TOPPAN
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TOPPAN MERRILL CONNECT™ CONTROL CENTER

Can an integrated process create efficiency and drive omni-channel solutions?
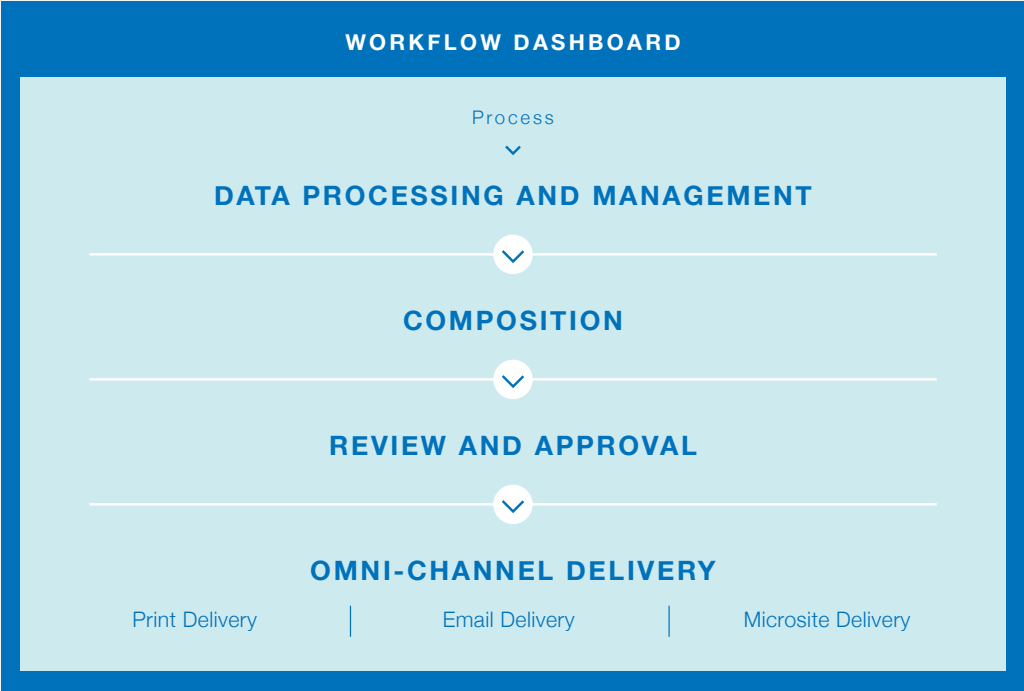
Managing the process of customer communications from data feeds through delivery can be a cumbersome, complicated process. Many times, the process spans across multiple systems, requires manual workflows, constant management and provides little insight into metrics around data validation, production tracking, deliverability or engagement.

Toppan Merrill Connect provides complete transparency into your customer communication process while simplifying the complexities of data normalization and ingestion, composition, approvals, production and delivery for your unique data feeds. Built upon experience and industry expertise our integrated, streamlined approach provides the groundwork for a more efficient process, while simultaneously employing a forward-thinking solution to support user experience, engagement and omni-channel delivery capabilities.

TOPPAN MERRILL. Expand Possible

Streamline the process of managing communications while gaining complete transparency throughout the workflow with our secure dashboard, providing real-time status updates and reporting for all your data feeds. Our intuitive workflow dashboard allows you to easily review and approve complete batches or individual files, or to fix and resubmit only the files that fail. Integration with our Dynamic Publishing composition tool creates efficiencies and mitigates the risk for errors. API integration creates streamlined processes. Custom feed and recipient notifications allow customization to meet the needs of your teams. Omni-channel delivery options provide the opportunity to reach your customers how they want to be reached.

Simplifying customer communications at every step of the process.

WORKFLOW DASHBOARD

Process
⌄

DATA PROCESSING AND MANAGEMENT

⌄

COMPOSITION

⌄

REVIEW AND APPROVAL

⌄

OMNI-CHANNEL DELIVERY

Print Delivery | Email Delivery | Microsite Delivery

COMMUNICATION ARCHIVE

DELIVERY PREFERENCE CENTER

**INSIGHTS & ANALYTICS**

Data Administration

Our solution provides seamless data ingestion that remains efficient and scalable by utilizing a single unified platform. Various data receipt options allow for flexibility, while simultaneously ensuring that data is secure and validated from the start. Feed data can be formatted and validated using our standard configurations for feed and recipient details, in addition to accommodating any custom elements unique to your recipients. Functionally allows original data records to be updated at any time, through subsequent updates or supplemental file information, allowing for a flexible workflow and a more efficient process.

Composition

Personalized, data driven communications are created with ease through our automated composition tool, Toppan Merrill Connect for Dynamic Publishing. Employ document automation that connects business rules with recipient and client specific data to dynamically create personalized communications that are customized with audience specific images and content. Utilizing an automated platform for composition mitigates the risk for errors and streamlines the overall process, improving the speed and lowering the cost of document creation.

