



Adobe® Form Server for IBM®

Transforming digital content into Adobe Intelligent Documents

To make operations more effective, companies need to manage and integrate all types of information, structured and unstructured, across diverse systems and business processes and make key business data available on demand.

With IBM DB2 content management solutions, organizations can:

- Provide a single, open, and resilient foundation to manage all forms of content
- Deliver consistent, integrated information
- Integrate and reuse content
- Protect business-critical content

Banking—enhance customer relationships

Banks need to target the right customers, at the right time, to sell services today and build relationships for the future. How do you improve revenue with fewer resources and deliver greater value? Consider the mortgage application process.

Today this manual process provides the perfect opportunity to enhance existing customer relationships and build new ones. By leveraging their own business-critical information with advanced digital document capabilities, banks can evolve today's mortgage application into a personalized, dynamic process that introduces new mortgage services and creates new customers.

Businesses today generate huge volumes of information that can fuel productivity and enrich relationships with customers. To ensure competitive advantage and operational efficiency, it is vital that enterprises extend the reach of this critical business data to touch customers, business partners, and the workforce in the common currency of business—forms and documents.

In the efficient, extended organization, documents and forms are distributed as information sources that enable industry and government to go beyond inefficient, one-way communications. A tool to help organizations reach this goal is Adobe Form Server for IBM, an XML-based rich form development, deployment, and process management solution that is integrated with IBM DB2 Content Manager. This solution allows large organizations to leverage essential business content in automated and streamlined processes that span applications, people, and organizations. With its advanced digital form capabilities, Adobe Form Server for IBM allows organizations to leverage all types of business data resident in IBM DB2 Content Manager, with all the benefits and strengths of the Adobe product family.

Creating enterprise efficiency with IBM DB2 Content Manager

The IBM DB2 content management portfolio allows organizations to securely access, manage, process, and integrate all types of content across multiple applications and platforms on demand. This single, open, and resilient foundation supports multiple platforms and business solutions and helps companies leverage information assets effectively, while protecting business-critical content.

Managing information across essential business processes

In today's challenging business environment, the organization that actively engages with its customers, prospects, business partners, and workforce stays ahead of its competitors. Companies have successfully implemented enterprise applications to control their business transactions. Now they are seeking ways to automate document transactions due to emerging requirements of new corporate regulations, such as Sarbanes-Oxley and HIPAA. These transactions occur within complex, form-based business processes that traverse applications, individuals, workgroups, and business partners.

In a typical organization, up to 85%¹ of business information does not fit into the structured formats of automated file systems or databases, but in a wide range of unstructured formats such as documents, images, e-mail, reports, audio, video, and Web content.

As organizations struggle to become more competitive and efficient, managing and integrating all types of essential business information become crucial.



Challenges for form-based processes in a digital environment

Neither traditional paper-based nor expensive standalone form systems can meet the needs of today's large, geographically dispersed organizations. Inefficiencies associated with form-based processes can decrease productivity, affect customer satisfaction, and compromise the organization's ability to meet demanding compliance requirements.

Adobe Form Server for IBM transforms business information into powerful form processes for business

The integration of Adobe Form Server with IBM DB2 Content Manager combines Adobe's leading electronic form capabilities with the IBM DB2 content management environment. Bridging form-based processes becomes simpler, more flexible, and more cost-effective than ever. Dynamic processes can be effortlessly developed, deployed, and managed across customers, business partners, applications, and employees. These interactive, automated processes improve customer communication, partner collaboration, and workforce productivity while reducing costs and overhead through enhanced control and management of critical information, documents, and processes.

