BROCHURE

messagepoint®

AI-powered Control for Your Customer Communications



Customer Communications Management, Reinvented

Customer communications have changed—and your approach to managing them needs to change with them.

Today's customers expect personalized, relevant communications delivered seamlessly across the channels they choose. As organizations expand communication channels and increase personalization, content volume and complexity grow rapidly—while traditional CCM processes remain slow, manual, and resource-intensive.

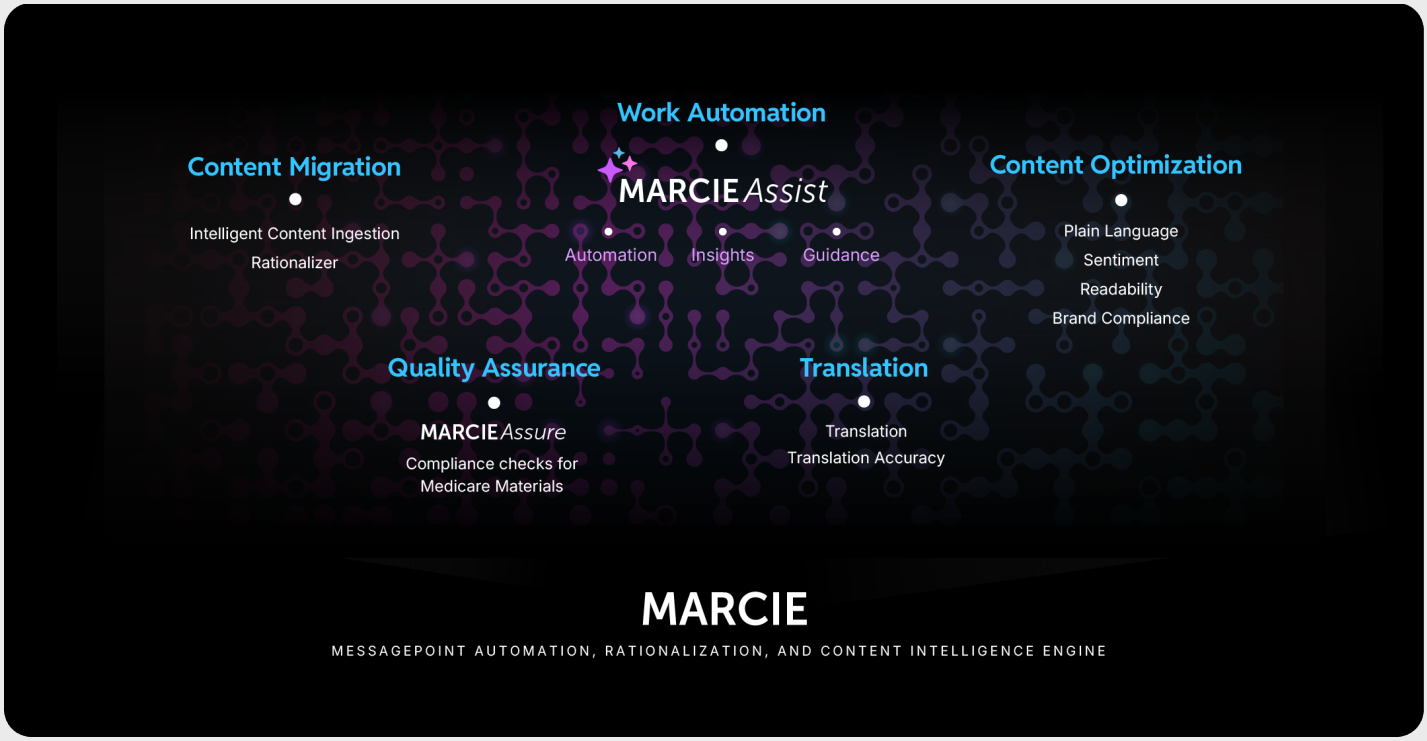
To keep pace, organizations need a modern approach.



The Messagepoint Communications Cloud is an AI-powered platform that enables business users to create, update, manage, and orchestrate communications across print and digital channels—without heavy reliance on IT.

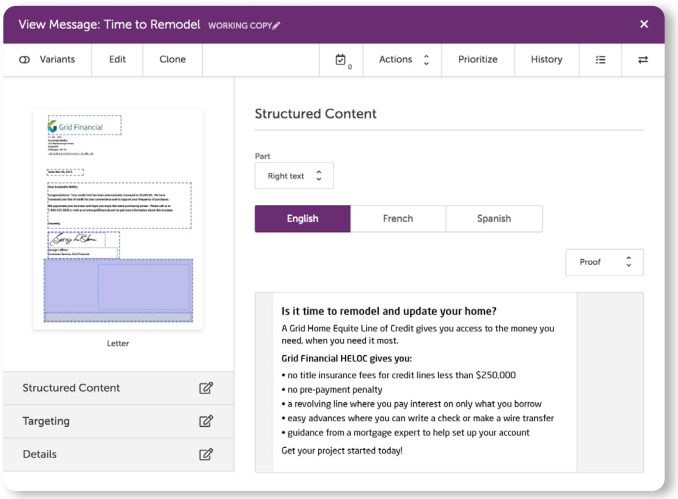
Powered by MARCIE, Messagepoint's proprietary AI platform, the Messagepoint Communications Cloud leverages agentic, generative, and traditional AI to automate the work of managing content, rules, and communications—fundamentally transforming how communications work gets done.

