



Design and generation of TransPromo Documents with DocPath® products

Why not take advantage of written communications sent to clients to include a personalized marketing message?

The term TRANSPROMO originates from the practice of combining both transaction and marketing elements in one document. Any enterprise is now able to generate transactional documents from scratch, integrating any targeted message desired to be sent in a completely personalized manner.

One of the main objectives of any enterprise is to increase customer **loyalty**. Maintaining a fluent business-client relationship increases the company's ability to select the correct proactive marketing message to be included in the desired document.

What advantages do TransPromo documents offer?

- **Guaranteed open rate:** Messages are integrated in expected documents, such as invoices, for which a TransPromo document ensures us that a high number of our clients will read the message included.
- **Impact:** As any other transactional communication type, transactional documents are viewed more than once, to generate reports, prepare taxes, etc.
- **Cost benefits:** Enterprises need to send their invoices or other transactional documents anyway, thus including promotional messages in these documents instead of sending them separately is already an advantage. Additionally, any company's goal is to make sure that its promotions reach its clients. One of the marketing strategies used to reach that goal is "Cross Selling". It is much easier to sell a product to an existing customer than to gain a new one.

New hardware and software technologies simplify generation of color documents with variable data. DocPath®, with its modular products and solutions, completely integrable with existing applications, provides the required technology, as well as the professional service, to automate invoice processes or any other type of mass TransPromo document production, either in traditional paper-based format or electronic format. With DocPath®, you will be able to dynamically design and generate documents in record-time and optimize mass document production with superior, professional quality.

DocPath® Solutions are the ideal complement to your ERP systems (SAP, JDEdwards, etc.) because of the specific connectors that enable invoicing processes to be performed in record time and with a more attractive finishing.

High-volume document generation is a critical element in your company?

DocPath® products allow you to design and issue invoices with the advantages and technological innovations required for covering the following aspects:

- Multi-lingual capacity.
- Barcodes.
- 2D and 3D lines and pies.
- Version control.
- Special formats.
- Line printer support.
- Static and dynamic documents.
- Special fonts.
- Event editor.
- Integrated simulator.
- Batch and online printing.
- PDF generation.
- Web distribution.
- E-mail and fax distribution.
- Electronic signature.



ELECTRICITY INVOICE

Contract reference 123456789
 Invoice date 31/2/2009
 Invoice nbr. 00009005550123456

INVOICE AMOUNT 239,80 €

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Document issued by DOCPATH ENERGY CORPORATION in Madrid. Post Street, 9. Registered in Madrid (Ramo 1334 - Libro 0 - Folio 456 - Sección 9 - Hoja 88123 - Inscripción 01) - 31/2/2000 - VAT REG. B2764321

1 CONTRACT INFORMATION

BRAD MURRAY
 4283 INDEPENDENCE AVENUE
 K566048-1509

VAT. REG. **B12345678**
 CNAE **99999**

Tariff **X.0** Power **10,0 kW** M.F. 1
 Prices B.O.E. dated 31/2/2005

Payment terms
 Bank **CAJA AHORROS DE ESPAÑA**
 Branch office **1000** Account nbr. **001234567890**
 Due **1/1/2010**

Sender: WORLDWIDE ENERGY CORPORATION Post Street, 9 28000 Madrid



BRAD MURRAY
 4283 INDEPENDENCE AVENUE
 K566048-1509

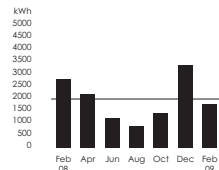
2 INVOICING **EUROS**

1. Power terms	10,0 kW x 2 months x 200,0000 cent.€/kW mes	40,00
2. Energy consumption	1720 kWh x 9,0000 cent.€/kWh	154,80
3. Electricity tax	5,000% s/194,80 x 1,09000	10,62
4. Metering equipment rent	2 months x 65 cent.€/month	1,30
5. VAT	16% s/ 206,72	33,08

AMOUNT 239,80

% of invoicing assigned to: Service costs 95,00% - Permanent costs (BOE: 31/2/2005) 2,00% - Diversification costs (BOE: 31/2/2005) 3,00%

3 CONSUMPTION



Consumption chart
 Your average daily consumption during the last 12 months, has been **9,99 €**
 Last reading: real



Average energy consumption of the last 5 years

Counter nbr. 0123456789
 From 1/1/2009
 Reading 005000
 To 28/2/2009
 Reading 006720
TOTAL kWh 1720

PERSONALIZED MARKETING MESSAGE

GO SOLAR

We offer free installation when you change from electric energy to a renewable energy source. Reduce costs and help preserve our environment. For more information, consult www.cec.com or call 999 999 999.



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