

In the current competitive scenario, business communication is part and parcel of the strategic activities of any business and must therefore be managed with the same amount of attention dedicated to corporate production or sales activities.

Building a market strategy around individual customers means the company has to cater for all their needs and expectations within the already or still to be established business relationship, upgrading customer relations and ensuring more successful communication.

BCPortal® is the framework solution of ebilling S.p.A. able to provide companies with new opportunities for approaching Business Communication, enabling them to focus on strategic goals such as greater customer satisfaction, to conduct market surveys, to conduct statistical surveys, to innovate the service component of a product, to introduce ongoing upgrading of communication language, to strengthen customer communication.



Benefits of BCPortal®

Thanks to the use of BCPortal®, companies can obtain advantages of an economic, operative and technological nature in business communication processes. Its strong points are:

- The diversification of communication channels, overcoming barriers represented by proprietary and non-integrated applications through more evolved process models.
- The ability to provide customers with the perception of personal communication while at the same time supporting massive document emissions and the benefits of economies of scale.
- The use of a functional model able to cater for the requirements of complex environments in which a significant value is represented by the use of low-cost technological standards of integration and high scalability

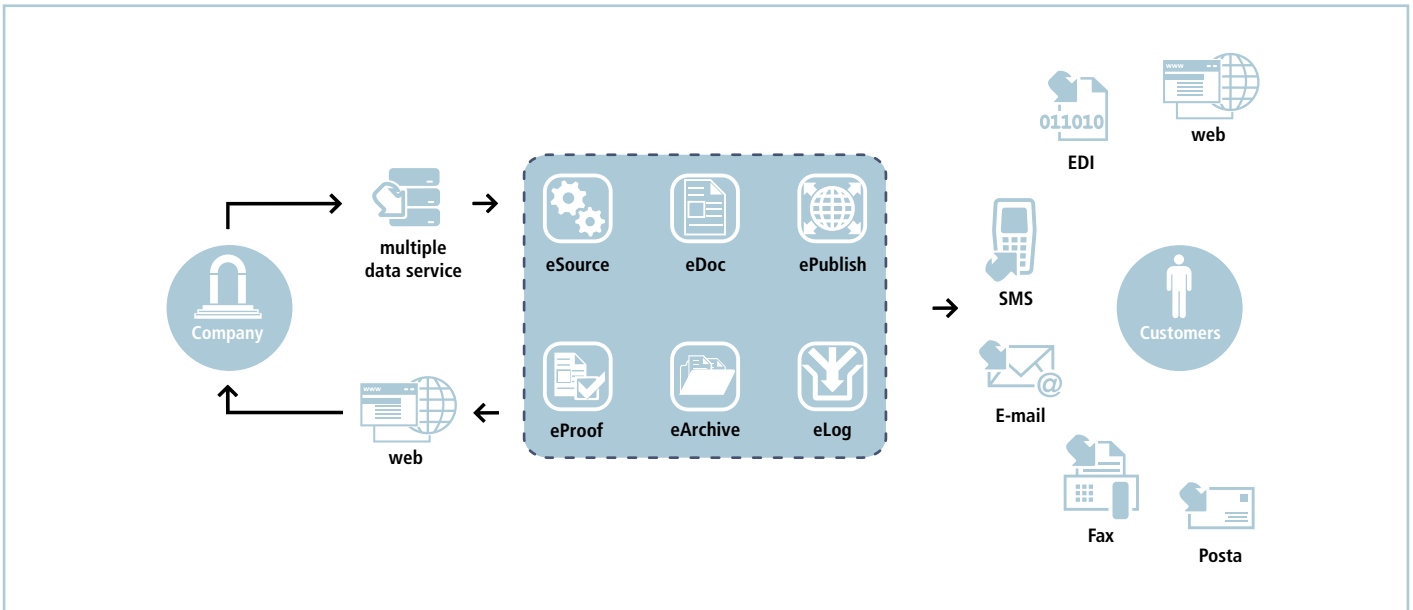
This solution also permits concretising a broad range of opportunities:

- Coordination of inter-departmental or inter-company collaboration processes relating to design and generation of documents
- Minimum lead time in developing and maintaining document generation applications
- Document and substitutive filing integrated with production processes
- Cutting of operating costs
- Optimisation of production and postal distribution logics
- Integration of multiple data sources distinguished by heterogeneous formats
- Native-mode production of different document output formats
- Integration with paper technology production processes
- Support of advanced business logics for the diversification of communications according to recipient profiles
- Multi-channel, postal or electronic delivery management of the single communications
- Production scalability, from small lots made on demand and in real time to large volumes
- Auditing and tracking of the phases making up the business communication process
- Document filing in accordance with the law, including for tax purposes