The result is faster execution, greater accuracy, and seamless delivery of communications across all channels.



Accelerate changes

Leverage intelligent content management and advanced AI to move faster, with less effort than you ever thought possible.



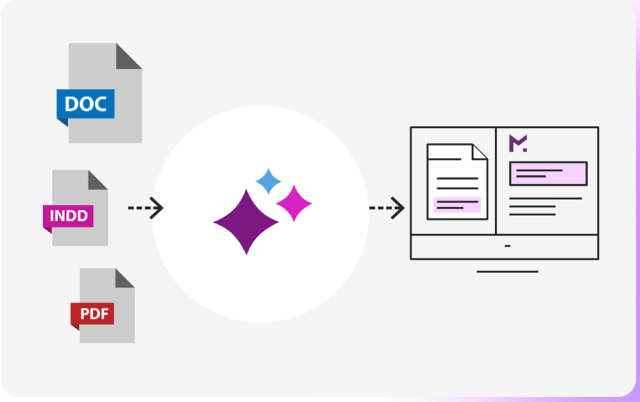
Manage your content intelligently

The Messagepoint Communications Cloud enables business users to take control of managing content, rules and templates within its intelligent content hub. By enabling teams to centrally manage and reuse content across communications and channels, organizations can dramatically reduce time to market, simplify change management and ensure consistency and compliance across their library of communications.

Automate the work of CCM with agentic AI

MARCIE*Assist*™ is Messagepoint's agentic AI capability that dramatically reduces the time and effort required to onboard, update, manage and test communications. Users simply describe what they want to accomplish, and MARCIE*Assist* intelligently interprets the request, plans the work, seeks approval, and assigns the work to a deterministic engine to ensure what was approved is executed. It also adapts to your business, applying your terminology, industry, and communications practices to every task it automates.

Every action MARCIE*Assist* takes occurs within strict governance guardrails, is visible through a complete audit trail, and can be reversed with built-in undo—so you stay in complete control.

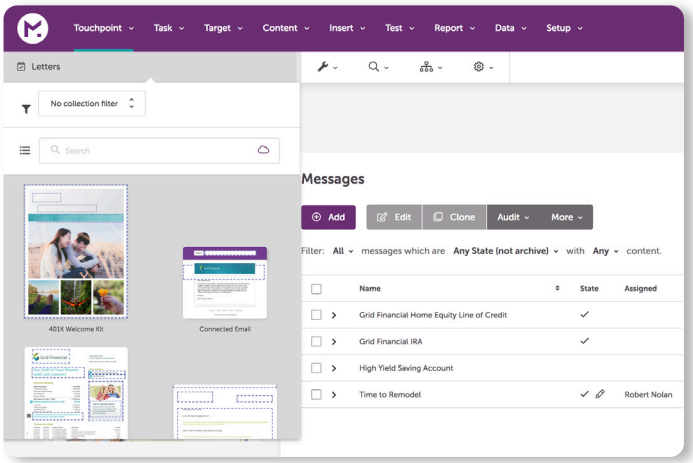


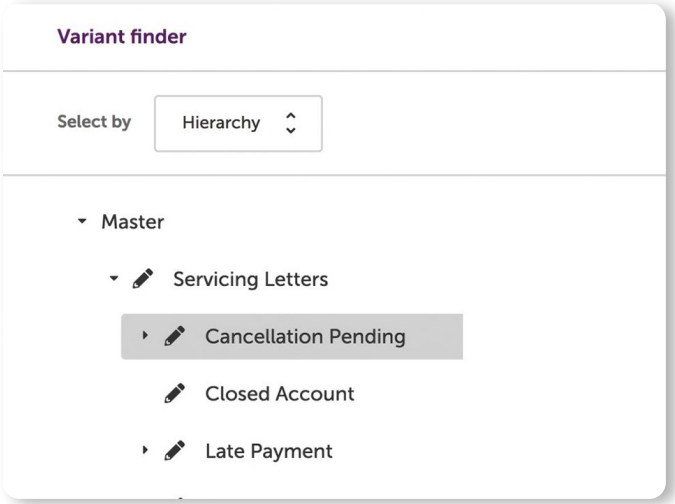
Onboard new communications in seconds

MARCIE*Assist* automates the manual work of onboarding communications by creating touchpoints in Messagepoint from PDF, Word, or Adobe files. MARCIE*Assist* builds the touchpoint, creates the layout, maps the data, adds the content, and applies the formatting and styles to match your original design.

Empower business users

Messagepoint was built on a simple idea: customer communications should be managed by the people who understand them best. From content creation through production processing, Messagepoint reduces dependence on IT through its no-code and agentic conversational interfaces, while maintaining the governance and control that large enterprises require.





Drive efficiency through content sharing and variation management

In Messagepoint, content is managed as reusable components that can be shared across communications and channels. Make a change once and apply it everywhere that content is used, eliminating redundant work and improving consistency. Patented Variation Management extends that efficiency by enabling master touchpoints to share content and formatting with variants and sub-variants, dramatically reducing templates under management.

