Messagepoint®
Key features overview

messagepoint®

What is Messagepoint?

Messagepoint.com (MPDC) gives business users the freedom to create, edit, and modify customer-focused content and messages. These messages can be immediately included in your business-critical communications—with minimal impact on IT.

Relevant and personalized multichannel communication help improve the customer experience with targeted and easy-to-understand messaging. This can result in lower costs due to fewer call-center inquiries and increased revenue as you promote more cross-sell and upsell offers and promotions. Messagepoint also allows you to meet regulatory and compliance content requirements quicker and with less cost. Improve consistency and the ease of managing changes with a centralized communication management system for all output channels.

Messagepoint is about getting the right messaging to the right person, the right way, at the right time.

Strengthen your customer communications, with targeted, personalized messaging

Quickly and easily create and modify targeted content and communications. You'll reduce costs, improve time to market, and help build stronger customer relationships.

Improve the Customer Experience with personalized, targeted messaging

Messagepoint's numerous personalization and targeting features allow you to leverage your customer data, adding personalization and improved relevance to your customer communications.

Give business users full control over messaging content

There's no more need to burden IT with change requests. Now you can manage all changes to messaging within Messagepoint, giving your business users direct control over your customer communications.

Manage all content for cross-channel communications from a single platform

Messagepoint is a true multi-channel messaging platform that allows you to publish messages to any channel, including print, web, email and SMS.

Greater agility and quicker time-to-market on all customer communications

Now you can test and approve your messaging before you go into production and eliminate the frustrating steps in between. Messagepoint helps you get your messages out faster and more efficiently.

Improve multi-lingual and multi-branded communications

Complex content, branding and language variations across multiple touchpoints are much easier to manage with Messagepoint's built-in variation management functionality. New client onboarding is now a snap!

Minimize disruption and leverage existing investments

Messagepoint integrates with your existing delivery systems, letting you leverage your investments. The hybrid cloud model quickly gets new enhancements up and running, and your valuable customer data is kept secure behind your firewall.

Messagepoint key features

Content management

Messagepoint enables business users to easily create and manage content utilizing a number of tools and features, including:

- An intuitive, controlled editing experience,
- Support for text, graphic and embedded content, including JPG, TIFF, GIF, PDF, RTF,
- Support for language variants at Touchpoint level,
- Touchpoint Variation Models,
- Shared libraries (Smart text and Image Library) - centralized repositories of either text or images that can be used across Touchpoints. They allow common text assets, images and image collections to be stored in a central place and to be shared among specific Touchpoints or even globally, and
- Message prioritization & ordering.

Advanced personalization and targeting

Messagepoint's numerous personalization and targeting features allow business users to leverage your customer data to add personalization and relevance to your multi-channel customer communications, improving the customer experience. Here are just a few ways that Messagepoint can help make this a reality:

- Add variables to drive personalization into message content
- Leverage Smart Text objects for easy management and re-use of common content, allowing for more effective tailoring of messaging content to customers
- Quickly add targeting rules to your messaging content
- Build new, or use existing targeting groups that are easy to understand, even for complex targeting requirements
- Manage your messaging content in multiple languages, giving you the power to communicate to your customers in the language of their choice
- Unleash the power of Messagepoint's Patents-Pending Variation Management abilities to quickly build and manage variations of your customer communications for your important customer segments

Variation Management provides greater context, reduces the volume of content and rules you need to manage your complex customer communications.

Omni channel integration

Messagepoint integrates with your existing print and digital delivery systems, letting you leverage your current investments and delivery infrastructure. Messagepoint.com requires no additional software to be installed or maintained on user desktops, apart from a supported browser. And users stay on the most current version of Messagepoint without IT involvement.

With Messagepoint's hybrid cloud model, you also get the comfort of knowing that your valuable customer data is kept secure behind your corporate firewall and never stored in the cloud.

Workflow and Collaboration

Configurable approval workflow, including email notification and workgroup support. A workflow consists of a number of steps performed in a specific order by specific users. Messagepoint provides automated routing of messages and contents, based on the state of the message or content, and on the permissions assigned to each approver. Workflows can be easily created and customized per your needs. Rules can be applied to workflow steps. Automatic email notification are issued by workflows.

