

# 3. The challenge: transforming legacy content

Many older systems produce documents that are difficult to modernize. But making changes to legacy systems is expensive, risky and time-consuming.

We can help you update content outside of existing applications



## TRANSFORMING AND MODERNIZING LEGACY SYSTEMS?

### THE ISSUES

- ✗ Systems produce documents in fixed formats
- ✗ Adapting to digital channels is difficult
- ✗ Changing legacy systems is problematic



## OUR CUSTOMER COMMUNICATIONS MANAGEMENT SOLUTION CAN HELP

### THE BENEFITS

- ✓ Create consistent personalized content in multiple formats
- ✓ Create digital formats quickly and easily
- ✓ Works with your original system



INEFFICIENT PROCESSES



HIGH COSTS



POOR CUSTOMER SERVICE



IMPROVED PROCESSES



LOWER COSTS



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