

Messagepoint Producer



Production management and optimization for high-volume customer communications

Print and mail operations teams are under immense pressure: shrinking budgets, greater compliance requirements, and increasingly fragmented production environments built on modern and legacy composition systems, printers, and inserters that were never designed to work together. As a result, operations teams find themselves performing more manual work, ad-hoc interventions, and IT-dependent workarounds just to keep jobs moving — driving up production costs and putting SLAs, and the compliance commitments tied to them, at risk.

Maximize production control and efficiency

Messagepoint Producer optimizes high-volume customer communications production processing from job reception through delivery. With real-time production visibility, intelligent job consolidation, and historical traceability of every communication sent, Messagepoint Producer enables operations teams to reduce production costs, improve efficiency, and ensure every communication is delivered on time — without relying on IT or third-parties.

Empower business users to manage production

Messagepoint Producer gives operations teams a centralized command center for managing, monitoring, and optimizing communications production workflows and jobs. Teams gain real-time visibility into status at every stage so that issues are detected and acted on before SLAs are impacted. Configurable, automated workflows reduce the need for manual intervention, enabling teams to manage high-volume production with greater speed, consistency, and control.

Work with the systems you already run

Messagepoint Producer integrates with existing composition systems, print streams, production tools, and printing and finishing equipment, helping organizations improve production control without replacing their current infrastructure. Configurable job profiles and workflows reduce custom programming, making it easier to onboard new work, standardize production processes, and extend automation across complex, mixed production environments.

Messagepoint Producer enables operations teams to:

- Consolidate and optimize jobs to lower costs
- Meet SLAs with confidence using real-time monitoring and automated reprints
- Shift print to digital without altering upstream systems
- Track every communication at both the batch and individual level
- Modernize production without replacing existing systems or equipment

Hold and household to reduce print and postage costs

Reduce print and postage costs by intelligently grouping communications destined for the same address and holding eligible documents until they can be mailed together. With configurable rules and compliance controls, operations teams can optimize mail runs, reduce unnecessary envelopes and postage, and improve efficiency without adding manual handling to the production process.

Ensure delivery with automated reprints

Production anomalies are a fact of life: pieces get pulled, damaged, or mishandled. Messagepoint Producer closes the loop automatically, identifying exactly which communications didn't make it through production, resubmitting them for reprint, and revising job and SLA statistics so reporting stays 100% accurate while ensuring critical communications are delivered on time.

Track every communication, batch and individual

Messagepoint Producer provides detailed tracking across the full production workflow, from job-level status to individual communication activity. Operations, service, and compliance teams can see where a communication is in production, what happened to it, and whether it was printed, inserted, dispatched, pulled, reprinted, or redirected. This visibility supports faster issue resolution and a stronger audit trail.

Suppress print and accelerate the shift to digital

Messagepoint Producer supports digital migration by selectively suppressing printed communications based on customer preferences, delivery rules, or business requirements. Print-ready files can be redirected into digital delivery workflows where appropriate, allowing organizations to reduce print volumes over time while maintaining control, auditability, and compliance across both physical and digital communication channels.

Flexible deployment to meet your organization's requirements

Deploy Messagepoint Producer wherever it makes sense for your organization: in a Messagepoint cloud-hosted environment, in your own private cloud, or on-premise behind your firewall. Content management stays in the Messagepoint Communications Cloud, where your customer data is never present, while production and PII processing run in the environment you choose, giving you centralized production control without compromising your data residency requirements.

Part of a complete CCM solution

Producer is just one part of Messagepoint's comprehensive CCM solution, which enables business users to create, manage, compose, produce, and orchestrate the delivery of personalized communications across any channel — with greater efficiency, confidence, and compliance.

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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