

# WebDemand360 - Enterprise Edition

for Web self-service, interactive and batch customer communications management

## Key Benefits and Features

### Business Benefits and Features

- Enable customer self-service with Web-based technology
- Create customer communications in seconds, not days
- Eliminate call backs
- Enhance cross-sell and up-sell opportunities
- Manage content using Microsoft Word
- World-class content personalization engine

### Technology Benefits and Features

- J2EE architecture
- Runs natively on IBM® WebSphere application servers
- Relational content repository on IBM DB2 or Microsoft SQL Server
- Centralized management of applications and data
- Web services (SOA), XML, PDF and JDBC support
- Multi-Threaded, high performance components
- Highest levels of security, scalability, performance and availability

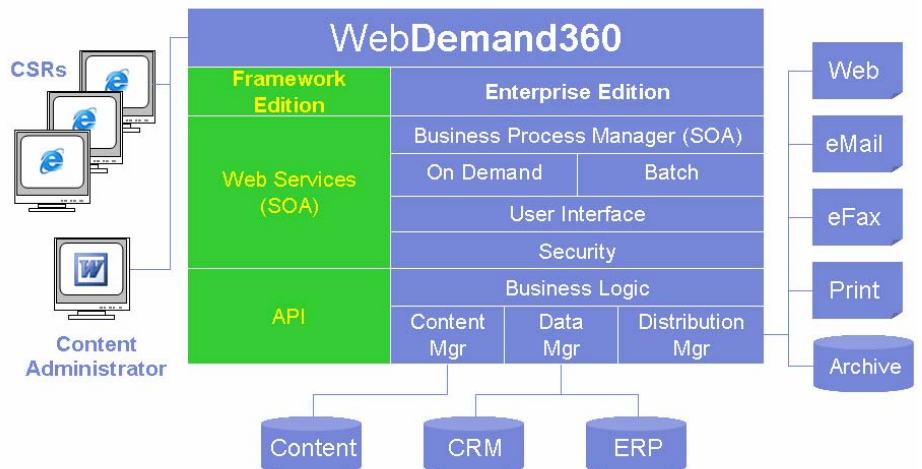
## Overview



WebDemand360™ Enterprise Edition 3.2 is an on demand customer communications management software system designed to manage customer communications for the most demanding requirements of today's enterprise. The innovative software enhances a wide range of existing enterprise business applications, database management systems and platforms to enable true portability and preservation of investment.

## Major technologies and architecture

- **Integrated Content Management**  
Content Manager seamlessly integrates WebDemand360 with Microsoft Word for content administration. This enables secured management of forms, paragraphs, prompts and images.
- **Business Process Management**  
Business Process Manager uses a SOA architecture to integrate WebDemand360 On Demand and Batch processing with any business application for document workflow production.
- **Distribution Management**  
Distribution Manager provides multi-channel document distribution via the Web, eMail, eFax, Print and Archive.
- **Framework Management**  
Framework Edition enables SOA via Web Services integration with Web-based applications, portals and non-Web-based legacy business applications.



# WebDemand360 - Enterprise Edition

## Multiple Functionalities

### User functionality

- Create, compose or assemble personalized customer communications
- Distribute customer communications via print, email, PDF, fax and Web
- Search customer communications archive
- Utilize Work in Progress for individual users

### Content Administration functionality

Manage and edit content off line using MSWord, including:

- Letter forms and templates
- Paragraphs
- Prompts
- Images

### Group Administration functionality

- Manage group level applications
- Manage customer communications operations
- Manage exceptions
- Manage user profiles
- Manage roles and privileges
- Manage Work-in-Progress

### System Administration functionality

- Group management
- Business applications management
- Database management
- Distribution management and services via print, email, PDF, fax and Web
- System management
- Security management with single user sign-on with multiple roles

### Minimum System Requirements

- Hardware
  - Intel Dual Pentium Processors 2 GHz
  - 4 GB RAM
  - 100 GB of available hard-disk space
- Software
  - Microsoft Windows 2000 or 2003 Server
  - Microsoft Word XP or 2003 (for Content Administration)
  - Microsoft Internet Explorer R6+
  - Adobe Reader R6+
  - IBM WebSphere Application Server Network Deployment R5+
  - IBM DB2 UDB Version R7+ or Microsoft SQL Server 2000+ (for Content DBMS)

Note: Minimum system requirements are subject to change without notice.

## Functionality Overview

WebDemand360™ Enterprise Edition 3.2 meets the unique needs of its users, content administrators, managers and system administrators by providing functionalities designed to enhance productivity, retain flexibility, maximize security and simplify IT administration.

- User functionality
- Content Administration functionality
- Group and System Administration functionality

### User functionality

WebDemand360 leverages a skill most employees possess navigating the informational complexities of the World Wide Web – to create and deliver customer communications for customer service, claims processing, underwriting, credit, accounts receivable, order processing and many more applications.

The look, feel and functionality of the world class WebDemand360 user interface utilizes the latest in Web design factors to maximize productivity by minimizing barriers to learning and navigation.

### Content Administration functionality

WebDemand360 Content Management utilizes Microsoft Word and RTF.

WebDemand360 utilizes MS Word XP 2002 and 2003 for content management and connecting to the repository using .NET and Web Services. Rich functionality is provided by a robust, menu-driven plug-in that includes connection and authentication options. All textual content is stored using standard Rich Text Format (RTF) to preserve the customer's content investment.

### Group and System Administration functionality

WebDemand360 allows operations managers and supervisors to independently and comprehensively manage group level applications including quality review and quality assurance business processes.

System administrators can create new users, assign security privileges to roles and create groups. WebDemand360 uses a role-based security model to structure roles within groups consisting of functional privileges that can be assigned by an administrator.

WebDemand360 Enterprise Edition architecture is built upon the Java 2 Platform, Enterprise Edition (J2EE), incorporating JavaServer Pages (JSP), Java Servlets, Java Beans and XML technologies, the delivery and data vehicles of choice for the new millennium.

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