



---

**Overview of Collateral Fulfillment**

---

**Options for Collateral Fulfillment**

---

**Standard Collateral Fulfillment Flow**

---

**Integrate with Existing Content Management Systems**

---

**Vendor Managed Collateral Fulfillment**

---

**Questions and Answers**

---

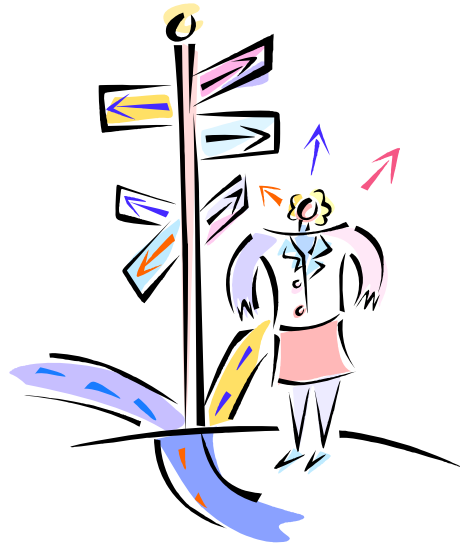


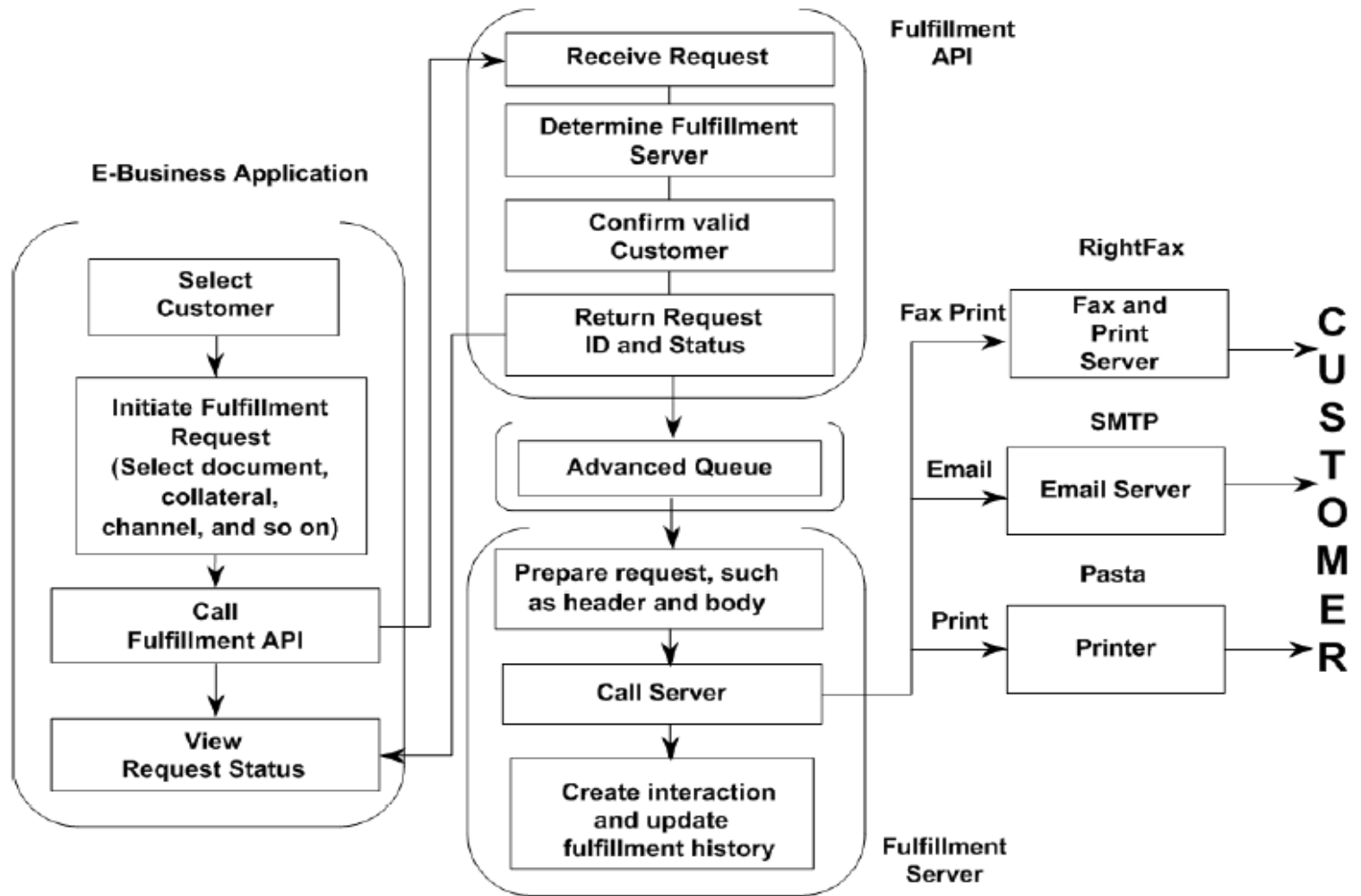


**The act of sending Collateral like Brochures, Welcome Letters, Quotes, Event information, Enrollment information to the Customer during or as a response to a Campaign or Event or an Interaction**



- **Using Oracle's Standard Content Management System**
  - ❖ Implement 1-1 Fulfillment
  - ❖ Implement OCM & MES
- **Integrating existing Content Management with 1-1 Fulfillment**
- **Vendor Managed Collateral Fulfillment**



