



AppExchange Program  
**PARTNER**

*Docomotion's vision is to convert the traditional document output channel, into a **smart personalized marketing** channel. It is done using a state-of-the-art "output management" solution in the core, and powerful smart solutions to handle **promotions and interactive** communication forms.*

## Competitive State

In today's competitive world, the marketing departments are under pressure to maximize their investments, as well as exploring new channels to communicate efficiently with their end clients. Looking for **most-effective channel**, is in top priority for marketing departments according to recent surveys.

Attracting and retaining a customer, requires companies to communicate via trusted channels by their end clients.

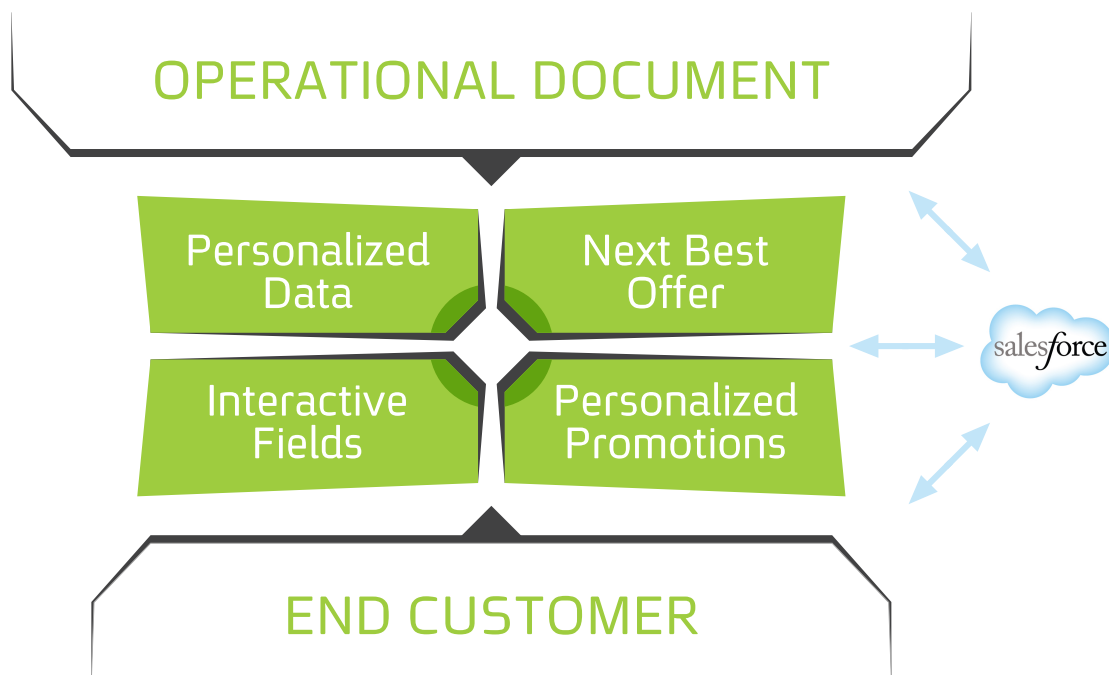
**The operational documents** contain these benefits, as end clients tend to open them, read them, and spend significant browsing time within the document.

## Personalization

Docomotion is used by leading companies in industries such as financial services, retail, government etc. The Docomotion solution is also used in an OEM version, by ERP and financial packages.



# PROACTIVE DOCUMENTS AND MORE



## DESIGN

For the design of a template, Docomotion uses the rich functionality of MS-Word, and adds on top of that functions such as: reusable elements, business logic, interactive elements, dynamic charts, support of data formatting (date, time, sum), personal links barcode generation including 2D and QR, embedded media elements such as streaming video, and more.

## FORCE.COM

Docomotion's core components were built using Force.com, and it is natively running within Salesforce. The Docomotion solution can be used by SFDC customers as well as non-SFDC customers.

## PROMOTION

The promotion engine is smart and easy to use promotion engine that help you *to define and select* the right promotion based on the document template, the customer characteristics, and other parameters

The promotion engine can be used as *a stand alone* module in the Docomotion system and can *be integrated* with campaign management systems, as well as customer journey planners, marketing and service clouds and even with third party partners like analytics / marketers who can combine promotions and operational personalized documents..

## DIGITAL INTERACTION

In addition to the smart promotion engine, Docomotion also supports *advanced interactive features*, variation of interactive fields, that can be used for upsell activities, cross-sell. Surveys and pure data qualification. Docomotion provides the definition tools for the interactive forms, as well as a management console which analyze the interactive data and present it in dashboards and other types of customized reports.