Improve business with Adobe Intelligent Documents

Enrich relationships with customers

Adobe Intelligent Documents create new revenue opportunities through personalized, secure, and interactive customer communications via Adobe Portable Document Format (PDF) plus XML. This powerful combination drives dynamic processes that are easily developed, distributed, and managed across customers and prospects. Leverage customer information resident in the IBM DB2 Content Manager quickly and introduce new services to the right target audience with personalized, high-fidelity documents to increase upsell and cross-sell opportunities. Establish ongoing communications with your installed base, focusing on their needs and special interests, to build customer loyalty. And improve customer follow-up response times during issue resolution for enhanced customer satisfaction.¹

Accelerate time to market with business partners

Using Adobe Intelligent Documents combined with IBM DB2 Content Manager, organizations can shorten the development life cycle and take new products and services to market faster. A single Adobe PDF package contains all associated documents, forms, and files and can be managed via the IBM DB2 content management platform. This consolidated package becomes the collaboration vehicle across internal departments, suppliers, and customers. Drawings, diagrams, models, and other content can be securely exchanged with partners and customers, regardless of their IT platform. The high-fidelity characteristics of PDF allow designers and operators to view and navigate forms and documents in a way already familiar to them. Every phase of the project life cycle—from review and commenting through approval—is managed, controlled, tracked, and stored in the IBM DB2 content management environment.

Increase workforce productivity

The IBM DB2 content management portfolio can empower your workforce with timely, consistent information, regardless of the information source, to make the right business decisions. Increased workforce productivity provides bottom-line benefits, as automated processes, which include this key business data, allow employees to focus on value-add activities. Tasks—such as finding, completing, processing, and routing forms for approval—that distract your workforce from revenue-generating activities can be fully automated. Redundant and expensive tasks, such as manually reentering data, are eliminated. Business process time is reduced and data quality is improved with intelligent form logic, enabling employees to increase productivity through decreased cycle time and more informed business decisions.

Challenges for form-based processes

- Limited interoperability among disparate systems
- Error prone due to rekeying of data
- Time-consuming and inefficient manual processing

Improve processes for business

- Customers: Enrich relationships
- Business partners: Accelerate time to market
- Workforce: Increase productivity
- Compliance agencies: Create efficient reporting and audit trails

Government—build constituency self-sufficiency

The pressure to reduce efforts and costs associated with government compliance has resulted in e-government initiatives such as the GPEA (Government Paperwork Elimination Act) in the United States. The Internet can deliver faster, more responsive constituent services at lower cost. Government agencies can now replace cumbersome, high-cost, paper-intensive processes with online submission, approval, reporting, and archiving to dramatically reduce the compliance burden on citizens and businesses and between levels of government while delivering better service.

Respond quickly to regulatory pressures

Many companies are under pressure to meet new government and industry mandates and guidelines. IBM and Adobe enable companies to develop auditable electronic business processes to validate process control and provide a centralized content repository to meet regulatory requirements such as Sarbanes-Oxley and HIPAA. Support regulated and legal workflows with the enhanced security, reliability, and fidelity of Adobe PDF. Deploy digital signature technologies from multiple PKI providers and certificate authorities for sign-off and approval processes. To meet time-sensitive filing and archival requirements, convert form-based information, store digitally signed documents, and track form-related events in the IBM DB2 Content Manager repository. This creates a secure, electronic archive of all form submissions in Adobe PDF.

Improve efficiency and reduce process costs

- Scalable, enterprise ready
- XML architecture
- Business logic for automated information capture and processing
- Leverage the IBM DB2 work environment
- Easy to deploy and use
- Secure
- Leverage IBM Records Manager

