

eFulfillment™

Content Management System

Project Specifications

Goals and Overview:

Create a Web-based database system, allowing employees to send specific information along with a personalized letter via e-mail in just three mouse clicks. Additionally, the system will automatically execute follow-up e-mail campaigns at preset intervals. The interval will be user selectable—accelerated, normal or none.

Web Programming and Database:

- eFulfillment interface and execution system
- 3-tactic automated e-mail campaign engine with selectable tracks
 - a. Accelerated pace
 - b. Normal pace
 - c. No follow up
- ColdFusion linked with an MS Access database is preferred
- Checks for correct e-mail format including extra spaces (when cutting and pasting)
- Checks and prevents duplicate names from being added

Document management:

- 32 selectable documents
- 6 Document Categories
 - a. Single page documents
 - b. Multiple-page documents
 - c. ApPak All-in-one

Variable-data Functionality:

- Return e-mail address (13 profiles)
- First three paragraph selections (generic, renewal, new business and two others)
- Signature with variable contact information (13 profiles)
- Recipient's name
- 32 documents

Document Imaging:

- Scanning documents
- Cleaning up pages
 - a. Aligning and straightening (straighten pages within .25-.50 degrees tolerance)
 - b. Removing black along edge
 - c. Removing black spots within page
- Combining several multiple-page documents into a single ApPak (cleaning and aligning all pages)

File Conversion:

- Converting all documents into optimized PDF files

Copywriting:

- Writing of eFulfillment cover letter, allowing for variable data
 - a. Return address line
 - Sender's e-mail
 - b. Body of letter
 - Recipient's name
 - Signature
 - Text description with document management links
- Writing six letters to be used in automated follow-up e-mail campaigns, including variable-data
 - a. PDF attachments
 - b. Return address line
 - Sender's e-mail
 - c. Body of letter
 - Recipient's name
 - Signature
 - Text description with document management links

Ease of Use:

- Web interface screen is to fit within an 800 X 600 screen resolution (without scrolling)
- All variable data will be selected using single-click "check boxes"

Ease of Updating:

- Allow for anyone with little or no Web programming skills to update eFulfillment system (ie, add, delete or change employ profiles)
- Teach Paragon employees how to update online documents

Tracking and Routing:

- CC sender on every letter sent

Online Database and Reporting:

- Make information available 24/7 via an online report

Hosting/Running Cost:

- Once the system is developed and fully functional the cost to host the system will be less than \$20 per month
- Around-the-clock hosting tech support with access via e-mail and toll-free number
 - a. E-mail support
 - b. Database support
 - c. Programming support
 - d. Website hosting support