



Columbus Central provides a single, rationalized architecture for multi-channel delivery and document workflow

Multi-channel delivery and workflow

Communications management for digital business

Reliable business communications are critical for every organization. Columbus Central provides an enterprise platform for document processing and delivery to ensure that the right communications always reach the right person at the right time, in the right format. Columbus Central frees you from the complexities of delivering output from your business applications to multiple digital and print channels and allows you to:

- Capture, store and process all document output according to your business rules, document content and customer preferences
- Create personalized customer communications and assure delivery to multiple email, web, mobile, social, messaging and print channels
- Model, implement and monitor business processes easily using graphical flowcharting and real-time dashboards
- Tailor processes dynamically based on human interactions, such as a customer request or an administrator intervention
- Strengthen the multi-channel delivery capabilities of SAP® and other third party applications without the costs and risks of making system changes
- Implement accounting and reporting to support accurate service level monitoring, forecasting and billing

Streamlining communications

Columbus Central provides a centralized document workflow facility to accept, service and route business output to its final destination.

Columbus Central receives data from any system, in any format, manages all document processing and assures delivery to any communication channel, including email, mobile, SMS, web, social media and printers.

Global installations on multiple distributed servers can be managed from a single point of control, providing massive scalability and enterprise-wide oversight of all document processes.

Automated processing

Documents are automatically routed through the system according to business rules. These rules control which document workflows are employed and determine whether any additional processes need to be applied, such as document composition; transformation into new digital or print formats; or merging content from multiple sources to create new documents. Finally, documents are routed to your chosen delivery channels.

The Columbus Central workflow facility allows you to create detailed task plans for managing and processing documents; these processes can be modeled and implemented easily using a graphical flowcharting tool. Users can choose from a range of out-of-the-box task plan steps (such as print, archive or email), or design their own.

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

Document lifecycle management

End-to-end workflows can be created for any document-related activity, from data capture, document creation and composition to digital signing, storage and multi-channel delivery.

Rules-based workflow

Flexible, rules-based processing allows different steps – such as ‘print’ rather than ‘email’ – to be initiated by rules or conditions specified by you, such as customer preferences, document content or an email delivery failure. Multi-channel workflows can be used to deliver a seamless user experience across all touch points: for example by emailing a link to an online bill, then following up with a text message if it has not been read within a set time period.

Interactive communications

For ultimate responsiveness, workflow processes can be designed to change dynamically based on human interactions, such as a customer request – for example choosing an alternative delivery channel – or an operator response to a system prompt, for example in the event of a delivery failure or other exception condition.

Assured multi-channel delivery

Columbus Central manages distribution to multiple channels, including the web, email, mobile devices, social media, printers, and archival in Columbus DW, and provides feedback mechanisms to confirm successful delivery. For example, workflow rules can initiate regular email reconciliation checks to confirm whether outbound messages have been received.

Centralized control

Web and mobile administrator interfaces keep you in control, with graphical displays that monitor the progress of every task as it happens and alert you to any potential problems immediately. Users can start, stop and pause tasks, view hierarchical task dependencies and browse task logs.

A graphical task plan monitor allows users to drill down into a specific task, view the flow of data through the various workflow steps and diagnose any errors.

Integrated performance monitoring

Graphical displays monitor and analyze key internal performance metrics for Columbus Central and your supporting delivery infrastructure to help you respond quickly to events such as a server not communicating or a performance threshold violation. Users can design their own dashboards via an intuitive ‘drag and drop’ user interface, and choose their own key metrics and warning thresholds.

Application integration

Columbus Central integrates with your business applications to enhance their multi-channel output capabilities, using certified interfaces where available, such as the SAP External Output Management Systems (BC-XOM) interface and SAP Connect (BC-CON). You can also drive document delivery rules in Columbus Central using real-time information direct from your CRM and other systems.

Embedded business intelligence

Columbus Accounting, an embedded business intelligence framework, works with Columbus Central to provide detailed statistics on every aspect of your multi-channel environment to support service level reporting, capacity planning and efficient channel throughput. Columbus Accounting has a built-in report designer and reporting engine; it also integrates with any standard reporting software or third party business intelligence platform.

Integrated information management

Columbus Central interfaces seamlessly with the wider Columbus suite, enabling you to manage all aspects of information management from 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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