Benefits	
Enterprise-ready	This scalable, integrated solution meets the needs of IT and form designers. Manually intensive, form-based processes are quickly automated and streamlined into user-friendly, online processes with enterprise-level capabilities to design, manage, control, and repurpose large volumes of form templates.
XML architecture	Based on the XML data standard, Adobe Form Server for IBM allows the organization, customers, and partners to leverage existing IT systems to capture data across the form process life cycle. Form data can be stored and processed as XML in the IBM DB2 Content Manager repository and used to guide business processes. Form users can integrate data from their IT resources into the form process and repurpose data from the form process to their back-end systems. This enables form participants to increase overall data quality while decreasing form cycle time and process costs.
Business logic for automated information capture and processing	Automate information capture and processing by adding business logic to forms. This ensures that only the most accurate data populates IBM DB2 Content Manager.
Leverage the IBM DB2 work environment	A common work environment and graphical administrative tools ensure rapid adoption for IT, form designers, and form users. The unified solution allows direct access from Adobe applications to the IBM DB2 Content Manager repository and native access to Adobe forms via the IBM DB2 Content Manager client. IBM DB2 Content Manager administrative tools manage forms, processes, reports, and searches. Use Adobe's leading Acrobat® family of products to streamline collaborative reviews. Forms and form data can then be archived directly within the IBM DB2 Content Manager repository. For specific records management requirements, Adobe Form Server for IBM is integrated with IBM DB2 Records Manager, enabling the declaration, classification, and management of PDF forms by IBM DB2 Records Manager.
Accommodate multiple types of content	Multiple content types can be included in a single form, and a single compound PDF can be developed with multiple associated forms, documents, and content types.
Easy to design and deploy	Leveraging the consolidated work environment and tools, Adobe Form Server includes both rapid-start form templates and sophisticated, customizable form design tools. These tools include personalization, embedded calculation, self-help, and validation capabilities.
Easy to access and use	HTML and PDF presentation options provide unlimited user access with Adobe Form Server's intuitive form completion tools. For more advanced form capabilities, such as digital signature support and online and off line form completion, the secure, ubiquitous Adobe PDF combines high-fidelity presentation with the power of XML for data.
Secure	Sensitive customer, partner, and employee business information can be protected with both system-level and document-level security. The power of the business-critical data resident in the IBM DB2 content management platform can now be safely extended beyond the firewall with Adobe Form Server.

Insurance—accelerate claim settlement

In the insurance industry, filing a claim may be the only interaction a customer has with its insurer. The claimant's experience lays the foundation for building customer loyalty. Rapid, responsive service and consistent follow-up help ensure a steadfast clientele. How do you manage the claimant, agent, adjusters, and vendors that participate in the settlement process and provide up-to-the-minute claim status? Empower your customers and partners 24 x 7. Integrate agents, adjusters, and vendors with role-based access, ensuring protection of business-sensitive information. The claim's status is kept up to date, and all claims participants are engaged at the right time to ensure rapid settlement and another satisfied customer.

Corporate compliance—meet industry mandates cost-effectively

Many companies are faced with emerging mandates, such as HIPAA, USA Patriot Act, SEC, Basel II, Gramm-Leach-Bliley Act and Sarbanes-Oxley, that are forcing them to rethink the way they manage data and business processes across the enterprise. To meet new and existing regulatory requirements, businesses need to generate and certify the validity of this data. To comply with these requirements on an enterprise scale, companies must implement auditable electronic business processes that can be controlled, managed, and archived across people and IT systems.

Extend enterprise business processes

To assist organizations in achieving the goal of the efficient, extended enterprise, Adobe and IBM are delivering a rich form development, deployment, and process management solution for the IBM DB2 Content Manager environment. Leveraging the universal business language—XML, with the common format for document sharing—this unified solution enables large organizations to extend the value of business-critical information to the key currency of business: forms and documents. Fueling productivity and enriching relationships with customers, partners, and employees become simpler than ever. Business-critical, competitive information is delivered to the right audience, in the right format: secure, accessible, and easy to understand.

Adobe and IBM

As the leader in document processing, Adobe has a 20-year history of document innovation. Adobe PDF represents the global de facto standard for document exchange and processing within enterprise organizations and government. With support for standard technologies such as XML, Adobe Form Server empowers organizations to integrate their forms-based processes with enterprise IT environments.

IBM is the world's largest IT company and provider of IT services. IBM and its partners provide their clients with a complete range of products in advanced information technology: from hardware and software to services and complex application solutions to outsourcing projects and training facilities. IBM was awarded Digital Content Management Company of the Year, January 2003, by Frost & Sullivan.

FOR MORE INFORMATION

on how you can automate information-intensive, form-based processes with Adobe and IBM industry-leading solutions to improve communications and productivity while reducing costs, visit www.adobe.com/ibm or www.ibm.com.

You can also contact your IBM marketing representative or an IBM business partner, or call 800-IBM-CALL within the United States.

¹ "Enhance e-business on demand with digitized content," *IBM Solution Guide*, April 2003, GC27-1681-01.

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