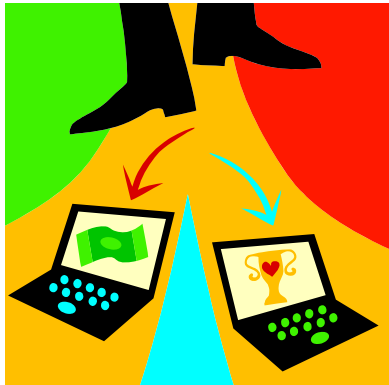




- **Single Server Configuration**
- **Multiple Servers Configurations**
- **Can be Integrated with the Exchange Server for Email Processing.**
- **Can be Integrated with any Fax Solutions like Right Fax.**
- **High Quality printing using XPDF drivers**
- **Use 1-1 fulfillment administrator responsibility to create and manage content in either MES or OCM**



- **Consists of Fulfillment Servers**
  - ❖ Can be a Single Server or Multiple Servers.
- **Honors Party Restrictions**
- **Easy to Manage the requests**
  - ❖ Search Options
  - ❖ Uses fulfillment request id to track
- **Checks for completeness of the email**
  - ❖ Malformation
  - ❖ Email Address not in the right format
  - ❖ Ability to track email bounce backs
  - ❖ Ability to unsubscribe
  - ❖ Ability to Merge Data