Review and Approval

A single-source platform works with your workflow to store, author, edit, manage and distribute shared content for easy search, editing and re-use. Create efficiencies for your sales teams and intermediaries while also ensuring your customers are provided the most relevant up-to-date marketing content to best meet their needs.
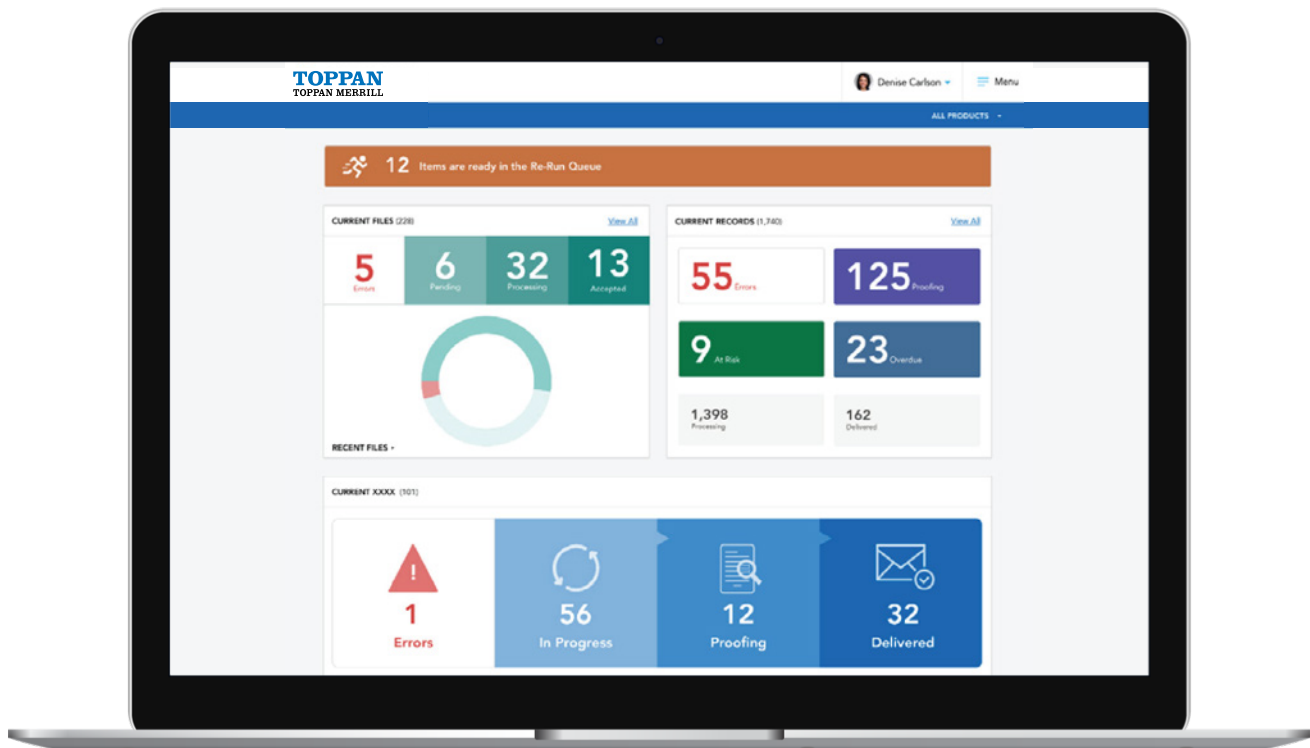
The workflow dashboard allows you to monitor the status of a feed
or a particular communication in real time.

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Omni-Channel Delivery

Ensuring timely, accurate and engaging delivery of your communications underscores this process.
Our solution offers a number of distribution methods upon approvals; including print, email or a hosted microsite. Determine the best delivery options for specific communications, which can be used as delivery defaults, or let your customers choose their preferred channel to ensure the most effective engagement.

Delivery Integrity

Integrated delivery technology provides contingency and automation which allows recipients to receive communications even if the preferred method is undeliverable. Automated bounce to email and bounce to print processes increase customer satisfaction and engagement, while eliminating additional work flows and oversight.

Add-on Solutions

Enhance your overall process and create additional efficiencies with our fully integrated add-on solutions.

- **Communication Archive.** Retain delivered communications through our secure, scalable and easy-to-use solution, Communication Archive. With an intuitive user interface, increased security stands, and robust search and workflow capabilities you can easily access past communications, while enforcing retention policies, and ensuring compliance.

- **Delivery Preference Center.** Utilize our Delivery Preference Center to provide customers with a self-service option to select and manage delivery channel details and preferences. Increase customer engagement by allowing them to select communication options. Provide your team with insights such as confirmation of electronic deliveries, selected delivery preferences at the recipient level, and expected usage numbers based on the delivery options your users have chosen. Additionally, an audit history is accessible to review and manage any delivery preference changes.

- **Insights and Analytics.** Our Insights and Analytics add-on provides dashboard reporting with real time insights into recipient and interaction statistics, link click details, bounces by type and delivery metrics. Analytics will share not just what happened, but also why, allowing you to make more informed decisions regarding what to do next.

EXPAND POSSIBLE