

Messagepoint Composer



High-performance composition controlled by business-users

Messagepoint Composer is a modern, high-performance composition engine that supports batch, on-demand, and ad-hoc communications across both print and digital channels. Non-technical business users are given unprecedented control over the creation, layout, and management of communications from the UI within Messagepoint's intelligent cloud-based content hub. Messagepoint Composer simplifies and accelerates the process of bringing critical customer communications to market, and its flexible hosting options reduce the cost and complexity of managing your entire Customer Communications Management ecosystem.

Give your business users control

Leveraging Messagepoint's no-code content hub, non-technical teams map data sources, create and move zones, and manage other key aspects of content and presentation, without needing coding done by IT. This seamless control drastically cuts down turnaround times and operational costs by minimizing IT involvement in authoring cycles.

High performance composition

Messagepoint Composer is built to process large volumes of communications at speeds that are up to 20% faster than competing composition systems, ensuring you can always meet your Service Level Agreements (SLAs). Additionally, output files are as much as five times smaller than those produced by legacy systems, reducing storage requirements and costs.

Generate communications across channels

Messagepoint Composer supports composed print and digital communications such as Email, SMS, and Web pages eliminating the need to use separate tools for each channel. Messagepoint Composer can produce a wide variety of print formats, including PCL, AFP, PostScript, and digital formats like HTML and PDF. Together, Messagepoint Composer and Messagepoint's headless APIs enable users to support the full spectrum of digital experiences required by today's modern enterprise, including composed digital communications and dynamic digital experiences.

Secure and scalable composition in the cloud

Messagepoint Composer offers flexible hosting options including a fully cloud-hosted CCM environment in Messagepoint's multi-tenant private AWS hosted production cloud. This enables you to leverage the speed, scalability, and reduced overhead



of cloud computing while maintaining the security and stability required for enterprise CCM. Together with Messagepoint's content hub for authoring and management, and Production Manager, Messagepoint's cloud-native production orchestration solution, this option gives customers a fully cloud-hosted ecosystem for efficiently creating, managing, composing, and delivering your customer communications across all channels without reliance on IT. Options for hosting Messagepoint Composer in a private cloud environment or on-premise are also available.

Cloud-hosted Messagepoint Composer offers:

Scalable job management

Messagepoint's production cloud is a highly scalable environment that enables the allocation of resources to support predictable response times and the dynamic addition of resources to achieve maximum efficiency and optimal performance.

Robust data security

Your customer data and PII is protected with encryption in transit and at rest. Data is only decrypted during the composition process and is immediately deleted afterwards.

Automatic upgrades

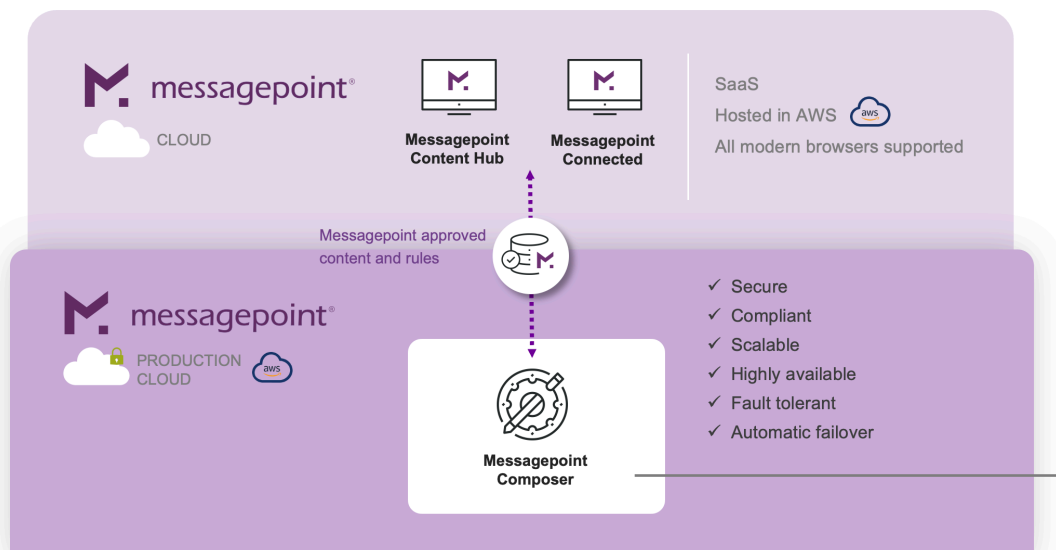
Messagepoint Composer is upgraded automatically as new features become available, so you can take advantage of the latest capabilities without any additional work.

High availability and fault tolerance

The Messagepoint production cloud provides a high level of fault tolerance with all services replicated and synchronized across multiple availability zones to ensure maximum stability. If a disaster strikes one place, Messagepoint Composer will automatically fail over to another region which minimizes downtime.

Benefits of a fully cloud-hosted Messagepoint deployment:

- **Reduced Total Cost of Ownership** through cloud efficiencies and reduced infrastructure costs
- **Lower IT burden** with all maintenance and upgrades handled by Messagepoint
- **Easier collaboration** with browser-based access available anywhere, anytime
- **Increased agility** to meet deadlines and adapt to changes in demand
- **Improved disaster resilience and recovery**



Customer Communications



To learn more about Messagepoint, visit us at messagepoint.com, email us at info@messagepoint.com or contact us at 1-800-492-4103.



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