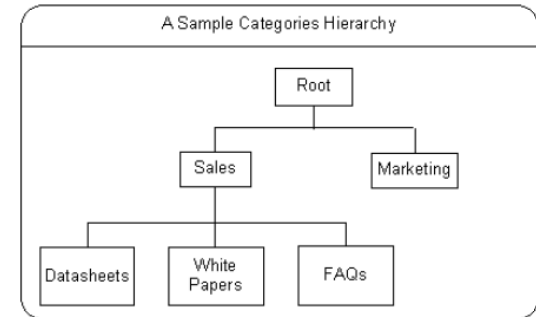


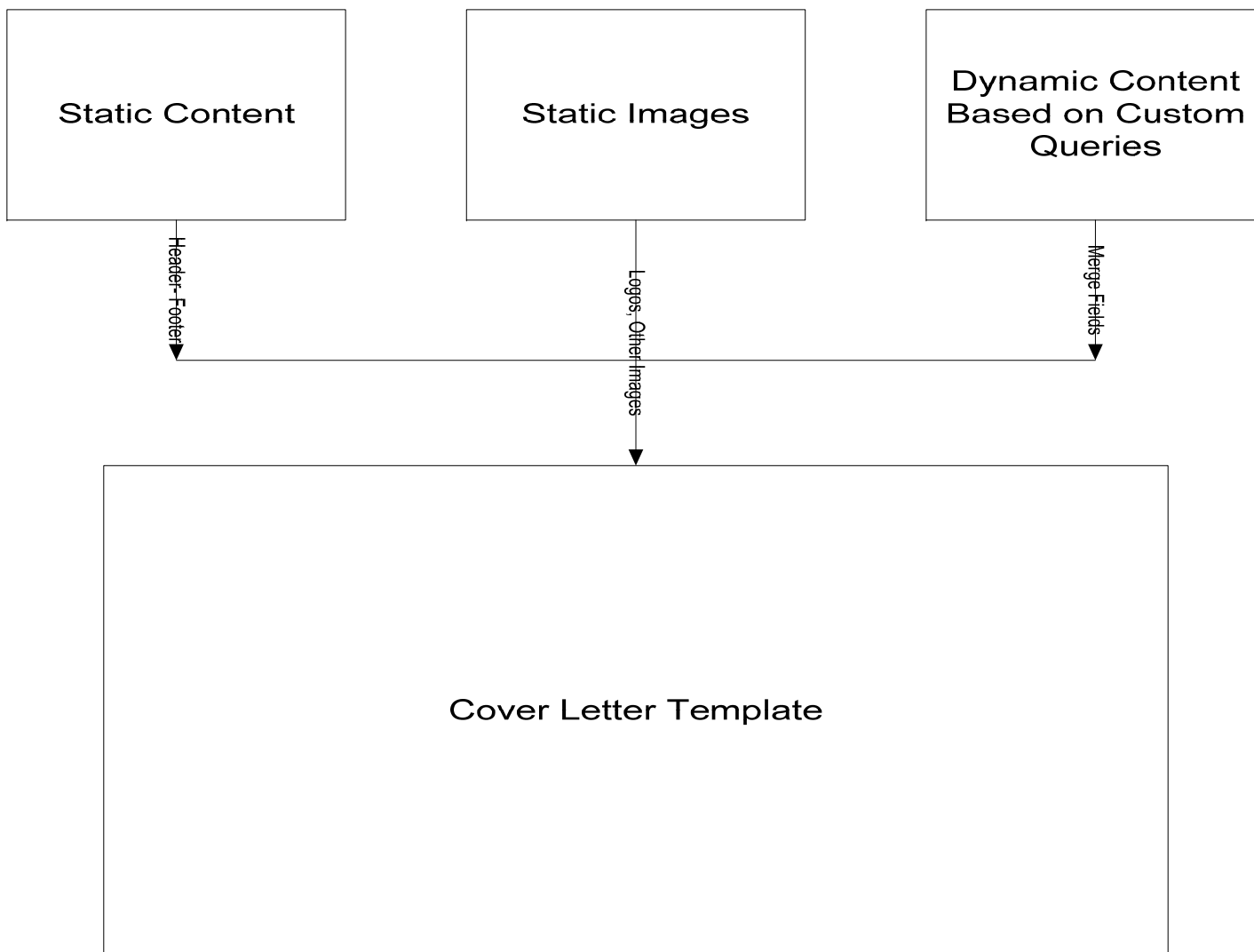
- Oracle Content Management
- Marketing Encyclopedia System

## OCM or MES

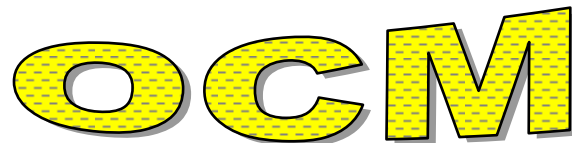


- **Manage Content Type**
- **Manage Catalog Hierarchy**
- **Translation**
- **Ability to handle Multiple Languages**
- **Security & User Access to the Content Management System and the Content**

