



### Paradigm Shift in Corporate Communications: easy – process-integrated – resource efficient



*C4 - advanced communication is a software-based solution designed for straightforward creation and management of corporate communication scenarios – scaling from individual correspondence letters, via proposals, contracts, and reports up to highly personalized direct mail campaigns – as individual as needed and as automated as possible.*

#### PRODUCT HIGHLIGHTS

- complete integration in business processes
- intelligent creation of all internal and external corporate documents
- ready for multi-client mailings
- Multi-Channel Support: Letter, Fax, Email
- central template management within the Business Unit
- Standard Software

#### BENEFITS

- high user acceptance due to fast, intuitive creation and administration
- cost optimization
- decrease of processing and execution timeframes
- guaranteed highest standards of quality
- compliance with internal guidelines and regulatory rules
- minimized response time for business transactions
- support of various communication process scenarios

#### Perfect Correspondence?

Corporate communications is time-consuming. This includes documents such as proposals, reports, individual letters, contracts, agreements, and internal mail. Typically, correspondence is the result of a process that starts with an enquiry, moves on to preparing an individual response, and ends by a manually handled fulfillment in a letter shop.

This process not only wastes time, but also content and formal errors tend to accumulate. Besides, such communication typically occurs outside of standardized business processes. Thus, it is often impossible to repeat, trace, or analyze completed correspondence over the long-term.

#### Business Owns the Communications' Process

The fundamental prerequisite of intelligent and effective documents is the knowledge about the recipient, which generally resides in the line of business. That's precisely why perfect correspondence starts right here.

The business department uses C4 and any preferred word processing program like MS Word to design and assemble correspondence templates and text blocks all by itself.

Contextual business rules like roles, authorities, validity, terms and conditions, and revisions can be associated with the template. Furthermore, necessary business information in a CRM, ERP or HR system, for example, is referenced automatically.

C4 manages attachments of additional cross-organizational content such as product information, legal terms or campaign specific inserts based on defined rules. As a result, addressees receive a professional and personalized communications package from a variety of elements – instantly!

#### Tailored to User Needs

A user like a sales or contract specialist triggers a communication process by pressing a button in line with the business application's context. The user then receives a selection of matching suggestions on how to proceed with the business transaction. This could mean a letter, an email with an attached file, or a draft agreement with pre-defined approval processes and versioning.

The document is generated once the available options and templates have been selected. The user may double-check it in real time and perform necessary changes – directly within the familiar working environment like MS Word. When considered finished the document will be automatically processed. This includes tasks like the insertion of attachments, formats conversions according to the designated output channel, delivery management, archiving, and – very important – triggering subsequent business processes.

For more information on C4, demos, flyers, and brochures please visit:

[www.eC4u.com/C4](http://www.eC4u.com/C4)

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