" With Messagepoint, on a single application, we saved six months of effort and $150K from our budget and we were able to get the job done within a week."

– VP of Marketing Operations, Fortune 100 Financial Services Firm

Deliver modern experiences

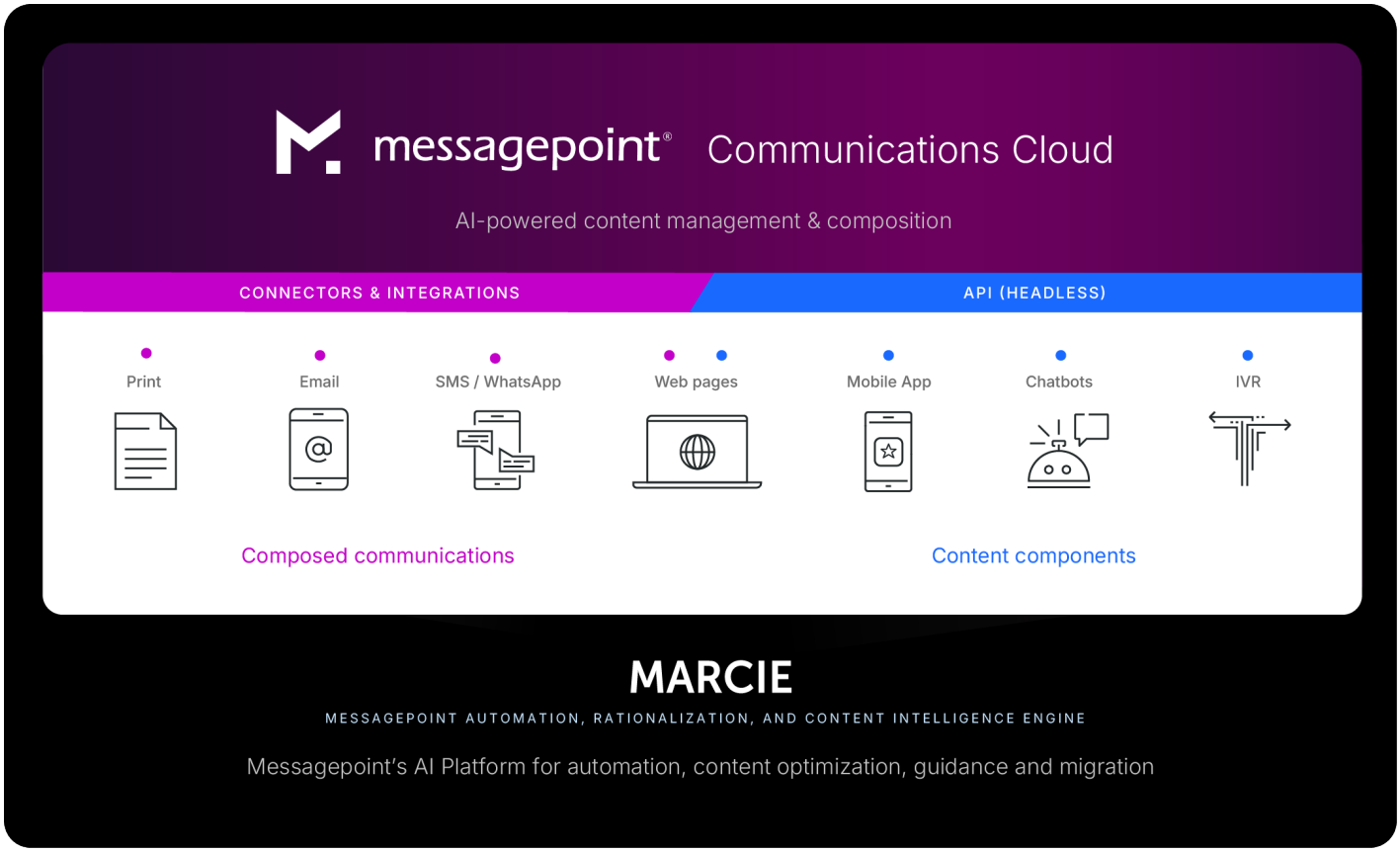
Messagepoint provides the foundation to deliver clearer, more relevant, and consistent communications across all channels.

Manage print and digital in one place

Say goodbye to siloed systems and disparate processes for each communication channel. With the Communications Cloud, you can centrally manage and control content driving print and digital communications in one spot—making it easy to support your customers' channel preferences.

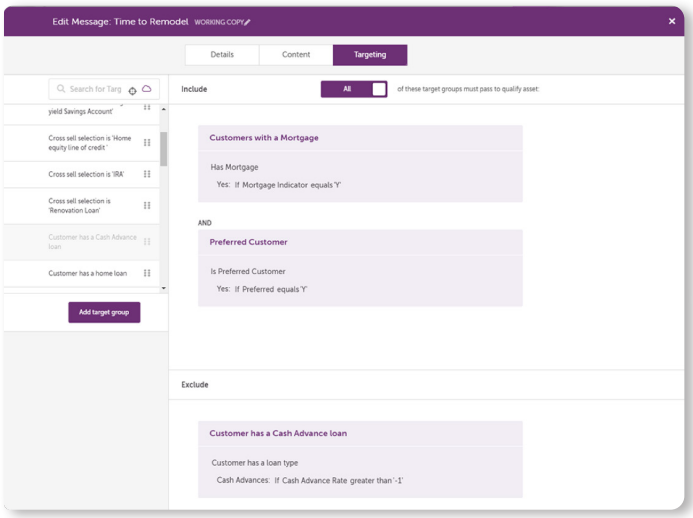
Support dynamic digital experiences with API-centric headless CCM

Messagepoint's headless CCM capabilities enable you to leverage the same rich, data-driven content that you use for traditional communications to deliver relevant, personalized, and responsive digital experiences. Messagepoint's RESTful APIs enable your content to be shared across digital endpoints in HTML or JSON formats, giving you the flexibility you need to meet the requirements of your digital endpoints.