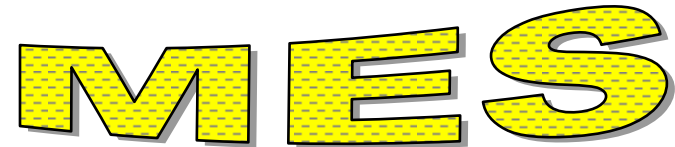




- Ability to easily manage content
- Consists of Content Types, Cover Letters
- Content Types map into Style-Sheets (.CSS files) and can be modified
- Use of 3<sup>rd</sup> party software for uploading .CSS files like Dream Weaver etc
- Supports various Attachments types like files, brochures, PDF documents, images
- Supports Multiple Languages, Allows content to be translated
- Allows multiple versions of same content
- Maintain renditions of same content in different formats

The letters 'OCM' are rendered in a large, bold, yellow font with a black outline and a subtle drop shadow. The letters have a textured, dotted pattern inside them.

- **Separate space to manage Content**
- **Easy to upload cover Letters and files**
- **Out of the box integration with the following modules**
  - Oracle Collections
  - Lease Management
  - Telesales
  - Teleservice
  - Scripting
  - Student Systems



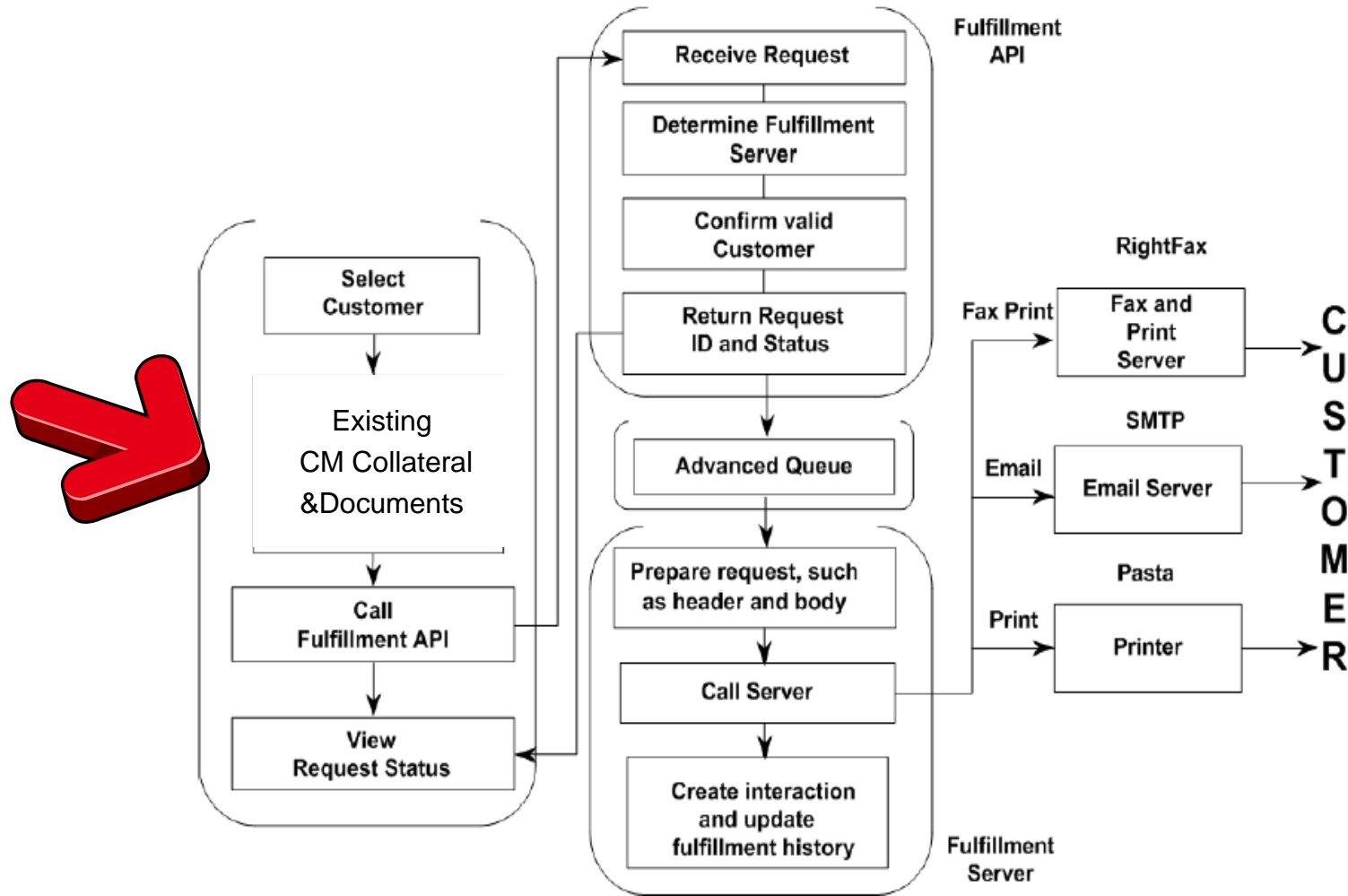
**MES**

Features	MES	OCM
Easy upload of Documents	Supported	More
Integration	Integrated with several Modules	Mostly used Stand Alone as a repository
Security	Security Enabled	Security Enables
Translation	No	Yes
Multiple Languages Support	Yes	Yes
Attachments Supported	Files, Images, Data, URL's, Queries	Files, Images, Data, URL's, Queries
Tools to Manage documents	No Tools	Several Tools

