

Customer Communications Management, Customer Data Quality and Data Integration 1

CCM Portfolio - Accelerating and Managing Customer Communications Across Your Enterprise
Laurence O'Hagan
Chief Technology Officer, Pitney Bowes Group 1 Software

Track 9.1

Customer Communications Management, Customer Data Quality and Data Integration 2

Customer Data Quality: Turn Disparate Data into Valuable Information
Jay Bourland
VP & GM Customer Data Quality and Data Integration, Pitney Bowes Group 1 Software

Track 10.1

Web-based Document Management Can Work for You

Ron Radojkovic
Senior Director, Global Technology Group/e2 Development, Pitney Bowes Group 1 Software

Track 9.2

Why is Data Governance becoming critical for all projects involving Data, and how do you start ?

Simon Slocombe,
Senior Managing Consultant Organisation Data Strategy Evaxyx, Leading UK Strategic Data Consultancy

Track 10.2

An Intelligent Approach to Transpromo - Breakthroughs in relationship marketing are transforming the role of transaction mail - and those who manage it

Victoria Cashion
Senior Enterprise Solutions Engineer, Group1 CCM, Pitney Bowes Group 1 Software

Track 9.3

Data Flow 6.5 & Roadmap: Maximising Business Information From Divergent Data Sources

Marcus Enger,
Regional Director CDQ/DI EMEA, PBG1

Track 10.3

DOC1 Series 5 and Content Author - Roadmap and Update

Gary McMahon
DOC1 Product Manager for Pitney Bowes Group 1 Software

Track 9.4

Free Time - Why not visit our Technical Support Team?

Track 10.4

Document Integrity and Assurance

Mike Wood,
Enterprise Solutions Manager, Global Technology, Pitney Bowes Group 1 Software

Track 9.5

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1. Travel the CCM journey with Thomas Cook
Alan Hunter, *Project Manager, Professional Services, Pitney Bowes Group 1 Software*

2. DOC1 Data Flow at Basler Kantonalbank (BKB): Managing your communication and providing the right data to your documents
Jochen Razum, *Managing Director, Pitney Bowes Group 1 Software Germany*

Track 9.6

EngageOne 'Must Attend' Session on Next Generation customer communication solutions
Lisa Sutrick,
OCM Product Manager, Pitney Bowes Group1 Software

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CCM Embraces Email and SMS Customer Communications

Gaston Hummel
Pitney Bowes Group 1 Software

Track 9.7

StreamWeaver: new features in 6.4.0 Roadmap & update

John Lynch,
Chief Solutions Architect, Pitney Bowes Group 1

Track 10.7

Track Synopses for:

CCMCDQDI1

CCMCDQDI2



BIRMINGHAM 29 – 30 APRIL

Customer Communications Management, Customer Data Quality and Data Integration 1

**CCM Portfolio -
Accelerating and
Managing Customer
Communications Across
Your Enterprise**

Track 9.1
1 hour

Laurence O'Hagan
*Chief Technology Officer,
Pitney Bowes Group 1
Software*

How are Customer Communication Solutions Changing? You will learn about the powerful and flexible set of Customer Communications Management (CCM) software solutions that help equip your enterprise with the products, practices and services needed to produce, present, manage and service intelligent multi-channel communications across the enterprise. Learn to enable superior customer service and customer self service across the entire communications spectrum. These tools enable you to enhance customer loyalty, increase ROI on customer acquisition initiatives, and maximize the lifetime value of each and every customer, agent and partner. Examples of how you can transform your current organisation architecture into a Customer Centric structure will be outlined.

**Web-based Document
Management Can Work
for You**

Track 9.2
1 hour

Ron Radojkovic
*Senior Director, Global
Technology Group/e2
Development, Pitney
Bowes Group 1 Software*

Learn how enterprise class document management and work flows can be delivered totally via the web, at a fraction of the cost and deployment time of yesterday's heavy weight solutions. Discover how to use your corporate intranet and the web to manage, revise, store, control and audit all forms of documents and content. Gain the ability to route, revise and approve a wide variety of content in a timely, efficient and completely secure manner. Document management can work for you today

**An Intelligent Approach
to Transpromo -
Breakthroughs in
relationship marketing
are transforming the
role of transaction mail -
and those who manage it**

Track 9.3
1 hour

Victoria Cashion
*Senior Enterprise
Solutions Engineer,
Group1 CCM, Pitney Bowes
Group 1 Software*

Enabling highly targeted promotional messages on transactional documents is an area Group 1 pioneered over a decade ago. The availability of advanced document design technologies, web-enabled content collaboration systems and lower cost high-volume production printing systems has ignited a resurgence of a technique now called Transpromo. Come and listen to Group 1 experts walk you through the latest techniques and technology for transforming the role of transaction mail and those who manage it.

**DOC1 Series 5 and
Content Author -
Roadmap and Update**

Track 9.4
1 hour

Gary McMahon
*DOC1 Product Manager
for Pitney Bowes Group 1
Software*

What are the latest investments in DOC1 offering to the current users? Find out the latest on DOC1 Series 5 suite developments and enhancements including a discussion of future releases and capabilities.

