

Adobe® LiveCycle® Enterprise Suite: Data Capture Edition

Develop rich, interactive customer engagement applications that make it easy for people outside your organization to be part of your processes

Key characteristics of customer engagement applications:

- Rich and intuitive interface
- Compelling interactivity
- Easy to use
- Tied to back-end data and processes

Electronic forms can offer dramatic cost savings for your organization and provide a more positive and productive experience for your customers, constituents, partners, and employees. According to Gartner, “As much as 85 percent of business processes depend on forms, and electronic counterparts (e-Forms) can yield significant cost savings over paper in design, development, production, inventory, delivery, data quality, and integration, as well as reduce the time and effort associated with paper-intensive processes.” (*E-Forms Ripe for Greater Adoption, Fueling Overall Content Management Growth, Gartner, May 2006*)

Today, most organizations already offer eForms for many common processes, including external processes such as account enrollment, driver’s license renewals, or insurance claims. Yet despite the obvious advantages of eForms, very few people are actually using them. In fact, 60% of all citizens still prefer calling in to a government agency for services that are provided online. And only 10% of banking customers will complete a basic transaction online.

People often get overwhelmed with online experiences. Some common problems include:

- Confusion over where to start
- Having to navigate complex menus to find what they want
- Pressure to complete long forms before their online session times out
- Doubts about the security of their information

Frustration outweighs convenience in these situations, so people abandon the online process. Workarounds lead to transaction delays, overloaded call centers, and missed sales opportunities. They can also lead to incomplete data collection and more errors because information is captured manually and then re-entered into enterprise systems.

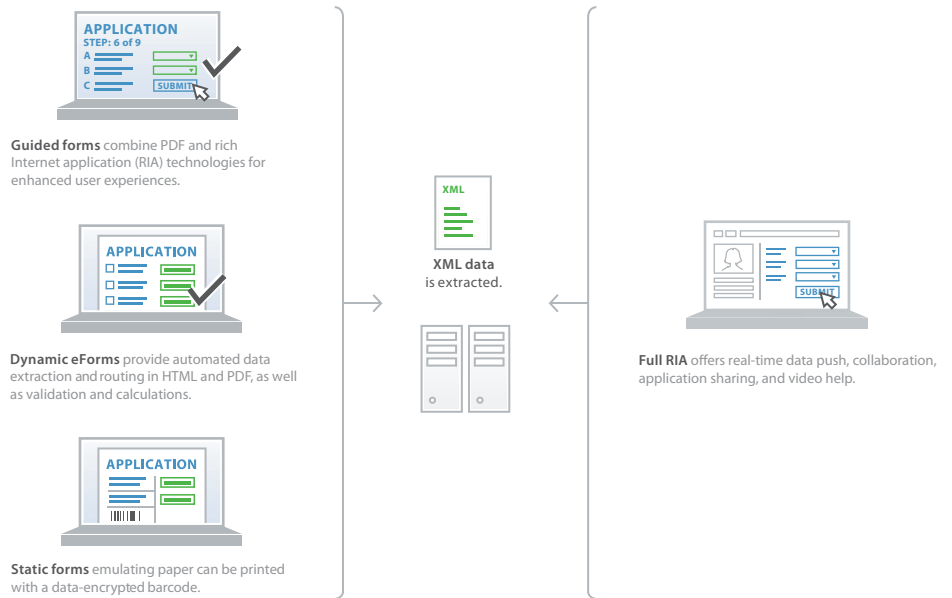
Customers want rich, interactive, and intuitive online experiences, not cumbersome processes that leave them feeling frustrated. They need clear information, simplified processes, and engaging applications. In short, unless online applications are intuitive and have compelling interactivity, people won’t use them.

Develop and deliver applications that engage the people you serve

Adobe LiveCycle Enterprise Suite Data Capture Edition helps you develop and deploy powerful, engaging applications that extend beyond the boundaries of your enterprise. Use LiveCycle ES Data Capture Edition to:

- Reduce abandonment rates with intuitive online experiences
- Capture data automatically from any environment, platform, or device
- Speed development times with robust tools and a standards-based foundation

LiveCycle ES data capture Spectrum



LiveCycle offers a broad array of data capture options. Both online and offline, using static, dynamic, and guided forms and RIAs, LiveCycle creates a single development environment that reduces the customer engagement gap. LiveCycle enables multiple data captures to be deployed across various environments, limiting offline communication and process abandonment.

Reduce abandonment rates with intuitive online experiences

To reduce customer frustration, use LiveCycle ES Data Capture Edition to develop and deploy intuitive form guides. Form guides deliver a dynamic online experience known as Rich Internet Applications, or RIAs, 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 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 documents 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.