Personalize your communications at scale

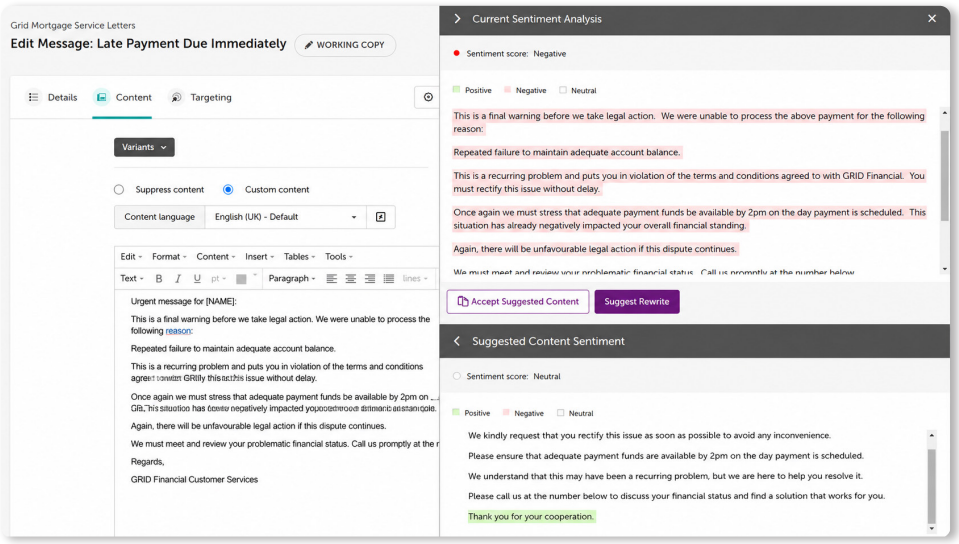
Messagepoint makes it easy to achieve advanced levels of personalization using intuitive natural language targeting and variables that drive relevant text and images based on preferences, behaviors, demographics, products, regions, or other customer data. And while these capabilities are advanced, business users don't have to be programmers to use them.



Analyze and optimize your content with AI Assisted Authoring

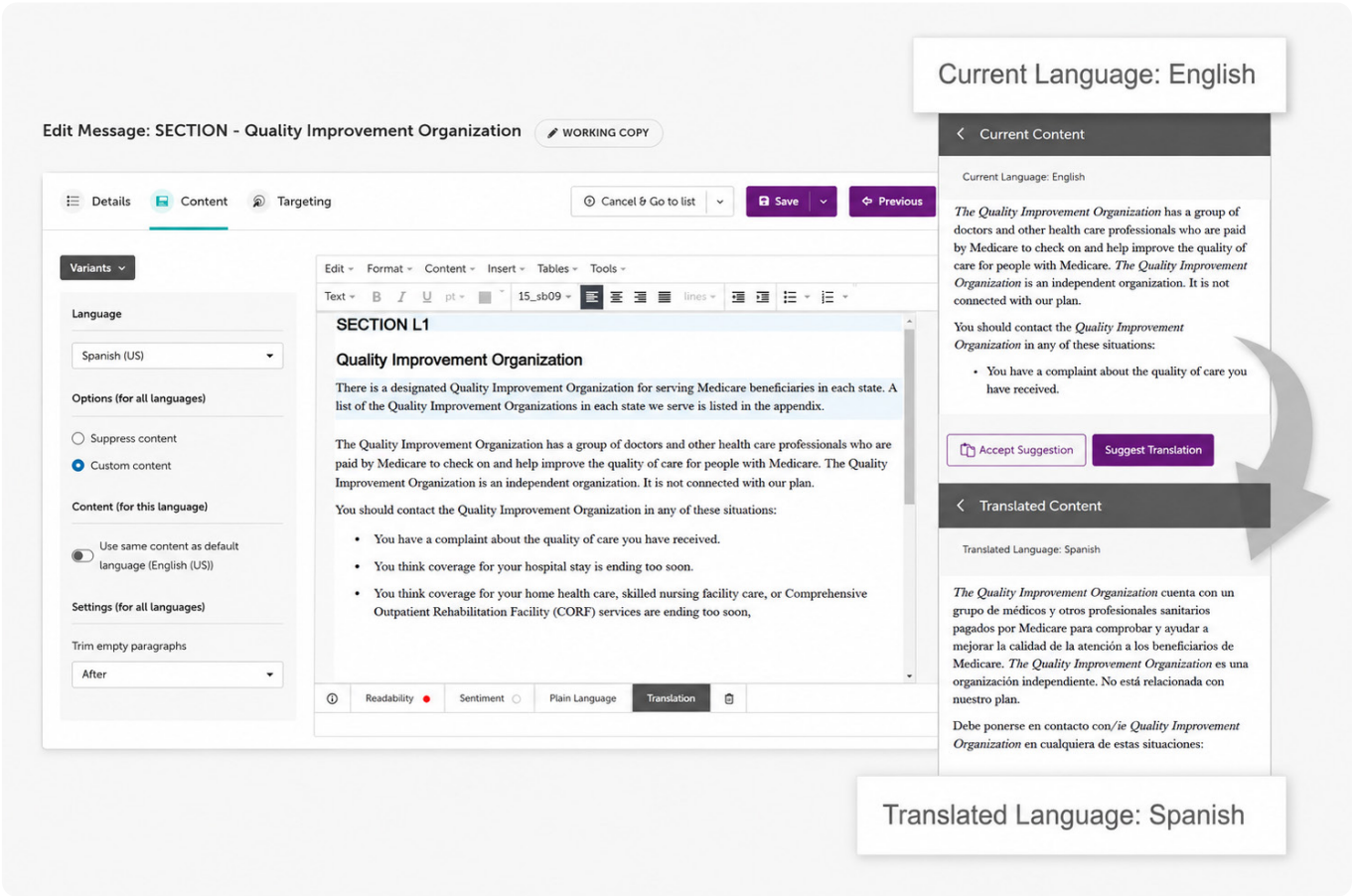
Messagepoint's Assisted Authoring capabilities accelerate the creation of clear, consistent, and easy-to-understand communications. Acting as an intelligent assistant to content authors, Assisted Authoring detects content issues and provides AI-generated rewrite suggestions that preserve intended meaning, while leaving you in complete control of the final communication.