Customer Communications Management, Customer Data Quality and Data Integration 1

Document Integrity and AssuranceTrack 9.5
1 hourMike Wood,
*Enterprise Solutions
Manager, Global
Technology, Pitney Bowes
Group 1 Software*

Migrating to a new business system? Making a platform migration? Changing print data streams? Making Changes to customer documents and customer communications has previously been a slow and arduous task. Learn the latest technology, capabilities and techniques for performing sophisticated pre-production document integrity and assurance testing that will substantially improve your customer communication Agility. Join Pitney Bowes Group 1 professionals and learn how to assure document integrity while minimising system migration risks, speeding time to market and reducing resource impacts.

1. Travel the CCM journey with Thomas Cook

30 mins

Alan Hunter
*Project Manager,
Professional Services,
Pitney Bowes Group 1
Software*

The next episode in the continuing CCM mission at Thomas Cook to go where no travel company has gone before..... managed e-mail and beyond!

2. DOC1 Data Flow at Basler Kantonalbank (BKB): Managing your communication and providing the right data to your documents30 mins
Track 9.6Jochen Razum,
*Managing Director, Pitney
Bowes Group 1 Software
Germany*

Listen to how Group 1 provide the solutions that enabled Basler Kantonalbank to provide it's customers with a single statement of assets and liabilities and present a more detailed financial overview to meet the affluent banking standards required.

CCM Embraces Email and SMS Customer CommunicationsTrack 9.7
1 hourGaston Hummel
*Director e-Messaging
Solutions, Pitney Bowes
Group 1 Software*

How to leverage existing Organisation Structures to give Automated Business Control over enterprise email and SMS customer communications in a truly interactive way. Group 1's e-Messaging Solution allows organisations to give their customers freedom of channel choice and effectively manage cross-channel communications - not just outbound communications but inbound too. See how you can bring CCM together with e-Messaging - how to leverage existing content designs in your e-communications, cut mailing costs, reduce peaks in call centre traffic and transform your call centres into multichannel contact centres. Cases of existing Enterprise deployments will be shown.



Customer Communications Management, Customer Data Quality and Data Integration 2

**Customer Data Quality:
Turn Disparate Data into
Valuable Information**

Track 10.1

1 hour

Jay Bourland,
*VP & GM Customer Data
Quality and Data
Integration, Pitney Bowes
Group 1 Software*

This session provides an introduction of the most recent Customer Data Quality/Data Integration (CDQ/DI) milestones in new products and industry trends. Come and learn how CDQ/DI products support data quality throughout your enterprise and how data integration improves your business intelligence- User Cases Studies will show what New Implementations are being executed Globally.

**Why is Data Governance
becoming critical for all
projects involving Data,
and how do you start ?**

Track 10.2

1 hour

Simon Slocombe,
*Senior Managing
Consultant Organisation
Data Strategy Evaxyx,
Leading UK Strategic Data
Consultancy*

Hard technology solutions for data integration are moving fast...but the soft skills are just as critical . How you execute integrated Data strategy across your organisation is crucial, with data governance being increasingly seen as the way to coordinate this effort. Forward looking companies understand the role of data governance skills for all people involved in projects as a vital factor in improving effectiveness. This session looks at how you start a programme of data governance and what factors can muddy the water in this congested area.

**Data Flow 6.5 and
Roadmap - Maximising
Business Information
from Divergent Data
Sources**

Track 10.3

1 hour

Marcus Enger,
*Regional Director CDQ/DI
EMEA, PBG1*

This session will outline how the latest capabilities of DataFlow 6.5 impact Business. The Roadmap will be defined as well as examples of significant project deployments that have used Dataflow over last 12 months.

**Free Time -
Why not visit our
Technical Support
Team?**

Track 10.4

1 hour

**Free Time -
Why not visit our
Technical Support
Team?**

Track 10.5

1 hour

Customer Communications Management, Customer Data Quality and Data Integration 2

EngageOne 'Must Attend' Session on Next Generation customer communication solutionsTrack 10.6
1 hourLisa Sutrick,
OCM Product Manager,
Pitney Bowes Group1
Software

Learn about the latest real time solution for engaging your customers with intelligent interactive communications. With this solution, communications such as negotiated documents and call center correspondence can be tailored to the specific needs of the interaction and delivered instantaneously through the customer's preferred delivery channel. Whether tightly integrated into the dashboard of a business application or launched as a standalone web application, users gain flexibility and agility with just the right amount of control. Discover how you can engage your customers for an exceptional customer experience.

StreamWeaver: new features in 6.4.0 Roadmap & updateTrack 10.7
1 hourJohn Lynch
Chief Solutions Architect,
Pitney Bowes Group 1

StreamWeaver 6.4.0 is due to be released for General Availability in May 2008. This session describes the new features that have been added and how they can improve print production throughput. This session will also include a discussion of future product direction for 2009 and beyond. New features include: a) StreamWeaver Resource Manager; b) DOC1 PCE Compatibility functions; c) 2 Vault DTD utility and d) Unicode/double byte support (limited release).

