



Banks Keep Customers Coming Back with Streamlined Document Processes

Adobe solutions help banks meet customer expectations for high-quality communications and rapid service

Dynamically assembled, personalized documents lower the costs of high-value customer communications.

With Adobe® Network Publishing Solutions, financial institutions can simplify the production of customized, high-quality documents associated with issuing loans, mortgages, lines of credit, statements, and other key banking documents. By taking advantage of Adobe's expertise in document solutions, institutions can accelerate these processes to dramatically decrease document creation preparation time and can deliver documents that make it easier for customers to interact with the institution. This Adobe solution for branch printing is modular and integrated for phased implementations that solve immediate problems and hold down costs while ensuring a growth path to comprehensive document automation.

One-size-fits-all, manual document generation, assembly, and printing processes drive operating costs up and customers away. These inefficiencies cost financial institutions millions of dollars in lost revenue and escalating operating expenses.

Financial institutions seek relief from the high price of document generation and delivery.

- Paper-intensive processes limit the flexibility of the branch to prepare personalized documents and to deliver them in the format the customer wants.
- Data scattered in a multitude of remote, heterogeneous systems requires time-consuming, error-prone manual extraction that prohibits cost-efficient document production.
- Branch networks are debilitated by large amounts of preassembled documents sent from central offices and other bank locations.

The Adobe solution is flexible and easy to deploy. With Adobe document solutions, financial institutions can quickly engage in efficient branch document processes.

Financial institutions achieve time and cost savings with streamlined document generation.

- Increase the quality of customer service with dynamically generated, personalized documents.
- Decrease creation preparation costs by seamlessly integrating online documents with core and legacy systems to automatically extract data.
- Enable efficient, reliable electronic document assembly and delivery through the branch's existing network capacity.

Branch Printing Solution Highlights

Enhance the customer experience with dynamic, personalized documents

Increase customer satisfaction and retention.

- Deliver customized documents that include data dynamically selected on the basis of business rules and content.
- Increase communication flexibility by delivering Adobe Portable Document Format (PDF) documents over a variety of customer-selected channels, including the Web, e-mail, fax, wireless devices, and print.
- Communicate precisely with documents that appear exactly as intended onscreen as well as on paper.

Meet global business requirements.

- Easily produce documents in multiple languages and currencies.
- Create documents and templates that are customized for each branch locale, document type, customer need, and other specific criteria.
- Increase cross-sell and upsell effectiveness with professional documents that can include a wide range of information, such as images, graphics, and other rich media.

Streamline document processing with dynamic assembly and delivery

Reduce document generation costs.

- Support centralized or distributed printing, and eliminate preprinted forms, storage, and delivery costs by using Adobe solutions to deliver documents over a variety of channels, including the Web, e-mail, fax, and wireless devices.
- Engage in cost-efficient generation by using a single source template for multiple, customized documents that can be delivered online and offline.
- Simplify document processing time by automatically identifying which documents are required to complete a process based on business rules and content.
- Eliminate manual archiving by seamlessly integrating online documents with archiving, document management, and reporting systems.

Increase efficiency.

- Reduce document preparation time by automatically populating documents with relevant data stored in corporate systems and in multiple formats, such as PDF, HTML, and XML.
- Increase staff efficiency with desktop tools for online review and collaboration, including electronic sticky notes, text highlighting, comment sharing, and notes compilation.

For more information on the Adobe solution for branch printing, please call 800-861-9428 or e-mail solutions@adobe.com.

- Control user actions with embedded permissions that define exactly what the user can do, such as print a document, revise it, enter data into it, save it to a local computer, archive it, or make no changes to it.

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