- Improve clarity by aligning your content with ISO plain language standards.
- Measure the Flesch-Kincaid reading level score of your content and generate rewrite suggestions at a specified level.
- Tune the sentiment of your content so that you can more persuasively connect with your audience.
- Rewrite content according to a specified length, accelerating the creation of renditions and the move to digital.
- Maintain brand consistency by detecting restricted terms and other configured brand guideline violations.



Accelerate translation with AI

Accelerate and improve the accuracy of your translations with AI. Accurately translate your content into 60+ languages in seconds and automate reviews with glossaries and translation accuracy checks which validate that the meaning and structure of your content is preserved across all language versions of your content.

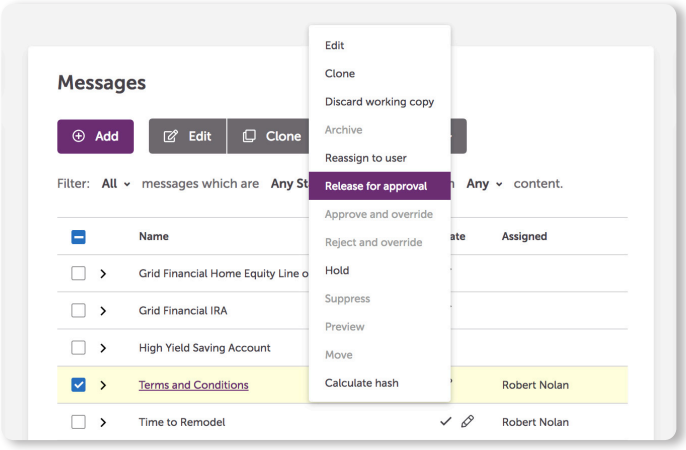


" Using Messagepoint, we have been able to significantly increase our agility and speed to market, while also driving improvements to the levers that directly impact response including advanced personalization, content targeting and content optimization."

– David Klempke, Director, Portfolio Management Office & Strategic Solutions, IWCO

Built for accuracy and compliance

Messagepoint's intelligent content model ensures consistency, governance, and control across communications while creating an efficient, trusted foundation for AI-powered operations.