Insert management

Manage the inclusion of physical inserts into Touchpoint mailings, controlling when the inserts can be included and which recipients qualify to receive them.

Real time decision engine

The Real Time Decision Engine enables one-off, real-time transactional requests (as opposed to batch-mode).

Variation management

The patents pending Variation Management model of Messagepoint makes use of inheritance and master templates to streamline change management and significantly reduce manual efforts, optimizing content management and reuse. Create multiple variations/versions of a Touchpoint based on a master template. Create variants, inherit default content from the parent level then customize the variant based on its unique messaging requirements.

Free form editor

The free form editor in Messagepoint allows for the flexible and easy creation and placement of content when building a touchpoint. Custom horizontal and vertical grid and snap-to lines help position content blocks together, along with flexible rulers (inches or centimeters) for greater placement precision.

Fillable forms support

Using Messagepoint Forms, business users have the tools at their fingertips to create and publish their own fillable PDF forms. The form design and editing experience in Messagepoint leverages many familiar desktop concepts, letting you drag form elements like text boxes, checkboxes and radio controls directly onto a Word-like canvas. Precise placement and alignment of form elements is supported through a combination of rulers and custom snap-to guidelines. Tab order can be set, managed and even tested directly through Messagepoint.

Leverage familiar Messagepoint content and variation management concepts like targeting, variation management and multi-language support to maximize re-use of form components, helping ensure consistency across forms, as well as streamlining the number of forms you need to create and manage.

Messagepoint Connected - On demand document requests

Messagepoint Connected, a cloud-based, interactive and on-demand document requesting tool was designed to address these needs.

Messagepoint Connected gives business users and frontline workers the freedom to request as well as create, edit, and modify customer-focused messaging content created and managed in Messagepoint.com. These messages can be immediately included in your business-critical communications—without the need to involve IT.

As an extension to your existing Messagepoint implementation, Messagepoint Connected offers additional benefits and features such as:

• A customizable cloud-based document ordering interface to support your data requirements per touchpoint

• A single system of record for managing and generating one-off/ad-hoc document requests

• Extends the value of Messagepoint as your central facility for managing customer touchpoints

• Exposes controlled interactive editing experience to customize content as required

• Ideal for Call Centers, Agents, Field Sales, and Enrollment type activities

Self-service testing

Messagepoint provides on-demand message previews, touchpoint proofs, data-driven tests and full production simulations to ensure the integrity and fidelity of your content, as well as determine the potential impact of messaging campaigns – all without having to go to IT. Additionally, production simulations enable you to run a complete production job to see messaging results without the time consuming task of having to invoke the composition engine.

With the test data anonymizer feature within Messagepoint, you can quickly and safely anonymize your customer data files on-premise for testing in Messagepoint.com. This simplifies the challenge of generating secure and reliable test data by anonymizing real customer data.

Reporting and analytics

Messagepoint contains a number of reports that enables valuable insight into your Touchpoint and message deliveries. Features include report scenario building, production tracking and reporting, Touchpoint delivery reporting, and batch delivery reporting.

Content and history compare

The Messagepoint UI stores older versions of your messages, so you can easily retrieve old versions of your working copy and active messages. You can compare content to determine what additions, deletions, and style changes happened between versions, taking the guesswork out of what changed and when.

Content effective and expiration dating

Start and End dates can be set at the individual content level. This provides a way for users to set up, test, and approve content in advance of it being used. And when the qualifying dates are True the new content will play.

Granular access and content controls

Full granular control over what users can see and do in the system from Messagepoint functionality to their view and access of available touchpoints, individual touchpoint variations, even down to zone level control to restrict access at the content level.

User management

Ability to easily provision new users of the system without deploying any software. Control user names, passwords, and rights in the system.

Role management

Easily create and customize user roles linked to specific functionality in the system. Users are assigned to roles. Roles determine what a user can do in the system, which touchpoints they have.

