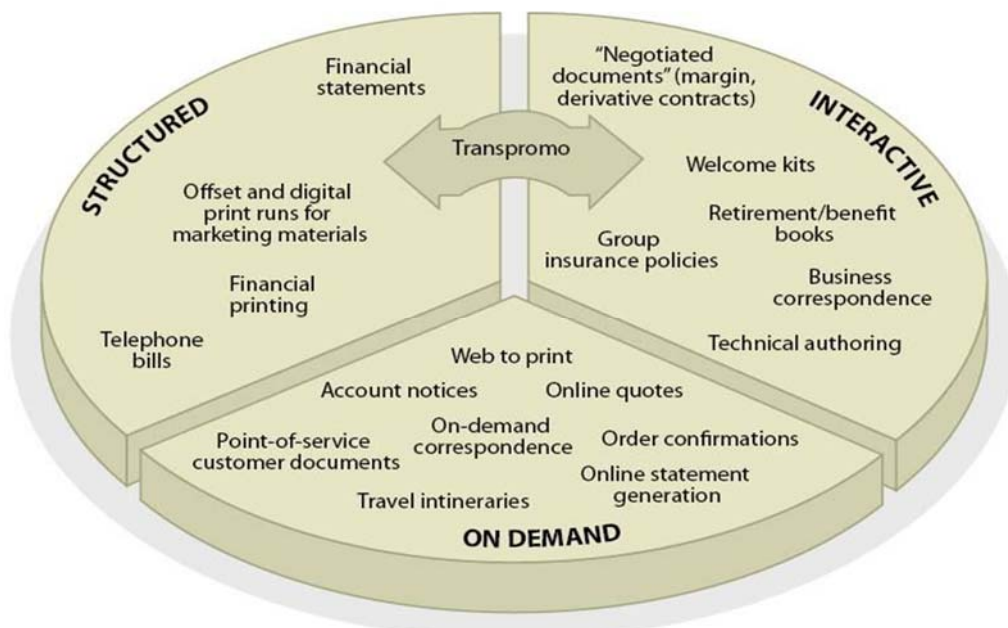
Client communications are vital to your success and provide a ready opportunity to clearly establish branding and competitive differentiation. Good communications need to be precise, informative, relevant, and **enhance your market presence** and image. This takes thought, careful planning, the right systems, processes and training.



As it typically costs 5 to 10 times more to secure a new customer as retain an existing one, the business case for high-quality communications is compelling enough in itself. But there is often pressure for **operational savings**. In meeting its particular investment challenge, one organisation achieved savings of over £30m per annum, through the use of our software and processes.

Organisations use documents for different purposes. For many the upside revenue from enhancing

personalisation potential is key; for some it's meeting green targets; and for others compliance governs the shape of document processes. Enterprises typically use an average of six different systems (and often many more in the largest) to meet the competing communication needs of the



organisation; typical uses are illustrated by Forrester research:

## The icon<sup>uk</sup> Solution

The icon<sup>uk</sup> team works with you to unlock step-change savings in operations and provide the communications your customers deserve.

**icon Suite** is a proven, high volume document creation and output software engine that supports **both standard letters** and the fast, straightforward construction of **tailored responses**. It integrates with your existing systems. This permits you to drive **operational savings** by consolidating your communications into managed, **high-volume output streams**.

In short, icon Suite is the best tool for navigating safely through the complexity of delivering successful customer communications. Around this highly configurable and scaleable software, icon<sup>uk</sup> adds the consulting, process design, implementation and support services to maximise your return on investment.

See the capabilities at: [www.icon-uk.net](http://www.icon-uk.net)

## What's different about icon<sup>uk</sup>

**Results matter.** We are committed to ensuring you get the best from icon Suite. We understand how best to deploy and integrate communication solutions, providing you with a vehicle for transformational improvements in both quality and costs. We take a consultative implementation approach, led by experienced practitioners, with regular management checkpoints to jointly review improvement targets to that ensure they are being delivered.