The screenshot displays the BCPortal eProof editor interface. At the top, there's a navigation bar with 'eSign', 'eLogs', 'eProof', and 'eProof' tabs. The main content area is divided into several sections:

- SERVIZI (Services):** A vertical list of icons and text: 'eLog' (Tracking, auditing e accounting realtime), 'eProof' (Rilasci, integration test, gestione anomalie), 'ePublish' (Delivery multiformato dei documenti), and 'eArchive' (Archiviazione e querying dei documenti in formato elettronico).
- File contenuti nell'archivio (Files in archive):** A search interface with filters for 'Percorso HD 1', 'Percorso HD 2', 'Supporto Mobile 1', and 'Supporto Mobile 2'. It shows a table of documents with columns for ID, Documento, Tipo, Nome File Archiviato, Descrizione, Dimensione, and Data Creazione.
- REPORT FILES:** A section with multiple pie charts and data tables, likely representing document distribution or status reports.
- RICERCA JOBS (Job Search):** A search form with fields for 'File input', 'Progetto' (Stampa piccoli lotti), 'Data ricezione da', 'Data ricezione a', and 'Società' (Italia S.r.l.). It includes 'CERCA' and 'RESET' buttons.
- JOBS LIST:** A table listing jobs with columns for ID JOB, FILES INVIATI, RICEZIONE, DESCRIZIONE, PROGETTO, and VERSIONE.

The modular architecture offer permits configuring BCPortal® according to a flexible design consistent with the functional requirements expressed by the company, integrating with the “core” platform modules of the solution a series of optional tools dedicated to Business Process Management and Substitutive Filing.



The BCPortal® modules



The core of the BCPortal® framework consists of three modules that permit the generation and delivery of company business communications.

eSource is the module for integrating BCPortal® with legacy systems, meaning the data sources of the company which host the dynamic data necessary for the formation of business communications. eSource provides two crucial functions. 1. Integration with data production environments, ERP and CRM, thereby ensuring opportunities of personalisation.

2. The application of business rules defining company communication requirements and strategies, processing the data of single documents and operating logically on the entire flow, for instance with the application of structural and aggregation algorithms needed to cater, for example, for posting criteria.

eDoc is the document generation module supplied by the data flows processed by eSource and personalised for the production of the desired layout. Besides input flows in XML, the module uses all the graphic and printing resources needed to create the communication layout, as defined during the planning stage. eDoc produces various output formats in native mode: AFPDS,

PLC, Meta, IPDS, US print spools which supply paper technology processes, or electronic documents in PDF, XML and other formats.

ePublish is the module entrusted with the multi-channel distribution of the documents. This implements the sorting criteria on the various available channels. ePublish configuration combines postal distribution and cutting-edge delivery by placing at the disposal of the company innovative dispatch procedures such as electronic billing or alternative channels such as facsimile, GSM and GPRS, e-mail and EDI transmission for B2B integration.

Gli altri moduli



eProof

The aim of eProof is to obtain the release in production of software components for the generation of documents needed for processing the requested layout. For this purpose, eProof places interactive tools for simplifying application maintenance activities relating to development, integration test or exercise environments at the disposal of the company departments involved in outbound communication maintenance and management processes.

eProof is a collaborative tool offering different functions such as:

- Management of BAM (Business Activity Monitoring) relating to distributed work teams that intervene in the life cycle of the business documents. The specification definition, design, development and test integration phases of a business communication project are outlined, coordinated and notified to the various players involved in the process;
- Filing of relevant data and information for the communication projects, starting with the document versions and relevant document generation engine, through all related elements, right up to the specific project resources;
- Carrying out of test integration activities on the dedicated environments including for high volume productions.



eLog

The control of all BCPortal® production process phases is made possible by eLog. This module collects and processes the information issued by the core modules during production, highlighting punctual information on production lots such as instants of lot transfer towards the production environment and “Key Performance Indicators” (KPI). The KPI make it possible to assess the adequacy of the expected and contractually specified services provided through BCPortal® with respect to the Service Level Agreement (SLA) in the case of outsourcing. eLog traces the evolution and generates table reports and statistical graphics per type of flow, thus making it possible to keep a check on business communication process performance.



eArchive

eArchive is the module that enables companies to carry out Substitutive Filing as established, including from a technical point of view and according to applicable Italian legislation (Law Decree no. 82 dated 7 March 2005; Decree of the Ministry of Economics and Finance dated 23 January 2004; CNIPA resolution no.11 dated 19 February 2004; Law Decree no. 52 dated 20 February 2004; Decree of the President of the Council of Ministers dated 13 January 2004), thus allowing them to dematerialise their archives.

As regards the offer of eArchive service in outsourcing, ebilling S.p.A. operates as invoice issuing body, as well as substitutive filing manager on behalf of the client company.