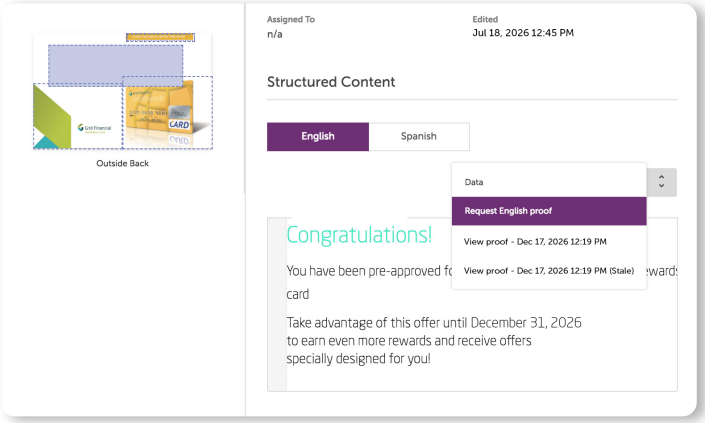


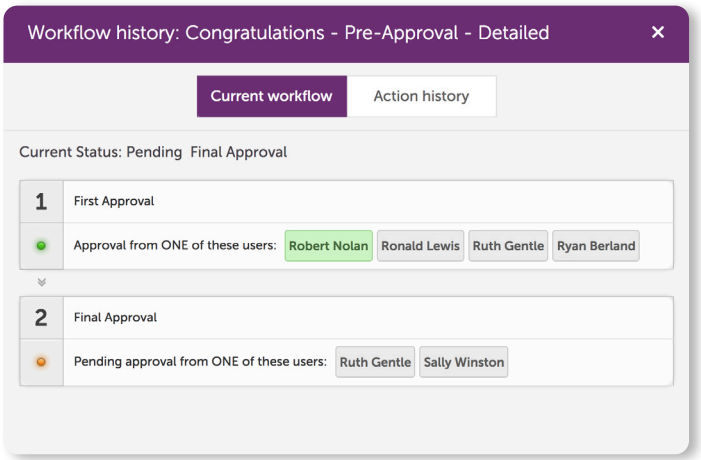
Ensure compliance

Messagepoint's unique ability to centrally manage and share content ensures that key content owners (legal, brand managers, etc.) can easily review, update and manage their assigned pieces of content to ensure consistency and compliance.

Proof and test in real-time—without the need for IT

Users can quickly proof what they have created and get an exact rendition of what will be executed in production by leveraging sample data to validate targeting rules. For example, a proof can be generated to check that a communication is going to the right individuals.



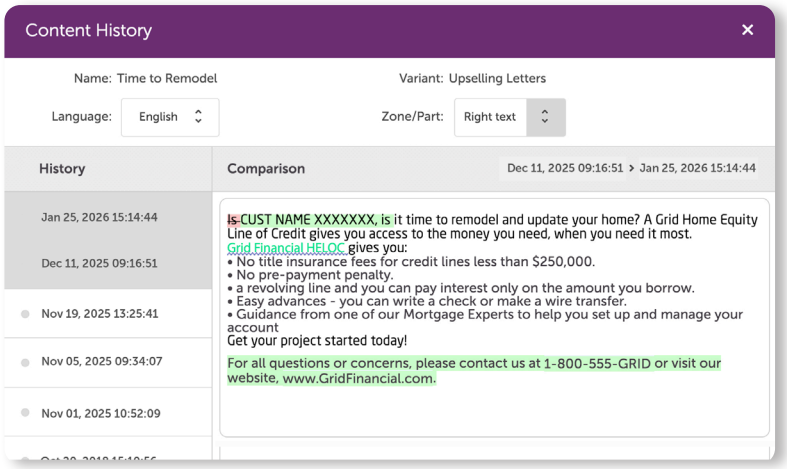


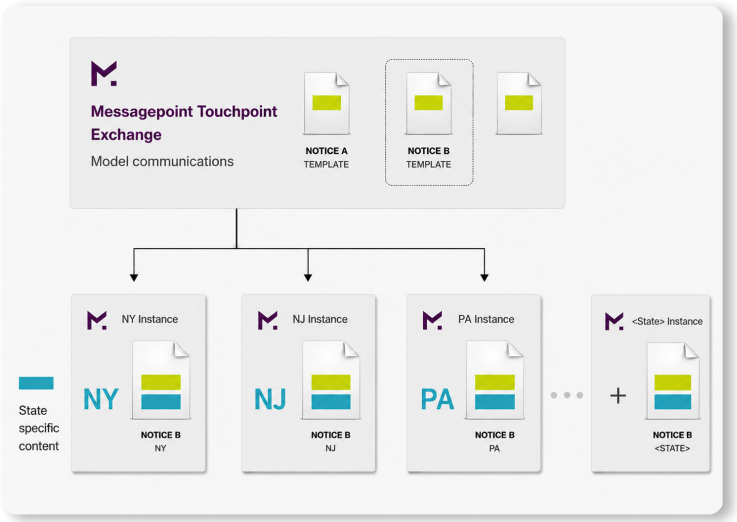
Collaborate with your team and third parties

Messagepoint enables you to assign content tasks such as creation, updates, translation, approvals or reviews to your team members or send content for translation to a trusted translation service provider. Workflows can be configured according to your needs, with the flexibility to have steps executed sequentially or in parallel, enabling efficiency and preventing bottlenecks in your change cycles.

Manage versions and track changes

Messagepoint stores older versions of your messages, so you can easily retrieve old versions and compare content to determine what additions, deletions, and style changes happened between versions, taking the guesswork out of what changed while providing a comprehensive audit trail. In addition, start and end dates can be set for individual pieces of content to enable users to set up, test, and approve content before it is used, for use cases such as time-sensitive offers.





