Adobe® LiveCycle® ES: Business Transformation Edition

Streamline operations and reduce costs with rich, interactive customer engagement applications to help you capture data and extend the reach of core business processes

Create customer engagement applications that:

- Eliminate manual data entry and its associated costs for data collection, prepopulation, and processing
- Improve data accuracy with data validation and complex business logic and rules
- Improve customer response and transaction cycle times with rich, interactive customer engagement applications and cross-platform user experiences
- Extend processes outside the firewall to customers, constituents, partners, and suppliers
- Streamline the processes that integrate with any business system
- Design complex, structured, and ad hoc workflows—online and offline
- Automate the generation of personalized documents that comply with strict information assurance and document fidelity requirements

Organizations have invested heavily in automating their business processes. Workflows are more efficient, helping you respond faster, with increased agility and flexibility, to changing business conditions. But that's within your organization. Once you extend those processes outside your firewall, most interactions with customers, partners, and suppliers are still done over the phone or in person. In fact, 60% of all citizens still prefer calling in to a government agency for services that are provided online. Only 10% of banking customers will complete a basic transaction online.

Engaging customers in your business processes helps you lower process abandonment rates, manage information faster and more accurately, improve quality of service, and decrease costly cycle times. But customers aren't being engaged because information and business services aren't presented to them in contextual, intuitive ways that encourage interaction. By removing complexity and presenting information in a highly interactive, personalized way, you can reduce the customer engagement gap and streamline your processes from beginning to end.

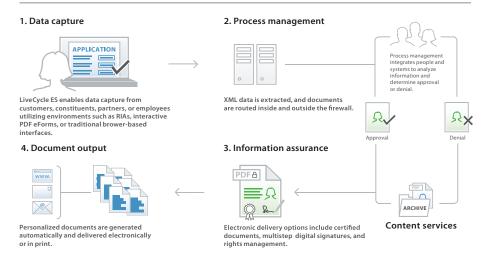**Engage more people with rich, interactive customer experiences**

Adobe LiveCycle ES Business Transformation Edition is a robust collection of solution components for creating rich Internet applications (RIAs) and automating business processes that extend to customers, partners, and suppliers. Once data is captured, Adobe LiveCycle ES Business Transformation Edition provides best-of-breed functionality for automating data processing within a customer engagement application. This solution includes designing the process, deploying the application, and optimizing it after it has been put into service.

From data capture to process management to information assurance to data or document output, Adobe LiveCycle ES Business Transformation Edition lets organizations standardize on a common environment that bridges the gap between internal systems such as ERP, CRM, and transaction systems to create engaging applications that deliver end-to-end results.

Reduce abandonment rates with intuitive online experiences

Customers often get overwhelmed with online experiences. They're not sure where to start. They question how secure their information is. Frustration outweighs convenience, so they abandon the online process, which leads to transaction delays, overloaded call centers, and missed sales opportunities. Workarounds can result in incomplete data collection and more errors because information is captured manually and then reentered into enterprise systems.

1. Data capture

APPLICATION

LiveCycle ES enables data capture from customers, constituents, partners, or employees utilizing environments such as RIAs, interactive PDF eForms, or traditional brower-based interfaces.

2. Process management

Process management integrates people and systems to analyze information and determine approval or denial.

XML data is extracted, and documents are routed inside and outside the firewall.

Approval   Denial

4. Document output

WWW.

Personalized documents are generated automatically and delivered electronically or in print.

3. Information assurance

PDF

ARCHIVE

Content services

Electronic delivery options include certified documents, multistep digital signatures, and rights management.

To reduce customer frustration, use LiveCycle ES Business Transformation Edition to develop and deploy intuitive RIA-based form guides usable by anyone with Adobe Flash® Player software. Form guides provide a rich and engaging step-by-step interface that helps users outside your organization work through online processes in a logical sequence, ensuring that the information entered is valid, accurate, and complete. As a result, customers are less frustrated and more likely to complete the form submission process.

