



Enterprise content management for IBM i users

Release the power of digital communications

Customer communications management | Enterprise report management
| Invoicing and credit management | Document-enabled ERP



Transform the way you communicate

Web, mobile and email communications are now the norm for your customers, partners and co-workers. That creates a challenge for many enterprises, who find adapting core business applications to work with new digital channels highly complex and time consuming.

Columbus offers a simpler approach that involves no changes to your IT systems or IBM i applications. The Columbus software transforms your existing document output into new, enhanced digital formats which are then automatically delivered to the right person at the right time, using the right communication channel.

An in-built web portal provides self-service access, so you can easily share and web enable any business content, from reports and correspondence to transactional communications such as invoices, statements and delivery notes. All information is stored centrally and archived securely in line with your corporate retention policies. There is no need for specialist development skills, no disruption to your business, and a new system can be up and running within a matter of weeks.

Unlock access to key business content for improved service and efficiency

Columbus applications help you build customer loyalty, collaborate easily with partners and colleagues and rationalize your business processes.

Customer communications management

Key challenges

*"We don't offer the web and mobile self-service our customers need."
"Customer information is fragmented, so sales and service suffer."
"We can't easily improve or reformat our customer documents."*

The solution

- ▶ Columbus helps you improve customer service and build loyalty by delivering high quality, personalized communications to customers using their preferred digital channels, including email, smartphones, social media and the web, as well as print
- ▶ For each customer there is a comprehensive document history, including personal letters and emails, transactional documents and any tailored marketing offers, which staff can consult to resolve queries and identify new cross-selling opportunities
- ▶ Web and mobile portals give customers self-service access to their document history, which encourages regular visits to your website to view new content and enables customers to resolve more of their own queries

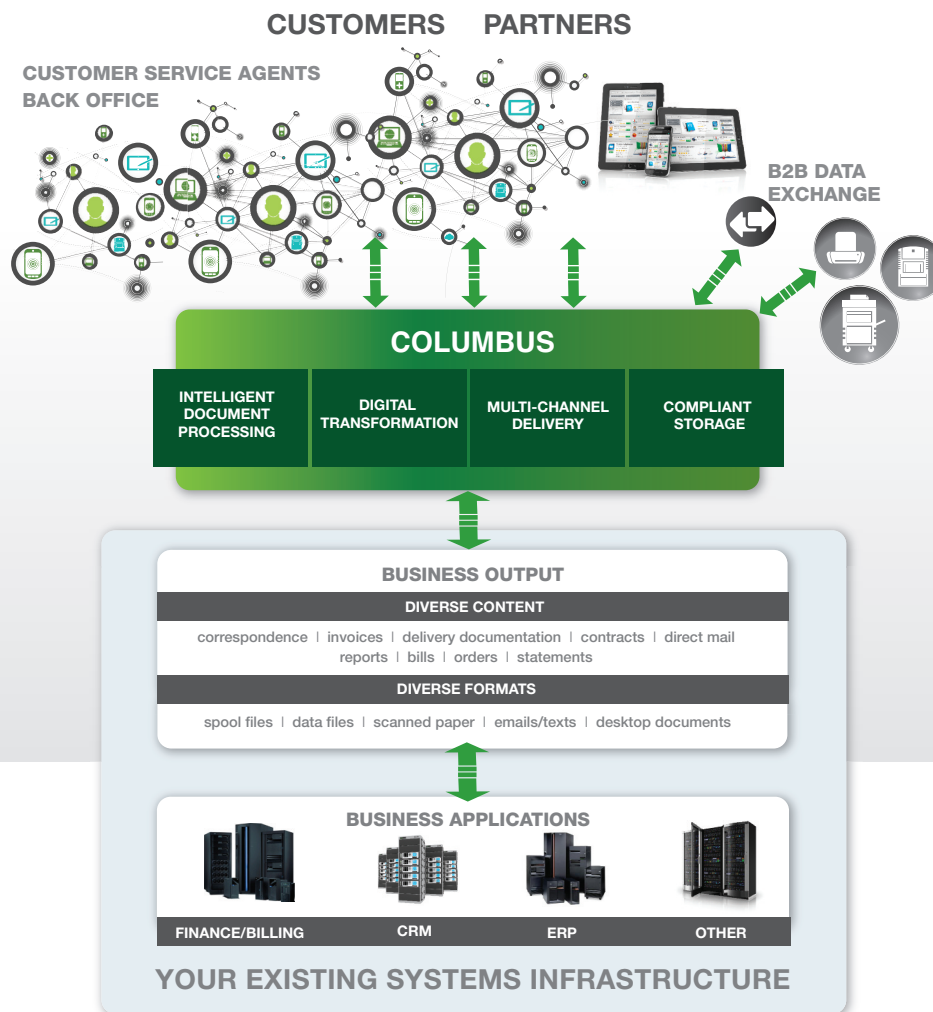
Enterprise report management

Key challenges

*"We have no web or mobile access to our IBM i applications."
"Our current 'green screen' user interfaces are unpopular and hard to use."
"Our reports are basic, cumbersome to navigate and difficult to modify."*

The solution

- ▶ Columbus provides web and mobile access to reports and report data - from profit and loss statements to performance statistics - in a modern, easy-to-use format, with extensive search and analysis capabilities
- ▶ Reports can be digitally combined or split into sections before being emailed, posted online or even printed, to meet the needs of individual customers, partners and colleagues throughout your organization
- ▶ Key business information arrives faster and is easier to work with, which improves productivity, reduces the need for costly printed reports and, for many users, removes the need to access the original business application at all



