



## Intelligent document composition

### Personalized, multi-channel customer communications

Columbus DoXite document composition software is designed for creating personalized customer communications on an enterprise scale

**Customers expect business documents to be engaging, personal and available in any format they choose, from print to mobile. Columbus DoXite empowers you to create high quality documents for any communication channel, incorporating key information from your business applications and customer systems. Columbus DoXite allows you to:**

- Generate tailored, one-to-one documents on a vast scale, in a wide range of electronic and print formats, with full regulatory compliance
- Avoid reliance on technical personnel for document creation by enabling business users to design their own document templates
- Add dynamic graphical content and tailor the message, appearance and document format to suit the recipient
- Create documents for a global audience, using multi-byte input and output formats to communicate in a range of languages and character sets
- Enhance the document output generated by SAP® and other business applications
- Extend your solution with additional Columbus modules to create an end-to-end solution for customer communications management

#### Document design made easy

Columbus DoXite is a powerful document composition software product that gives you everything you need to create personalized communications quickly and cost effectively.

A graphical design tool makes it easy to create document layouts to suit any communication channel, including email, mobile, SMS, web, social channels and print. You can also include marketing offers, images and other variable content in line with business rules defined by you.

A data styling tool allows you to combine variable information from a range of input sources within a single document. You can also create new documents both from raw data and formatted output.

For SAP users, Columbus DoXite's certified interfaces handle raw data, SAP Smart Forms and PDF files. This approach avoids the need for costly SAP development skills to create new documents.

#### Intuitive for business users

The document styler interface gives business users complete control over document content, branding and formatting. Document design is straightforward, using simple actions such as drag/drop and copy/paste. A high-fidelity preview feature allows users to experiment with alternative layouts for different communication channels and verify that the final format is suitable for each target device.

The Columbus suite, for enterprise information management:

**Columbus Central**  
Multi-channel delivery and document workflow

**Columbus DoXite**  
Intelligent document composition

**Columbus DW**  
Enterprise content management

**Columbus OM**  
Enterprise output management

**Columbus Z**  
Output management on IBM Z

**Columbus Accounting**  
Embedded business intelligence



### Flexible data manipulation

The data styler lets you combine variable information from a range of input sources and data formats within a single document. All input data is automatically converted into a consistent XML format, ready for use in the document styler design interface. Separating data structuring from document design results in a more user-friendly experience for business users, who have total flexibility to draw on any business content for the creation of new documents, regardless of the location or format of the original data.

### Breathing new life into old content

The documents you already produce can be embellished without touching your underlying business applications. Features such as barcodes, digital signatures and graphics can be added to both new and existing documents. Page content can be rearranged and new text effects, fonts and colors applied in order to transform any document into an engaging business communication.

### Digital asset management

For ease of maintenance, all design elements are managed separately from the document workflow, as independent building blocks; so, for example, a footer that is reused in several documents only ever needs updating once. A hierarchical project structure allows a wide range of document layouts and output formats to be managed centrally, while versioning ensures consistent use of key digital assets.

### Personalized communications

Columbus DoXite allows you to personalize communications and change customer offers dynamically according to the content of your input data. The system can also access external data sources to obtain additional customer information and integrate this within the final document.

### Global language support

Global businesses can create documents for a wide range of languages, character sets and layouts from a single input data source thanks to in-built multi-byte input and output support.

### Multi-channel communications

Document layout is automatically optimized to suit the content, size and format of each individual document and output channel, eliminating the cost and effort of creating multiple templates to cater for for web presentment, mobile, email and SMS delivery, and different printers.

### Regulatory compliance

Columbus DoXite offers a range of features to ensure compliance with the latest regulatory standards for document delivery and retention. These include the ability to create PDF/A-compliant content for long-term storage, and generate EU-compliant documents and XML data for eInvoicing in line with standards such as ZUGFeRD, XRechnung and Factor-X.

### Seamless SAP integration

Columbus integrates with SAP applications to enhance the documents they generate, using certified interfaces such as the SAP Raw Data Interface (BC-RDI), SAP Smart Forms (BC-XSF), and SAP Interactive Forms (BC-XFP). An integrated preview facility allows SAP users to check the layout of documents from the SAP GUI before printing.

### Integrated information management

Columbus DoXite is an integrated component of the Columbus suite. This gives you the option to manage all aspects of customer communications, including document creation, storage, presentment, assured printing and digital delivery using a single enterprise system. Columbus software is quick to install, with minimal maintenance, and runs on Linux, UNIX and Windows platforms.

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