For organizations such as government agencies and regulated industries where the fidelity of the form is critical, customers can complete the process using form guides and create a PDF document for their records. PDF forms retain the visual fidelity of the original paper form. Customers can also easily transition from form guides to a dynamic PDF form in real time, giving them the ability to save their information and complete it offline at their convenience. Customers can revert back to the form guides when they're back online, and the data they entered offline is automatically synchronized with the online form.

Speed development time with application building blocks and a standards-based framework

Developing applications that combine the flexibility and ease of use of an intelligent desktop application with the broad reach of traditional web applications can be challenging—especially if you have to create them from scratch using individual tools.

With LiveCycle ES Business Transformation Edition, developers get a rich set of resources—like LiveCycle ES Foundation and tools—that significantly reduce development times. These resources, which include Adobe LiveCycle Workbench ES, help developers install, configure, and deploy customer engagement applications with the least amount of time, code, and effort. Its integrated architecture and new Eclipse™ based integrated development environment (IDE) allow for faster and more efficient creation of customer engagement applications. Developers, designers, and business analysts work collaboratively to develop and deploy customer engagement applications that fit within existing architectures. A single XML template is used to deploy documents or forms and processes in the format most convenient for the customer, including HTML, PDF, Flash, PostScript, PCL, and Zebra label format. LiveCycle Data Services ES uses a high performance binary protocol to connect RIAs with LiveCycle and J2EE back ends.

Transform any document into a compelling, personalized communication

With Adobe LiveCycle ES Business Transformation Edition, organizations can enhance customer satisfaction with highly customized communications and improve regulatory compliance by maintaining precise document output specifications and automating periodic report generation. Preserve documents using ISO-standard output formats such as PDF/A-1a, which complies with the highest level of the archiving standard. Digital signatures and rights management can be applied to these documents so that enterprises can extend signature-based processes electronically and control sensitive content, even after it has been distributed.

Engage in sensitive transactions electronically with confidence

Adobe LiveCycle ES Business Transformation Edition includes the services, features, policies, and procedures that allow the reliable exchange of electronic information. It helps organizations protect sensitive information by providing confidentiality, privacy, authentication, integrity, nonrepudiation, and availability. Now you can more securely engage with customers, partners, and suppliers by protecting the information lifecycle. Security can be persistently applied independent of storage and transport, inside and outside an organization. Adobe's ecosystem of security partners provides interoperability with many security infrastructures, including identity and access management, single sign-on, public key infrastructures, smart cards, and biometrics.

LiveCycle ES Foundation

LiveCycle ES Foundation provides the underlying server capabilities that enable the deployment, execution, and management of LiveCycle ES solution components. This includes a central repository where common assets—forms, fragments, images, processes, components, and schemas—can be shared and centrally managed. Foundation also provides administration tools—LiveCycle Configuration Manager and LiveCycle Administration Console—that simplify the management of your overall LiveCycle deployment.

Development tools

LiveCycle Workbench ES with LiveCycle Designer ES

LiveCycle Workbench ES is an Eclipse based IDE that provides a unified authoring environment for creating HTML and PDF forms, RIA-based form guides, processes, and output templates. LiveCycle Workbench ES simplifies managing forms, fragments, images, processes, components, and schemas. Form fragments make it fast and easy to update large collections of form templates. Any time a fragment is updated, the templates that reference it are automatically updated as well. Using the process design perspective in LiveCycle Workbench ES, developers can create process maps, which are visual representations of the workflow or business processes that require automation.

Adobe LiveCycle Designer ES, embedded in LiveCycle Workbench ES, makes it easy to create rich, engaging forms and documents that combine high-fidelity presentation with XML data handling. Using the graphical interface, designers can quickly create intelligent electronic forms that can be deployed as Adobe PDF, SWF, or HTML for more secure data capture and processing. Designers can easily define a form's business logic, build intuitive form guides, and bind form fields to generate interactive forms as well as documents of record in PDF, PostScript, PCL, or Zebra label format that comply with government accessibility and regulatory requirements.