**Functional coverage and a unified architecture.** Most products are primarily designed to support either volume output or tailored output, or use hybrid architectures to deliver both. This means you may have to enter or store information in more than one place, with attendant additional costs and complexity in data management *or in inconsistent formats*. icon Suite is a unified software platform capable of delivering all content areas and integrating

them with equal ease. It is designed to unlock enterprise benefits of scale.

**Ease of integration.** Built on Java Enterprise Architecture, icon Suite's XML foundation allows the integration with systems covering all your business areas (sales, marketing, service, finance) whether you use diverse legacy systems or more standardised Enterprise Resource Planning tools.

**Range of output media.** We support the widest range of communication channels, be they print, fax, PDF, e-mail or XML. These cover client and internal interactions, both office-based and mobile.

**High throughput.** icon Suite is engineered to perform. The speed of processing enables us to support interactive/on-demand users and shift heavy overnight workloads in narrow batch-windows that other solutions struggle with.

**Support that works.** With our maintenance service you are always provided with the most up-to-date versions at no extra cost. Our solutions and services are designed around the on-going realisation of benefits using embedded consulting and diagnostic support where necessary.

## Realising Benefits

Working closely with you, we build a robust acquisition business case, map out enhanced processes and jointly plan system deployment. We go on to provide a solution which:

- lets you rationalise document creation and output systems and processes, so staff can focus on providing a better customer experience

- provides a flexible management system for both standard and tailored physical letters and electronic media
- ensures brand and regulatory compliance
- unlocks operational savings by channelling print and other communication to the most cost-effective print and delivery mode
- enhances the consistency and quality of communications.
- supports easy and rapid re-branding (whether due to periodic re-fresh, restructuring or as a result of takeovers)
- provides a secure repository for all your letters, communications and re-usable content
- supports multiple languages in an effective, compliant manner
- allows you to make a single change which will be automatically updated in every document with that associated content.
- Permits controlled access to your systems from anywhere, whether client, partner or employee.



## What we provide

We have a comprehensive and flexible range of services, structured to ensure you get the optimum outcome, for the best cost.

**icon<sup>uk</sup>** base solution comprises:

- ✓ **Standard Implementation Services.**  
These consist of the Software Licences, Training, Base Consulting and Analytics, Core Integration and Template Migration (or Creation).
- ✓ **Maintenance and Support Services.**  
These comprise the maintenance and support services you need to ensure the resilience and effectiveness of your solution.



In addition, we provide a comprehensive range of optional value-for-money services either directly or via close partners:

- ✓ **Operational Services.**  
Template Optimisation (Content and Data), Hardware and Network Management, and Managed Print Output services.
- ✓ **Additional Implementation Services.**  
Enhanced Analytics, Integration and Training, Template Creation, Change Management.
- ✓ **Additional Operational Services.**  
Template Administration and Creation

Services, Consulting, and Consolidation Services (software, hardware, network, print, postage).

## Who uses icon?

Fifty-plus financial, service sector and public organisations have been benefitting from the core icon Suite engine since 2002. These include over half of the top 30 insurance companies in Germany, three of the top 10 banks and largest direct bank in Europe. icon's commitment to improving these companies' performance has resulted in the highest levels of customer satisfaction and loyalty. As icon expands internationally you too can be part of this on-going success story.

## Conclusion

In selecting any document engine, you need confidence it:

- has a track-record of delivering tangible savings
- is scalable
- will work efficiently in your environment
- leads quickly to volume based economies
- is well-supported.

You also need confidence that implementation risks will be effectively managed.

This is best achieved through a partner who both understands your business and is driven to help maximise your return on investment.

**icon Suite is that engine; icon<sup>uk</sup> is your implementation partner.**

**Let us show you how.** Please browse our website - [www.icon-uk.net](http://www.icon-uk.net) – then contact us at: [info@icon-uk.net](mailto:info@icon-uk.net) - or telephone 020.3151.1081