## ■ Options for Integration

- ❖ Build a utility that synchronizes the collateral between the various systems. In this case the collateral would be replicated across systems
- ❖ Add a custom package to the fulfillment flow that will pass the collateral from the existing systems as static documents to the 1-1 fulfillment server and the content type would drive the dynamic pieces of the fulfillment process





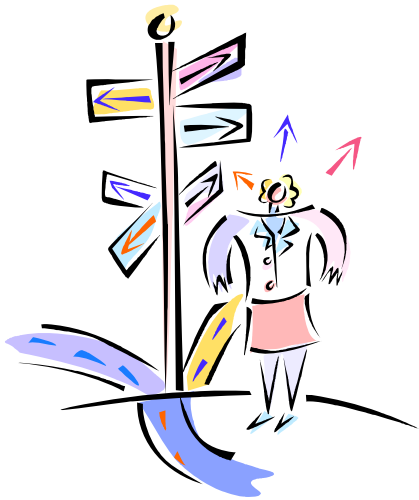


- **Extract information from Oracle using Marketing's List Management**
- **Query to include the Campaign, Lead & Opportunity Management data**
- **Send Extract to Vendor for Fulfillment**
- **Vendor Maintains Brochures, Letters and other Collateral Material**



## ■ Implementation Decisions

- ❖ What Content Management System to be used
- ❖ Where do you want to Store the Cover Letters & Electronic Collateral ( Brochures, Data Sheets, etc)?
- ❖ To whom do you want to send the Collateral?
- ❖ When do you want to send the Collateral?
- ❖ Where do you want to send it from?
- ❖ Fulfillment Server Architecture
  - What structure to use? Single or Multiple
- ❖ Exception Handling



## Questions and Open Discussions



### Contact Information

**Ashok Kowdle PMP**

Email: [akowdle@astcorporation.com](mailto:akowdle@astcorporation.com)

Phone: 630-778-1180

[Presentation Copy](#)

[www.astcorporation.com/papers/ncoaug](http://www.astcorporation.com/papers/ncoaug)