Invoicing and credit management

Key challenges

- "Printing and mailing invoices is costly and environmentally unfriendly."*
- "Lost invoices and delivery notes lead to payment queries and delays."*
- "We want to offer eInvoicing but can't easily adapt our finance systems."*

The solution

- ▶ Columbus lets you make a fast, cost-effective transition to electronic invoicing without changing your current finance systems: any electronic files you already produce for invoice printing can be enhanced for digital viewing, with the option to add promotional messages to increase sales
- ▶ Customers can sign up for eInvoicing on a secure web portal and opt for email, online and/or paper invoices; invoice data is also available for convenient upload into their financial systems
- ▶ All invoice-related documentation, including signed, can be viewed online by customers and credit controllers alike, helping you to resolve payment queries faster, minimize payment delays and reduce debtor days

Document-enabled ERP

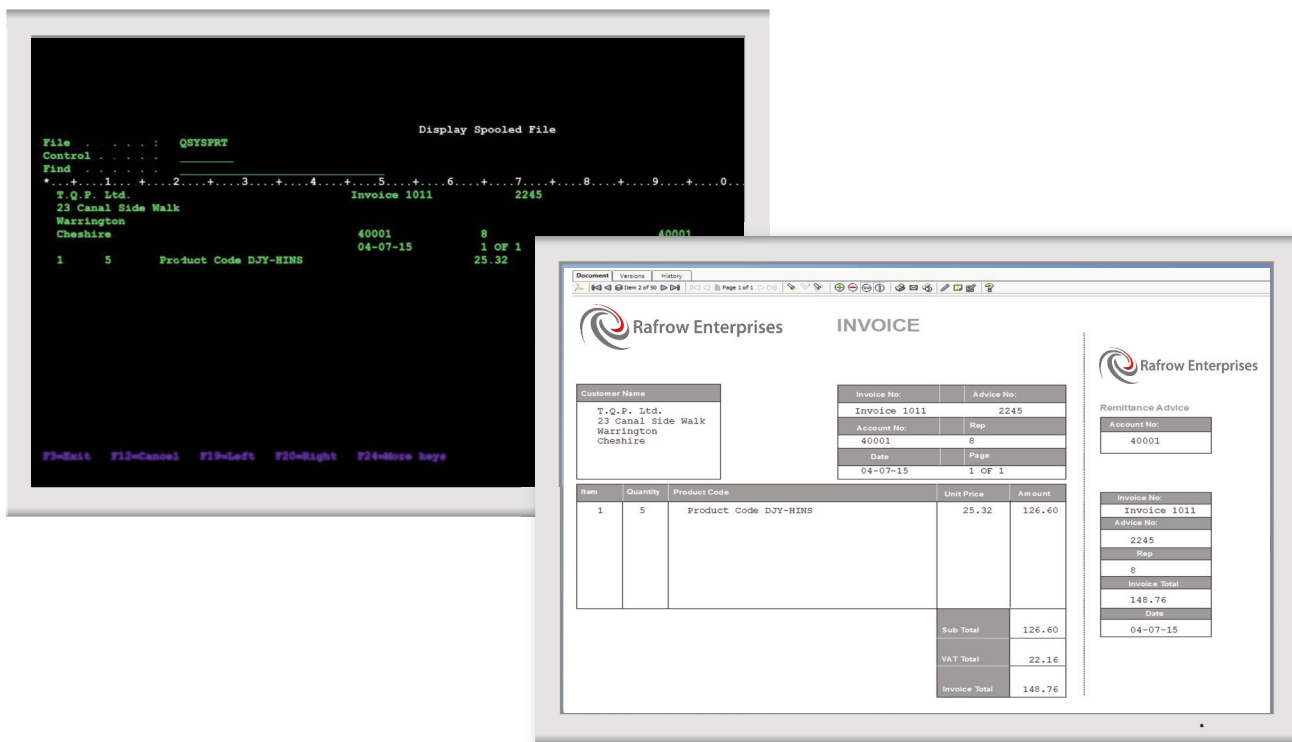
Key challenges

- "Important ERP information is only available to ERP system users."*
- "Customizing ERP documents requires scarce specialist skills."*
- "Our ERP documents don't include all the information we need."*

The solution

- ▶ Columbus makes sharing ERP content easy by providing a central store for all documents generated by your ERP system, accessible to users across your organization, whether working on a desktop in the office or via a tablet or smartphone out in the field
- ▶ Columbus allows layout and format changes to be applied to ERP documents without the need to modify source documents or applications; graphical content can also be added to produce more visually appealing and professional-looking documents
- ▶ Document content can be generated from multiple data sources, giving you the flexibility to combine information from ERP, CRM and other business systems to create completely new, compelling business documents

Columbus automatically transforms and enhances IBM i data for web presentment



Why SoftLanding?

SoftLanding has over 25 years of experience in providing software solutions and services to organizations that run IBM i at the heart of their business. SoftLanding solutions are quick to implement and deliver financial savings by improving productivity, increasing system reliability and reducing operational risk. Solutions from SoftLanding include enterprise content management, software change management, incident and problem management, automated operations, performance management and menu management.

For more information on SoftLanding products and services visit www.softlanding.com.

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