



Columbus Central drives your business-critical communication workflows and frees you from the complexities of managing multi-channel delivery at scale

Digital process orchestration

Managing communication workflows for digital business

Columbus Central is a digital process orchestration platform, designed to help you deliver communications reliably across multiple touchpoints, and engage with customers in a more responsive and personalized way. With Columbus Central you can streamline your business-critical communication workflows, simplify multi-channel delivery and increase operational resilience:

- Manage complex, high-volume communication processes involving multiple IT systems, digital channels and lines of business
- Model, implement and monitor communication processes centrally using graphical flowcharting and real-time dashboards
- Guide the flow of interactions between people and technology to get the right communication to the right place at the right time
- Create personalized customer communications and assure delivery through email, web, mobile, social, messaging and print channels
- Adapt your processes dynamically based on human interactions, such as a customer request or an employee intervention
- Accelerate digital transformation by introducing changes and improvements quickly, without replacing your existing systems

End-to-end digital orchestration

Columbus Central orchestrates your communication workflows, managing and integrating the interactions between systems, people and channels to help you deliver more customer-centric outcomes – for example by creating new interactive digital experiences, adopting consistent processes across the enterprise and eliminating departmental communication silos. Individual steps in the communication process, such as data capture, content creation, digital customer engagement and printing of physical documents, are directed and monitored centrally, to keep you in control.

Scalable and flexible, Columbus Central can handle anything from correspondence for a single product or line of business right through to integrated, enterprise-wide communications.

Rules-based workflow

A graphical flowcharting tool simplifies the creation of communication workflows, allowing you to model and implement your processes visually and update them quickly whenever you need to, adding new tasks, technologies and channels as required. You can choose from a range of out-of-the-box process steps (such as email, archive, print, or transform into alternative digital formats) or design your own.

Workflow processes can be triggered by business rules specified by you, based on a practically limitless range of factors. Examples include changing document content dynamically in response to customer behavior; optimizing layouts and formats for different print and digital channels; and redacting personal information to comply with data protection requirements.

The Columbus suite, for enterprise information management:

Columbus Central
Digital orchestration

Columbus DoXite
Intelligent document composition

Columbus DW
Enterprise content management

Columbus OM
Enterprise output management

Columbus Z
Output management on IBM zSystems

Columbus Accounting
Embedded business intelligence

Enterprise-scale, multi-channel communications

Columbus Central is designed to handle processing of millions of documents and digital interactions, with robust feedback mechanisms to confirm delivery outcomes. For example, workflow rules can initiate regular email reconciliation checks to determine whether outbound messages have been received.

The system manages distribution through multiple channels, including email, apps, chat, social media, messaging and printers, as well as delivery to enterprise content management systems such as Columbus DW for customer and employee self-service. Multi-channel workflows can be used to deliver a seamless user experience across all touchpoints, 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.

Centralized monitoring and control

A powerful administrator interface allows you to monitor, oversee and manage your communication processes from a single point of control.

Dashboard displays track the progress of every task as it happens and present key performance metrics for Columbus Central and your supporting delivery infrastructure. Potential problems, such as a server not communicating, or a delivery bottleneck, can be detected and corrected quickly to help you maintain consistently high service levels. System administrators can design their own dashboards from an intuitive drag-and-drop user interface, and populate them with their chosen metrics and warning thresholds.

Centralized control makes it easier to roll out changes and improvements to your delivery infrastructure and enables you to standardize and unify processes so that, for example, multiple documents from a range of different business units can be combined into a single, customer-centric communication, with consistent branding and formatting.

Seamless systems interaction

As an orchestration framework, Columbus Central is designed to ease integration and interaction between diverse systems and channels to achieve your communication goals. Columbus Central can accept and process data from any system, in any format, consolidate data from multiple sources, and update enterprise applications with data generated by your communication workflows. You can also drive business rules in Columbus Central using real-time information from your business applications. Data can be exchanged with SAP® systems using the certified External Output Management Systems (BC-XOM) and SAP Connect (BC-CON) interfaces.

Dynamic, personalized experiences

Customer experiences can be personalized in direct response to human interactions in real time. The timing or content of a customer communication could be altered dynamically depending on how the customer replies to a question on an online form, for example, or based on a decision made by a business user.

Embedded business intelligence

Columbus Accounting, an embedded business intelligence framework, provides rich reports on your business-critical communication workflows and supports a range of business activities including capacity planning, service level management, usage-based billing and infrastructure optimization.

Enterprise information management

Columbus Central interfaces seamlessly with the wider Columbus suite, enabling you to manage all aspects of information management, including content creation, communication workflows, online self-service, multi-channel delivery and compliant retention, using a single enterprise system.

Columbus Central is quick to install, with minimal maintenance, and runs on Windows, Linux and other major UNIX variants.

Trademarks and registered trademarks: www.macro4.com/trademarks

Please contact us for more information:

USA Tel: +1 973 526 3900 Email: market.usa@macro4.com
Europe Tel: +44 1293 872000 Email: market@macro4.com