Global change management (SmartText, image library)

Shared text and image resources can be managed centrally in the SmartText or Image Library. Shared resources can be used a needed within a Touchpoint or across other Touchpoints. Changing a shared resource will propagate the change across all Touchpoints that use the particular resource.

Real-time proofing (On-screen)

Users can quickly proof what they have created. Requesting a proof invokes the composition engine (HP Exstream or GMC) so the user gets an exact rendition of what will be produced in production. The same composition packages used in production are used by Messagepoint when generating proofs.

Multi-language content management

Many industries require that information be sent in the end customers preferred language. Messagepoint provides the ability manage content in multiple language in the same environment. It provides an easy way to segregate, view, proof and approval documents that leverage multiple language content.

Multi-lingual support

Messagepoint is truly polyglot as it accepts not only all characters in the user interface, including double-byte languages, but it also supports Unicode formats for your customer data input or driver files (primary and reference) through the Decision Engine.

Security

At no point in time is it necessary to store or process customer data in the MPDC cloud. Client data stays secure inside the customer trusted firewall and resides on the systems you prefer – thanks to the hybrid nature of Messagepoint that allows for the Decision Engine (DE) to site where data and delivery systems reside.

In addition to the physical security of client data, content in MPDC is also stored and accessed securely through the cloud. There are two primary connection points into Messageoint.com: user access through Messagepoint's browser-based user interface, and through Web Services API access – both are password protected and secured through SSL

Messagepoint architectural and security features

Feature delivery specifications

Hybrid deployment

MPDC web interface for business users and system administrators to access and manage business content and Touchpoints. Lightweight on premise Decision Engine (DE) component that interacts with your customer data behind your firewall in your or your service provider's data center.

Password policy management

Password policies are managed through the application by the system administrator. MPDC offers the same comprehensive degree of password controls as most enterprise applications, including:

- Configuration of password complexity: min/max lengths, use of uppercase/lowercase characters, numerals, special symbols, and rejecting consecutively repeating characters,
- Tracking and restricting access based on a configurable number of failed login attempts,
- Limiting the keep-alive time for password reset request,
- Setting password expiry to match corporate policy, and
- Restricting password re-use by history or by time.

Self-service password recovery

Users are able to self-recover lost passwords through a validated email addressContent history & compare.

SSO

In the event that customers prefer to manage users through an established directory services, such as Microsoft Active Directory, this option is available for both user provisioning and single sign-on.

Backup & restore

Individual client instances of MPDC are automatically backed up on a daily schedule and, should a point-in-time restore be required, instances can be restored to within 5-minutes of a failure, or to a customer-specified period of time in the past.

Disaster recovery

A mirrored location for MPDC is maintained in a separate datacenter geographically from the primary hosting environment. The production database is synced in real-time to this external site. In the event of a disaster to the primary site, the entire MPDC can be re-initialized within minutes, and users re-directed in real-time to the recovered environment.

Messagepoint decisioning engine

The Decisioning Engine (DE) is a key component of Messagepoint that is used to determine what messages a recipient should receive, prior to passing results to the delivery service, such as your composition engine.

The DE is setup on your server in order to process the customer data records locally and securely. It resides on the same server as your composition engine. Once messages are authored and approved in Messagepoint, a "job bundle" is created - an optimized binary file of message content, business logic and image resources - and is passed to the DE for further processing.   The delivery system is third-party software or services that will generate and send the final output that incorporates the messaging content.

System Requirements

Hardware

We recommend that your server running the Decisioning Engine and the print composition engine is configured with:

- Multi-core processor is recommended
- Minimum 4 GB RAM; 8 GB recommended
- 120 GB free.

Operating Systems

The Decisioning Engine can be run on the following Operating Systems:

- Windows 2008 (64-bit)
- Solaris SPARC 10
- SUSE Linux 10.1
- Red Hat Enterprise Linux 6.x and 7
- IBM z/OS
- AIX
- Z/OS
- HP-UX

Next Steps

To learn more about Messagepoint and for product videos visit **www.messagepoint.com**.
If you're interested in scheduling a demo, please contact us at **1-800-492-4103**, or email us at **info@messagepoint.com**.