Standardize and distribute model documents

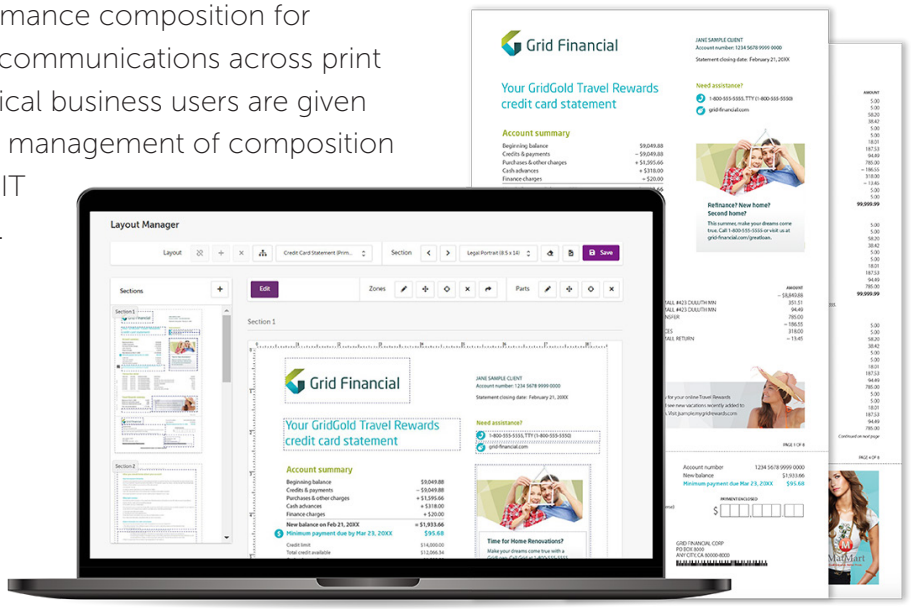
The Messagepoint Touchpoint Exchange enables organizations to create model touchpoints containing standard layouts and content to share securely with others. Whether you're standardizing communications across a large organization or distributing vertical-specific templates to clients, Messagepoint makes it easy to publish, update, distribute, and sync model documents.

" Being able to leverage the Messagepoint platform allows us to standardize and improve how client documents are created, maintained, and delivered to our clients."

– Laurieann Miller, Director of Client Services, The Co-operators

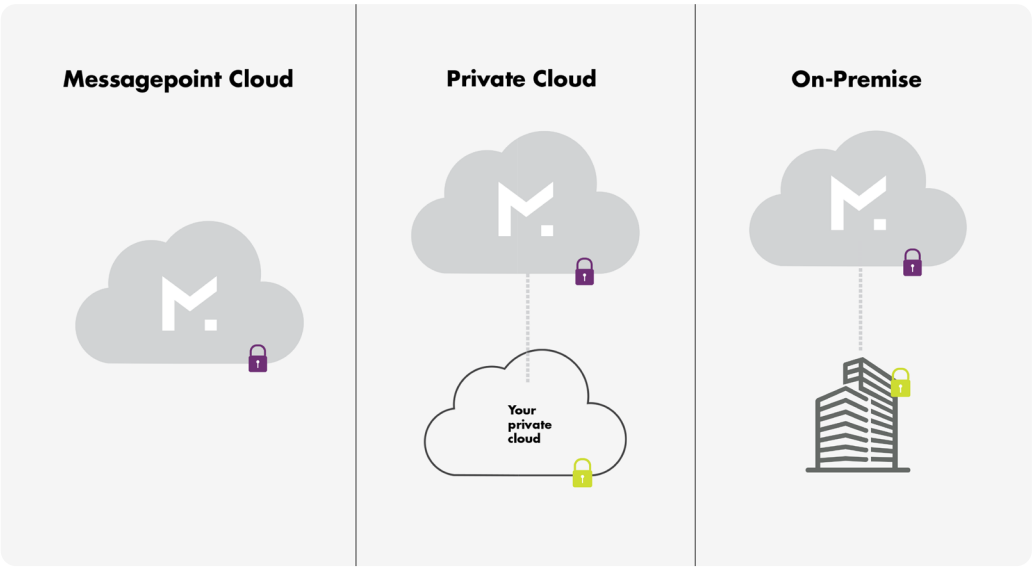
High-performance composition controlled by business users

Messagepoint offers high-performance composition for batch, on-demand, and ad-hoc communications across print and digital channels. Non-technical business users are given unprecedented control over the management of composition templates, reducing reliance on IT and accelerating time to market. For communications with complex design requirements, advanced layout controls provide precise management of structure, formatting, and content placement to help ensure every communication renders as intended.



Reduce overhead with cloud-hosted CCM

The Messagepoint Communications Cloud gives organizations a fully cloud-hosted CCM environment for managing content and composition, backed by Messagepoint's secure, highly available cloud infrastructure. This reduces infrastructure costs and maintenance burden, makes it easier to scale production, and provides the security, resilience, and stability required for enterprise CCM. Hybrid cloud, private cloud and on-premise options are also available when corporate operational requirements demand it.



Real customer results

Time to create new communications

26 WEEKS DOWN TO 1

Get materials out the door faster

Dramatically reduce cycle times by putting control into the hands of content authors where it belongs.

Changes required to update a logo

332 CHANGES DOWN TO 1

Share content for quicker changes

Centrally manage common content, making an edit once and applying it globally. And never update the same piece of content over and over again.

