

### Cut Costs, Enhance Process Efficiency and Increase Responsiveness

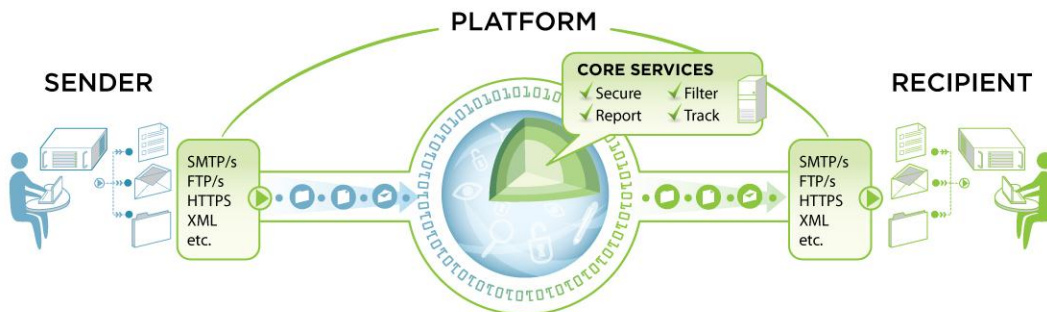
You are under pressure to cut costs, enhance process efficiency and at the same time decrease response times and improve customer satisfaction. Standard business processes, often rife with manual, error-prone, paper-based tasks, can be streamlined by bringing formerly offline processes to the web, and implementing automated workflows. Doing either one is often labor and resource intensive as well as cost-prohibitive.

Encouraging customer and trading partner communication often requires a secure channel of communication. Un-encrypted communication can put your business at risk of violating customer privacy regulations, and subject you to unwanted disclosures and penalties. You also risk damaging the reputation of your brand. eForms automates, secures and tracks the process of collecting and processing confidential information from your customers and partners. It provides you with visibility into the movement of information and seamless integration with existing applications for rapid analysis, mining, and business action. You eliminate costly mistakes and free up your resources to perform value-added tasks.

DataMotion eForms are web forms created in your organization's look and feel to provide your customers and partners with a seamless user experience. DataMotion creates and hosts eForms on your behalf. The form fields are specific to your business process needs. Data entered by end users is transported over an encrypted channel and stored securely by DataMotion. Form data is then delivered to you in an XML format. You choose between an XML feed or receive incremental messages at an email address chosen by your organization.

Workflow automation is one of the most important components of the DataMotion eForms system. DataMotion DataBridge enables your organization to automatically route eForms data in accordance with your defined business procedures. It enables you to import form XML data into your existing workflows for processing, approvals and customer response.

- Recognize immediate cost reduction, improve your bottom line, and increase your business's competitive advantage
- Reduce your exposure to compliance policy violation, litigation and penalties
- Make intelligent business decisions with the visibility gained from management, control, security and reporting of data exchanges
- Extend trust by developing more secure communication between you and your customers
- Quickly and cost-effectively reduce human error so you can focus on your business priorities
- Meet SLA requirements



## EFORM BENEFITS

- Up and running in less than two hours
- Ability to create web forms in your company's look and feel, including branding, logos and disclaimers
- Secure Submission of form data over an encrypted channel
- Secure Storage of form data at rest in an encrypted database
- Standards Based – deploy HTML forms and capture responses as XML
- Tracking of form submissions all the way to their destination email address or business workflow
- Notifications via email when a form is submitted
- Optional DataMotion DataBridge component enables import of form data as XML feed into existing workflow

## BUSINESS BENEFITS

- **Increased Customer Response Times:** Web-enable your existing workflows such as Loan Applications Processing, Claims, Medical History Forms, and shorten the time from customer contact to customer service.
- **Improved Visibility:** Enjoy visibility into your processes, get notified when forms are submitted and track all submissions to their destination. Never lose an application or inquiry.
- **Enhanced Process Efficiency:** Conduct more business by automating and securing the process of collecting confidential information from your customers and partners.
- **Reduced Costs:** Eliminate costly paper, phone and fax based processes.

## Additional Technical Specifications

- + Industry standard encryption: AES, 3DES, SSL, TLS
- + Deploys HTML and PDF forms and captures responses as XML
- + Standard web browsers supported
- + SOAP/XML, HTTPS standards supported
- + SSAE 16, SAS 70 Type II Certified Data Center



“When the house is on fire, that’s not the time to think about putting in smoke detectors. Institutions can wait no longer. They must make the move today from being reactive to proactive to ensure they have security, visibility and audit-ability – in other words – governance, and it must be baked into their messaging and workflow solutions.”

– Gartner