

With information available in more ways than ever, businesses compete that much more for customers' attention to their documents. Whether they are vying for customer loyalty, drawing attention to a promotion or campaign, or disseminating critical information, INTRIA's **MessagePRO** service helps ensure that our clients' documents communicate their messages loud and clear.



**MessagePRO** lets clients create and manage targeted customer-facing messages to maximize their value and impact. Achieved through the go-anywhere convenience of a secure Web interface, **MessagePRO** lets individuals and separate business units collaborate from locations across any enterprise, and gives them the means to approve content with confidence and ease.

**MessagePRO** is designed to work in conjunction with INTRIA's Document Composition service. This service uses state-of-the-art software that brings customer data (balances, transaction information, etc.) together with rules-based content (e.g., product or segment specific features) into the INTRIA production environment—creating accurate, personalized output for paper or screen.

### Service Features

- Proven software application that tailors and personalizes customer communications.
- Ability to customize by font type and appearance, and by adding images.
- A design that grows along with the client's experience, with no need for expensive add-ons or modules.
- Simultaneous English and French messaging.
- Compatibility to work alongside existing office software tools.
- PDF previews of documents for proofing and approval.

### What This Service Delivers to You

- Direct control of marketing messaging and other intellectual content that appears in outsourced document composition applications.
- Flexibility to create simple messages or manage sophisticated, customer-specific communications within a single print stream.
- Power to drive message content in one or many areas of a document by using data variables such as postal code, account balance, customer preference, and more.
- Support for promotional campaigns targeted through CRM tools.

### Key Service Components

- Web-driven user interface.
- Secure password-controlled access.
- Role assignment (i.e., creator, editor, approver) to users for controlling content.
- Regularly scheduled upload to INTRIA for integration into production documents.
- Initial training and access to ongoing user support.

**MessagePRO™**

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