Reach more people, now

Customer engagement applications leverage ubiquitous client runtimes—Adobe Reader® and Adobe Flash Player—which are available free of charge and have already been distributed to more than 700 million desktops and 200 million other devices worldwide.

Capture data automatically from any environment, platform, or device

One challenge with capturing information outside your organization is that the data resides in environments over which you have no control. From using different devices and varying platforms to working offline and on paper, your customers, prospects, constituents, partners, and suppliers must operate with disparate methods of transmitting data.

With LiveCycle ES Data Capture Edition, you can deploy data capture methods that leverage Flash technology for rich and interactive experiences, dynamic PDF forms that maintain the look of paper, HTML when lightweight user interfaces are needed, or a combination of all three. You can also automatically capture data from printed forms through proven 2D barcode technology. Published on the web or delivered by e-mail or CD, interactive and intelligent 2D barcode-enabled forms unite the convenience of fill-and-print PDF forms with fast, electronic processing. Users complete their forms digitally in Adobe Reader and submit them by fax or e-mail. Even when a digital process breaks and you have to revert to paper, you can still capture data electronically, which reduces costly and error-prone manual data entry and improves responsiveness.

Key benefits of customer engagement applications:

- Improve customer response and transaction cycle times
- Eliminate manual data entry and improve data accuracy
- Lower the cost of doing business by replacing paper-based processes with efficient, electronic alternatives
- Achieve more meaningful and productive customer interactions, which leads to greater customer commitment

Adobe Flex™ Builder™ 2

You can easily integrate Adobe Flex Builder 2 software (sold separately) into the LiveCycle Workbench ES environment. Using Flex Builder, you can develop your own RIAs or create custom additions to forms created in LiveCycle Designer ES and viewed with Adobe Flash Player.

Speed development times with robust tools and a standards-based foundation

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 Data Capture Edition, you get a rich set of standards-based resources that can significantly reduce development times. Using an Eclipse™ based integrated development environment (IDE), developers, designers, and business analysts can work collaboratively to create and deploy customer engagement applications. 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. A single XML template is used to deploy forms and processes in the format most convenient for the customer, including HTML, PDF, and SWF (the format read by Flash Player). LiveCycle Data Services ES uses a high-performance binary protocol to connect your applications with LiveCycle and J2EE back ends. And because LiveCycle ES is J2EE compatible and runs on industry-standard operating systems and Java™ application servers, you can easily integrate LiveCycle ES applications with your existing IT assets.

What's included with Adobe LiveCycle ES Data Capture Edition

LiveCycle ES Data Capture Edition provides the foundation, development tools, and solution components you need to create and deliver rich and engaging data capture experiences.

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 serves as the single and unified authoring environment for creating HTML forms, PDF forms, RIA-based form guides, processes, output templates, and Java components. Using the process design perspective in LiveCycle Workbench ES, developers and business analysts can collaborate To create process maps, which are representations of the 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 PDF, SWF, or HTML for more secure data capture and processing. Developers can easily define a form's business logic, build intuitive form guides, and bind form fields to generate interactive PDF forms. The same template can be used in conjunction with LiveCycle Output ES (purchased separately) to generate documents of record in PDF, PostScript®, PCL, or Zebra label formats that comply with government accessibility and regulatory requirements.

By enabling faster and more efficient creation of customer engagement applications, LiveCycle Workbench ES and LiveCycle Designer ES help developers install, configure, and deploy applications with the least amount of time and effort.

Other LiveCycle ES solution components are also available:

Process Management ES

Streamline human-centric business processes across your firewall.

Rights Management ES

Manage usage rights to protect sensitive documents.

Digital Signatures ES

Automate the validation of digital signatures in PDF documents.

Output ES

Dynamically generate personalized documents in print or electronic formats.

PDF Generator ES

Automate the creation and assembly of PDF documents.

Connectors for ECM

Extend and return information from back-end and legacy systems.

Solution components

These four solution components are included in LiveCycle ES Data Capture Edition.

LiveCycle Forms ES

With Adobe LiveCycle Forms ES, you can extend your core business processes beyond the enterprise—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 Barcoded Forms ES

With Adobe LiveCycle Barcoded Forms ES, organizations can use dynamic 2D barcode technology online and offline to automate the extraction of data from paper forms and deliver it to core systems for processing. This dramatically reduces costs, errors, and time compared with manual data entry and OCR-based solutions.

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.

Engaging beyond the enterprise™

Adobe LiveCycle ES Data Capture Edition helps you develop and deploy powerful, engaging applications that extend beyond the boundaries of your enterprise. LiveCycle ES combines a standards-based foundation, intuitive development tools, and four powerful solution components to help you speed application development and capture data automatically from any environment, platform, or device—making it easy for people outside your organization to be part of your processes.

For more information

For more details about Adobe LiveCycle ES Data Capture Edition, visit www.adobe.com/livecycle.



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