Anytime, any way, to anyone.

Not just customer communications—*consumer-driven communications.*

Topdown

Anything's possible.™

Interactive, on-demand and high-volume batch customer communications.

Put your customer in control, and anything's possible.

When it comes to communicating with consumers, what matters most is their overall experience. Doing it right means everything to your company—customer loyalty, revenue growth, employee productivity—even cost control.

With Topdown™, anything's possible.

» **Healthcare**   » **Property and Casualty**   » **Financial Services**   » **Utility**   » **Government**

The vision to see what's ahead. The know-how to take you there.

We're Topdown.

For more than 30 years, we've been filling the document automation and correspondence needs of our customers. No matter how complex. But today we realize it's about more. It's about giving you what you want. Not just our customers, but your customers, too. Communication on their terms— the what, when, where and how at their command. We call it *Consumer-Driven Communications*, and it's where the world is going. We know, because we can see it. And we've got the experience to take you there.

Topdown

Anything's possible.™

First we helped create the industry. Now we're creating its future.

Document Output for Customer Communications Management (DOCCM).

Not too long ago, the industry didn't even exist. We know, because we helped create it.

In 1982, our founder and president, Dennis Birke, built one of the first word-processing programs for creating ad-hoc correspondence using mainframes. Soon after, we launched a mainframe application that totally automated the creation of personalized customer correspondence.

Over time, we've nurtured our industry. Expanded it. Advanced it.
Now we're on the road to transforming it.
Not very many companies can say that. Topdown can.

Typical DOCCM vendors start with high-volume batch production engines and automate as needed for on-demand solutions. The bottom line is that their systems were built for mass messaging, not interactive communications.

Topdown set out to deliver all three. This includes the industry's best out-of-the-box user experience for creating interactive customer communications via computer and mobile devices, as well as on-demand and high-volume batch mass messaging. Later, we introduced software for creating complex structured documents, so our solutions would cover the entire DOCCM space.

More and more, the person engaging with our software is the end consumer. And they have very different requirements than your corporate IT, or even your line-of-business users.

Today's consumers want communication on their own terms.
That's why you need Topdown.

Consumer-driven. Results-focused.

CLIENT LETTER™

Capable. Versatile. Proven.

CLIENT LETTER® is the industry-leading solution for creating and consuming interactive communications using tablets, smartphones and computers. It also automates the production of personalized, relevant, error-free communications—whether generated on-demand or in high-volume batch jobs—and can output them over multiple channels. And it provides a document creation history and audit trail for ensuring compliance, plus quality assurance and reporting tools.

INFORM™

High demands? On-demand? No problem.

INFORM® is designed for creating highly structured, graphically-rich documents, such as transactional statements. These communications are usually generated as batch jobs, and produced in very high volumes. That's why INFORM uses the same high-speed rendering engine found in CLIENT LETTER, capable of producing millions of pages per day. INFORM also offers on-demand, web service integration, job-level reporting and archiving capabilities.

The ultimate customer experience.

Combine CLIENT LETTER and INFORM for a complete multi-channel Customer Communications Management (CCM) solution. Integrate them with your Interactive Voice Response (IVR) system, self-service web portal and other customer touch points. Then your customers can decide when and how they communicate with you. That's *consumer-driven communications.*

Faster is better— for implementation *and ROI.*

In as little as 8 weeks after installation, you could be in production with Topdown software. After implementation, count on fewer templates and shorter workflows, so your company can be more agile, use fewer resources and get a faster return on investment.

Join the family.

You're more than a customer to us. Our entire company is dedicated to one thing: making your consumer communications experience the best it can be. You'll always get a DOCCM expert who has the answers—or will find them—whether you're using our support portal or just picking up the telephone.

Topdown
Anything's possible.™

Make the call. And make your communications consumer-driven.

To learn more about Topdown and our consumer-driven communications solutions, visit: topdownsystems.com. To discuss specific requirements or schedule a private demo, call: **1-800-361-1211.**

Topdown

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