



SMARTi Report Transformation

Automatically transform, enhance and distribute computer output

Research shows that customers pay attention to transactional documents such as statements and invoices. They have a higher open rate, the content is more attentively reviewed, and they are often saved and re-read. With businesses struggling to gain and retain attention of their customers, promotional messages embedded in transactional documents provide a unique opportunity to build on the existing customer relationship.

SMARTi Report Transformation is a solution that enables businesses to deliver marketing impact with relevant, timely messages on statements, invoices and other transactional documents to increase business by up-selling and cross-selling. Report Transformation is a highly efficient way to maximize the promotional value of transactional documents.

- Transform bills and statements into persuasive marketing tools – make ugly printing pretty
- Transform and enhance legacy print data
 - GUI based design environment - drag and drop
 - Design and add elements, objects, images and text boxes
 - Relocate printed data elements
 - Select from any true-type font and size
 - Change line spacing and page sizes
 - Add text boxes for dynamic and static text and data
 - Color JPG, TIFF, GIF, BNP, PNG image import
 - Automatic dynamic text and forms merge
 - Add user defined "green bar" type striping
 - Condition-based data formatting
 - Dynamic switching of overlays based on data values
 - Variable opacity of elements and backgrounds
 - Multiple counters for page/line numbering
 - Add watermarks
 - Add barcodes based on values within reports and forms
 - Unattended run-time operation
- Eliminate the need for pre-printed and multi-part forms
- Automatically burst reports
- Convert legacy print data to searchable PDF format
- Optional 28-bit Acrobat-compatible encryption
- Print legacy print data to standard PCL or PS Windows printers
- Automatically distribute high volumes of reports and forms through eMails with URL links to a secure website
- Create MICR checks by printing on blank check stock

Legacy Print Data Sample

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* REPRINT *

REE - Racers Edge Enterprises
P.O. Box 345256
Boston, MA 03399-5256
(617) 555-0342

9644 Beach Bluff Road Phoenix, AZ 60345


Wily E. Coyote Wily E. Coyote
NEC943 372 FORREST RD. 372 FORREST RD.
LUNA, MN 56498 LUNA, MN 56498

Saul Spade SAUL SPADE

I6734566 06/09/03 4 Equal Payments 04/06/03 ATLANTASHOW2003-RRS

KDT62323	BRAKE SERVICE KIT 15PC		142.70	1	0	1	95.61	95.61
LEA66770101	WAVE W/ADAPTER	NS	109.89	1	0	1	76.92	76.92
LEA74108001	JUICE KF4 GRAY	NS	69.60	1	0	1	48.72	48.72
LEA80030001	SQUIRT INFERNO RED P4	NS	35.71	1	0	1	25.00	25.00
LEA81030001	SQUIRT INFERNO RED S4	NS	35.71	1	0	1	25.00	25.00
MSC53515	MACH IV FLEX LIGHT WHITE	NS	39.99	5	0	5	19.99	99.95
MSC98370	R12-134 CON XXX	NS	42.90	2	0	2	19.99	39.98
NEUACSD	AC SEALANT DETECTION SYSTE		175.00	2	0	2	89.99	179.98
PRY7210	MOBIL SOCKET ORGANIZER	NS	27.02	2	0	2	17.83	35.66

Output Transformed with SMARTi Report Transformation



INVOICE

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REMIT TO:
REE - Racers Edge Enterprises
P.O. Box 345256
Boston, MA 03399-5256
(617) 555-0342

ACCOUNT BILL TO:
ADJ187 WILLIE RIVERA
372 FORREST RD.
NEW YORK, NY 11101

SHIP TO:
WILLIE RIVERA
372 FORREST RD.
NEW YORK, NY 11101

SALESMAN Saul Spade TAKEN BY: SAUL SPADE

INVOICE	DATE	TERMS	DISCOUNT DATE	PURCHASE ORDER	
I7712406	06/09/03	4 Equal Payments	04/06/03	ATLANTASHOW2003-RRS	
PART	DESCRIPTION	QTY ORD			
KDT62323	BRAKE SERVICE KIT 15PC		142.70	1	0
LEA66770101	WAVE W/ADAPTER	NS	109.89	1	0
LEA74108001	JUICE KF4 GRAY	NS	69.60	1	0
LEA80030001	SQUIRT INFERNO RED P4	NS	35.71	1	0
LEA81030001	SQUIRT INFERNO RED S4	NS	35.71	1	0
MSC53515	MACH IV FLEX LIGHT WHITE	NS	39.99	5	0
MSC98370	R12-134 CON XXX	NS	42.90	2	0
NEUACSD	AC SEALANT DETECTION SYSTE		175.00	2	0
PRY7210	MOBIL SOCKET ORGANIZER	NS	27.02	2	0

Subtotal 626.82
less Discount -31.35
Freight 0.00
Addtl Charges 0.00
Sales Tax 0.00

INVOICE Total 595.47

Ship Via: United Parcel Service
NS Non-Stocking Item / S Stocking Item