

LiveCycle Enterprise Suite Frequently Answered Questions - External

Q: *What is LiveCycle Enterprise Suite?*

A: LiveCycle Enterprise Suite (ES) is an integrated family of servers and tools for automating external-facing business processes that help businesses and governments to more effectively engage with customers, citizens, partners, and suppliers. Financial services institutions, government agencies, manufacturers and life sciences companies will be able to use Adobe LiveCycle ES to create applications that simplify and automate processes such as claims processing, account enrollment and guided self service.

Q: *How is LiveCycle ES different from previous generations?*

A: Unlike previous generations, LiveCycle ES provides a single, unified environment in which an organization can design, implement, and automate the documents and processes that are used within the organization and with external customers and stakeholders. There are also significant new enhancements, including a central repository for sharing assets, a new integrated development environment, a user portal for participating in LiveCycle processes, and enhanced output capabilities.

Additionally, by blending PDF and Flash technologies, and leveraging the reach of the ubiquitous, cross-platform Adobe clients, LiveCycle ES helps create dynamic and intuitive externally-facing applications to manage information faster and more accurately, improve the quality of an organization's services, and decrease costly cycle times.

Q: *What are "customer engagement" applications?*

A: Customer engagement applications are online applications that allow external stakeholders to engage with an organization's internal processes. Customer engagement applications help simplify and automate processes such as insurance claims processing, new account opening, and customer self service, to better communicate with people who, for example, abandon on-line forms and transactions, or become otherwise frustrated with how they are forced to interact with enterprise systems and processes.

Q: *Why do organizations need "customer engagement" applications?*

A: A recent study conducted by Accenture found that over 60% of all citizens prefer calling into a government agency for services that were provided online. Other research indicates that only 10% of banking customers will complete a basic transaction online. The reason for these dismal results is that users are being asked to participate in automated processes which are confusing, time-consuming, or just plain inappropriate for them. Many respondents indicated that they felt overwhelmed by the interfaces and generally do not see the value to *themselves* in the automated process.

When applications are not designed to interact with users in a way that is appropriate for them, organizations experience user abandonment of an online process, process delays through incomplete information and error handling, poor customer satisfaction, increased customer attrition, and missed sales opportunities.

Q: *What are the benefits of building customer engagement applications with LiveCycle ES?*

A: Through a fusion of PDF and Flex technology that puts a new face on outward facing applications, LiveCycle ES helps organizations address the challenges of getting users fully engaged within an organization's customer-facing business processes. By creating and deploying customer engagement applications, organizations can benefit from:

- More transactions – though automated integration of data into backend systems
- Bigger transactions – improved engagement and ability to cross-sell/up-sell on the web
- Higher user satisfaction – reduction in user frustration, improved user guidance, and more relevant information for users
- Fewer processing delays – complete information when needed (24x7 in self-serve environment) and logical process steps
- Fewer mistakes – data validation and real-time error checking
- Faster decisions – shortened process cycle times, process optimization
- Fewer workarounds/deflections – users are less likely to get frustrated and pick up the phone and circumvent the process
- Higher utilization – more appealing engagement for users, more likely to stay with the process to completion and use it more consistently
- Fewer abandoned transactions – users are less likely to get frustrated and reconsider their commitment while working within a transaction
- Faster cycle times – optimized process routing and execution
- Lower costs – replace paper-based processes with efficient, electronic alternatives

Q: What kinds of customer engagement applications can be developed with LiveCycle ES?

A: There is a wide range of high value, front office-oriented processes that connect end users to an organization's internally-facing applications such as Enterprise Resource Planning, Supply Chain Management, Human Resources, or transaction systems. Customer engagement applications can help automate processes across many types of use cases in many environments, including B2C, B2B, G2C, and G2G.

Q: How does LiveCycle ES compare specifically with other BPM solutions?

A: Business process management (BPM) is used by many organizations to automate many processes. These systems typically offer process design, integrations to data sources, business rules, activity monitoring, and reporting. Where they often have difficulty is the lack of support for the capture of information needed to start a process, such as an application form or insurance claim form that is filled out by a customer, supplier, or partner. This part of the process, the "trigger", is often manual, paper-based, or so poorly automated that users provide poor quality data or abandon the process and revert to a more expensive, non-automated process such as contacting a customer service rep.