Solution components

LiveCycle Forms ES

With Adobe LiveCycle Forms ES, you can extend your core business processes beyond the enterprise—easily, more securely, and cost effectively. Deploy XML-based form templates as HTML, PDF, or SWF over any platform or device. Then capture data from submitted forms and transfer it directly into your organization's core systems, streamlining form-driven business processes and improving data accuracy. When combined with Adobe LiveCycle Output ES, your organization can automate personalized document printing and integrate print output into your existing communication workflows.

LiveCycle Data Services ES

Adobe LiveCycle Data Services ES provides a comprehensive set of data-enabling features for use with RIA-based form guide experiences. The powerful data services architecture and programming model enable RIAs to synchronize data between client and server, automatically page large record sets, control transactions, and manage conflicts. These capabilities allow you to produce optimal customer engagement experiences with less code, less risk, and accelerated time to market. Robust messaging and real-time infrastructure enable collaboration, offline, and data push applications to be built in a scalable and reliable manner. Deployed as a standard J2EE web application, LiveCycle Data Services ES smoothly integrates with existing applications, back-end data, and LiveCycle ES document and process management services.

LiveCycle Reader® Extensions ES

With Adobe LiveCycle Reader Extensions ES, you can embed usage rights into Adobe PDF files that activate greater interactive functionality in free Adobe Reader (version 7 and later). Reader enabled PDF files allow recipients to locally save copies of filled-out forms, add comments and notes, sign documents with digital signatures, and submit forms either online or offline. This makes it easy for your organization to extend interactive eForms processes to customers, constituents, or partners by simply extending the functionality of your PDF forms.

LiveCycle Process Management ES

Adobe LiveCycle Process Management ES gives organizations unprecedented control over business processes and task management—online or offline. LiveCycle Process Management ES integrates the many elements of business processes—people, systems, documents, business rules, and web services—into automated end-to-end processes.

LiveCycle Digital Signatures ES

Adobe LiveCycle Digital Signatures ES delivers digital signature capabilities in a server environment, enabling your organization to bring more paper-based processes online, reduce costs, and increase customer satisfaction—all while providing document authenticity and integrity.

LiveCycle Rights Management ES

Adobe LiveCycle Rights Management ES offers a powerful, persistent solution for managing and monitoring electronic documents. Organizations can apply persistent confidentiality, privacy, and policy protection to enable access control, revocation, revision control, and audit trails in electronic documents—online or offline, inside or outside the firewall—throughout the document lifecycle.

LiveCycle Output ES

Adobe LiveCycle Output ES enables businesses to dynamically generate personalized documents electronically or in print. Generate e-statements, contracts, welcome kits, proposals, packing slips, and more by automatically merging templates with data from CRM, ERP, or legacy systems or other core applications. Combine new documents with existing PDF files to create customized packages, or convert files automatically for unattended printing or archiving. Saved as PDF, PostScript, PCL, or Zebra label format and delivered as part of an orchestrated LiveCycle ES process, these documents make it easy to maintain engaging communication while ensuring compliance with government regulations.

LiveCycle Content Services ES

Adobe LiveCycle Content Services ES delivers content management capabilities that extend the LiveCycle platform. Organizations can rapidly build content-rich engagement applications with a low total cost of ownership. Through tight integration with other LiveCycle solution components, LiveCycle Content Services ES enables rapid implementation of end-to-end processes that interact heavily with content, providing a fully integrated set of content services ranging from an enterprise content repository to social collaboration tools such as enterprise forums and blogs.

Engaging beyond the enterprise™

Adobe LiveCycle ES Business Transformation Edition helps you develop applications that present and capture customer information in intuitive and innovative ways that encourage interaction and help you bridge your customer engagement gap. Adobe combines a standards-based framework, application building blocks, and powerful solution components to help you speed application development, transform documents into compelling communication, and engage in sensitive transactions electronically with confidence. Now you can extend the reach of your core business applications, reduce costs, and streamline operations.

For more information

For more details about Adobe LiveCycle ES Business Transformation Edition, visit *www.adobe.com/products/livecycle.*