Print and digital templates to manage

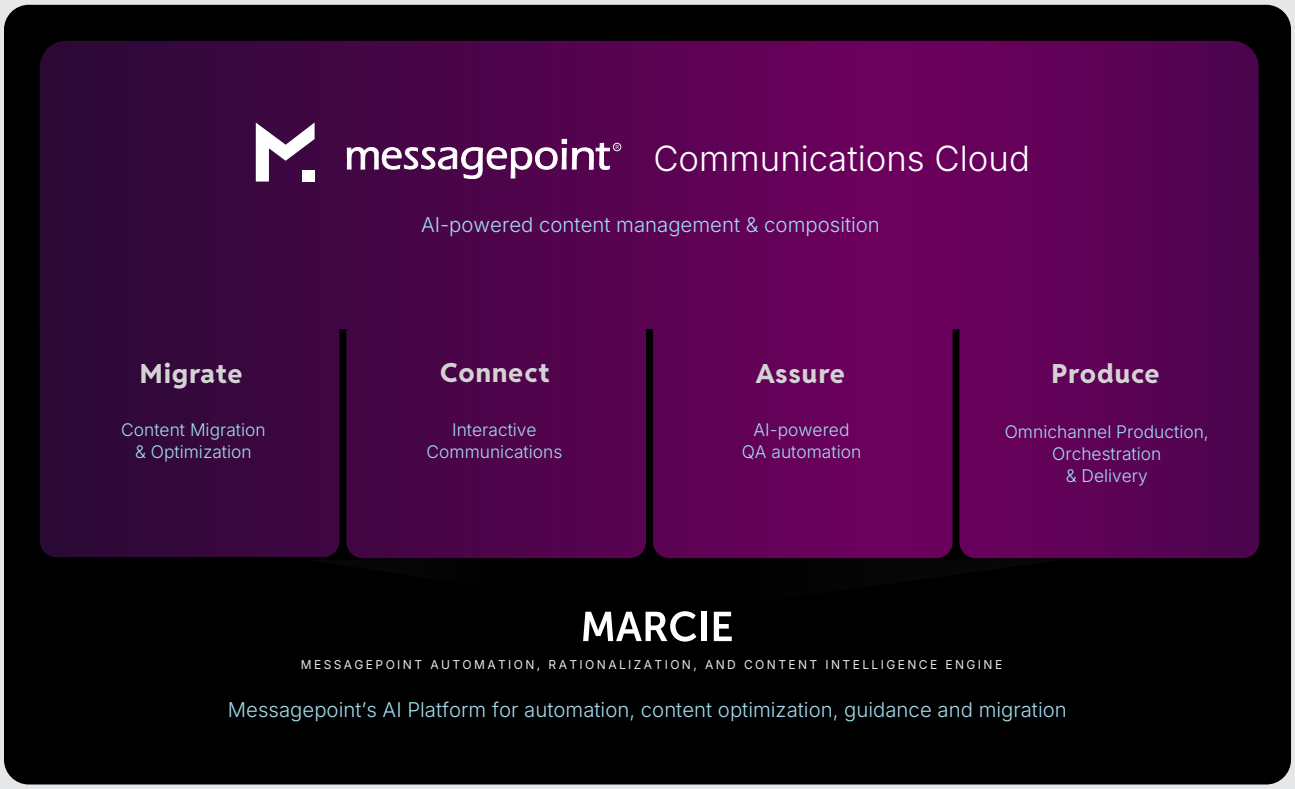
250 TEMPLATES DOWN TO 2

Reduce time spent managing templates

Cut down the time and effort required to manage templates with a master version that shares structure and content on the variant and sub-variant level.



Add-ons to the Messagepoint Communications Cloud



MIGRATE

Migrator

Rapidly migrate your communications from other CCM platforms into Messagepoint with their layouts, styles, content, images, variables and targeting rules intact.

Rationalizer

Harness the power of AI to analyze, optimize and consolidate, your content at scale before moving it to Messagepoint.

ASSURE

QA Module

Take control over QA for complex, regulated documents. Streamline collaboration across teams with customizable workflows, side-by-side document comparison, on-canvas annotations, and configurable dashboards.

CONNECT

Messagepoint Connected

Empower frontline workers to quickly and easily request and personalize approved print and digital customer communications managed in the Messagepoint Communications Cloud.

PRODUCE

Control, optimize, and orchestrate your communications production environment:

Messagepoint Producer

Producer provides end-to-end visibility and control over high-volume communications production workflows. Operations teams can monitor production in real-time, consolidate jobs to reduce costs, and track communications from composition through to delivery.

Messagepoint Conductor

Conductor orchestrates the delivery of high-volume customer communications across channels. It ensures communications are sent via preferred channels, tracks delivery and engagement, and triggers follow-up communications when needed.

Messagepoint Connectors and Integrations

Messagepoint provides composition capabilities through Messagepoint Composer, as well as integration options and packaged integrations to legacy CCM tools and other digital communications systems.

These integrations enable you to leverage current investments and delivery infrastructure while making it easy to adopt Messagepoint.

Print composition connectors

Messagepoint COMPOSER

OpenText™ Exstream™

Quadient®

Digital connectors and integrations

salesforce marketing cloud

Clickatell

DocuWare

SendGrid

SPARKPOST

POSSIBLENOW®

twilio



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2 TOP U.S. **P&C COMPANIES**

2/4 TOP U.S. **BANKS**

3/4 TOP U.S. **HEALTH PAYERS**

Messagepoint is used by industry leaders in financial services, insurance, and healthcare. If you are not using Messagepoint, it's time to ask yourself—why not?

To learn more about Messagepoint, visit messagepoint.com. If you're interested in scheduling a demo, please contact us at 1-800-492-4103, or email us at info@messagepoint.com.

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