On the other end of a process is typically the output side where, at the conclusion of a process, a response of some type is presented to users. This could be a loan packet or claims approval document that is unique to the specific transaction or interaction and must be routed in a secure manner. This part of the process is also rarely integrated with the automation system and often remains manual and inefficient, even in very sophisticated and complex processes.

It is the combination of the LiveCycle services – data capture, process automation, document generation, data output, and information assurance – that makes LiveCycle ES unique. No other integrated system provides the same level of automation and integration for these functional areas.

Q: How is the LiveCycle ES development environment different from previous generations?

A: In previous generations of LiveCycle, developers used different tools for various tasks – creating forms and output templates, designing processes, managing process orchestration, and so on. This multi-tool environment complicated collaboration for development teams. With LiveCycle ES, all development tasks come together in the familiar Eclipse-based development environment of LiveCycle Workbench ES.

Q: How does Adobe Flex Builder fit into LiveCycle ES?

A: The three primary uses for Adobe Flex Builder in the context of LiveCycle ES are:

- Create Flex-based RIAs that can be integrated with LiveCycle services
- Create Flex components that can extend the functionality of form guides
- Customize LiveCycle Workspace, the web interface for end users

Adobe Flex Builder and the Flex SDK are used to develop rich Internet applications (RIAs), which often serve as the front-end for customer engagement applications and may incorporate LiveCycle form guides. LiveCycle Data Services ES allows these RIAs to easily integrate with LiveCycle ES document and process services.

Q: Why was Flex Data Services renamed LiveCycle Data Services ES?

A: LiveCycle Data Services ES is the next generation of Flex Data Services. The name change reflects an important expansion in the use of these valuable data integration services. LiveCycle ES melds the Flex and LiveCycle technologies to create new ways to engage and reach customers. LiveCycle Data Services ES, now joining the Adobe LiveCycle brand of enterprise software infrastructure and solutions, plays a key role in delivering this new breed of customer engagement application. The new LiveCycle brand for Data Services represents its inclusion in a unified platform that seamlessly integrates PDF, Flex, and Ajax technologies to deliver sophisticated, process-driven, and document-centric applications that engage beyond the enterprise.

Q: How have the previous generation LiveCycle products been re-named?

A: The following chart maps previous generation products with LiveCycle ES solution components.

Previous Generation Products	Adobe LiveCycle ES Solutions Components
LiveCycle Forms 7.2	LiveCycle Forms ES
LiveCycle Print 7.2	LiveCycle Output ES
LiveCycle PDF Generator 7.2	LiveCycle PDF Generator ES
LiveCycle Assembler 7.2	LiveCycle PDF Generator ES
LiveCycle Barcoded Forms 7.2	LiveCycle Barcoded Forms ES
LiveCycle Barcoded Forms 7.2	LiveCycle Barcoded Forms 7.5 ST and LiveCycle Reader Extensions 7.2.2
LiveCycle Reader Extensions 7.2	LiveCycle Reader Extensions ES
Flex Data Services 2 Departmental	LiveCycle Data Services ES Departmental
Flex Data Services 2 Enterprise	LiveCycle Data Services ES Enterprise
LiveCycle Policy Server 7.2	LiveCycle Rights Management ES
LiveCycle Security Server 7.2	LiveCycle Digital Signatures ES
LiveCycle Workflow 7.2	LiveCycle Process Management ES
LiveCycle Designer 7.2	LiveCycle Designer ES
Central Pro Output Server 5.6	LiveCycle Output ES
Web Output Pak 2.05	LiveCycle Output ES

Q: How does LiveCycle ES compare with other application development tools?

A: Currently LiveCycle ES is the only solution that offers a comprehensive platform for customer engagement, blending industry-leading tools and services with best-in-class partner solutions and enterprise standards to transform business processes that extend to customers, partners, and suppliers. LiveCycle ES encompasses each of the following areas.

- *Ubiquitous, cross-platform runtimes* – including Adobe Reader, Flash Player, and Apollo. With Adobe client software already present on over 700 million computers and 200

million other devices worldwide, no other vendor can offer a more robust and ubiquitous platform.

- *Standards-based frameworks and tools* - including Flex, XML, and PDF. With LiveCycle ES, organizations can create a user experience with a consistent definition language and data model, and deploy the UI in the format that makes the most sense for users, including Flash, PDF, or HTML.
- *Scalable solution components* - provide the necessary functionality to manage and optimize customer engagement processes, including data capture, process automation, information assurance, data output, and document generation.