

Note on July 10, 2012: The Planned Availability date was changed to August 24, 2012  
On July 31, 2012: Additional Maintenance Items were added

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## OpenText StreamServe Persuasion

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### Overview

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We are announcing a refresh of the OpenText StreamServe Persuasion product, reflecting updated pricing, modules, and volume tiers.

StreamServe Persuasion is an end-to-end Enterprise Communication Suite that is designed to manage business and customer communications in innovative and profitable ways. From data to document design to output, Persuasion provides the tools to create and deliver your communications on time and via the most appropriate channel.

### Announce and General Availability Dates

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**Planned Announce Date: June 26, 2012**

**Planned Availability (Effective) Date: August 24, 2012 in selected Geographies**

Geography	US	Canada	EMEA	Asia Pacific	Latin America
Effective Date					

### Item Numbers

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Item Number	Description
5799-PR1	Open Text Persuasion
OC001	Optional Features
0001	CC & Ad'hoc Base
0002	Ad'hoc 25 Pack
0003	Ad'hoc 100 Pack
OCT01	Optional Features Tier 1 - Annual Page Volume 1-100,000
T0101	PR1 Base
T0102	Rounded Org Base
T0103	Infoprint Base
T0104	SAP
T0105	Lawson
T0106	Infor

5799-PR1-T0107	StoryTeller
T0108	AFP In
T0109	PDF In
T0110	Windows In
T0111	Post-Processing
T0112	Collector
T0113	Output Center
T0114	RFID
OCT02	Optional Features Tier 2 - Annual Page Volume 100,000-300,000
T0201	PR1 Base
T0202	Rounded Org Base
T0203	Infoprint Base
T0204	SAP
T0205	Lawson
T0206	Infor
T0207	StoryTeller
T0208	AFP In
T0209	PDF In
T0210	Windows In
T0211	Post-Processing
T0212	Collector
T0213	Output Center
T0214	RFID
OCT03	Optional Features Tier 3 - Annual Page Volume 300,000-600,000
T0301	PR1 Base
T0302	Rounded Org Base
T0303	Infoprint Base
T0304	SAP
T0305	Lawson
T0306	Infor
T0307	StoryTeller
T0308	AFP In
T0309	PDF In
T0310	Windows In
T0311	Post-Processing
T0312	Collector
T0313	Output Center
T0314	RFID
OCT04	Optional Features Tier 4 - Annual Page Volume 600,000-1,000,000
T0401	PR1 Base
T0402	Rounded Org Base
T0403	Infoprint Base
T0404	SAP
T0405	Lawson
T0406	Infor
T0407	StoryTeller
T0408	AFP In
T0409	PDF In
T0410	Windows In
T0411	Post-Processing
T0412	Collector
T0413	Output Center
T0414	RFID
OCT05	Optional Features Tier 5 - Annual Page Volume 1,000,000-2,000,000
T0501	PR1 Base
T0502	Rounded Org Base
T0503	Infoprint Base

5799-PR1-T0504	SAP
T0505	Lawson
T0506	Infor
T0507	StoryTeller
T0508	AFP In
T0509	PDF In
T0510	Windows In
T0511	Post-Processing
T0512	Collector
T0513	Output Center
T0514	RFID
OCT06	Optional Features Tier 6 - Annual Page Volume 2,000,000-4,000,000
T0601	PR1 Base
T0602	Rounded Org Base
T0603	Infoprint Base
T0604	SAP
T0605	Lawson
T0606	Infor
T0607	StoryTeller
T0608	AFP In
T0609	PDF In
T0610	Windows In
T0611	Post-Processing
T0612	Collector
T0613	Output Center
T0614	RFID
OCT07	Optional Features Tier 7 - Annual Page Volume 4,000,000-6,000,000
T0701	PR1 Base
T0702	Rounded Org Base
T0703	Infoprint Base
T0704	SAP
T0705	Lawson
T0706	Infor
T0707	StoryTeller
T0708	AFP In
T0709	PDF In
T0710	Windows In
T0711	Post-Processing
T0712	Collector
T0713	Output Center
T0714	RFID
OCT08	Optional Features Tier 8 - Annual Page Volume 6,000,000-10,000,000
T0801	PR1 Base
T0802	Rounded Org Base
T0803	Infoprint Base
T0804	SAP
T0805	Lawson
T0806	Infor
T0807	StoryTeller
T0808	AFP In
T0809	PDF In
T0810	Windows In
T0811	Post-Processing
T0812	Collector
T0813	Output Center
T0814	RFID
OCT09	Optional Features Tier 9 - Annual Page Volume 10,000,000-20,000,000

5799-PR1-T0901	PR1 Base
T0902	Rounded Org Base
T0903	Infoprint Base
T0904	SAP
T0905	Lawson
T0906	Infor
T0907	StoryTeller
T0908	AFP In
T0909	PDF In
T0910	Windows In
T0911	Post-Processing
T0912	Collector
T0913	Output Center
T0914	RFID
OCT010	Optional Features Tier 10 - Annual Page Volume 20,000,000-50,000,000
T1001	PR1 Base
T1002	Rounded Org Base
T1003	Infoprint Base
T1004	SAP
T1005	Lawson
T1006	Infor
T1007	StoryTeller
T1008	AFP In
T1009	PDF In
T1010	Windows In
T1011	Post-Processing
T1012	Collector
T1013	Output Center
T1014	RFID
OCT011	Optional Features Tier 11 - Annual Page Volume 50,000,000-100,000,000
T1101	PR1 Base
T1102	Rounded Org Base
T1103	Infoprint Base
T1104	SAP
T1105	Lawson
T1106	Infor
T1107	StoryTeller
T1108	AFP In
T1109	PDF In
T1110	Windows In
T1111	Post-Processing
T1112	Collector
T1113	Output Center
T1114	RFID
OC003	Open Text Persuasion Features - 1 Year Software Maintenance (1-100,000)
0001M	CC & Ad'hoc Base - 1 Year Software Maintenance
0002M	Ad'hoc 25 Pack
0003M	Ad'hoc 100 Pack
0004M	CC & Ad'hoc Base - 1 Year Software Maintenance 7x24
0005M	Ad'hoc 25 Pack
0006M	Ad'hoc 100 Pack
OCT01M	Open Text Persuasion Tier 1 (1-100,000)
T01M01	PR1 Base
T01M02	Rounded Org Base - 1 Year Software Maintenance - Tier 1
T01M03	Infoprint Base - 1 Year Software Maintenance - Tier 1
T01M04	SAP - 1 Year Software Maintenance - Tier 1
T01M05	Lawson - 1 Year Software Maintenance - Tier 1

5799-PR1-T01M06	Infor - 1 Year Software Maintenance - Tier 1
T01M07	StoryTeller - 1 Year Software Maintenance - Tier 1
T01M08	AFP In - 1 Year Software Maintenance - Tier 1
T01M09	PDF In - 1 Year Software Maintenance - Tier 1
T01M10	Windows In - 1 Year Software Maintenance - Tier 1
T01M11	Post-Processing - 1 Year Software Maintenance - Tier
T01M12	Collector - 1 Year Software Maintenance - Tier 1
T01M13	Output Center - 1 Year Software Maintenance - Tier 1
T01M14	RFID - 1 Year Software Maintenance - Tier 1
T01M15	PR1 Base Tier 1 7x24
T01M16	Rounded Org Base - 1 Year Software Maintenance - Tier 1 7x24
T01M17	Infoprint Base - 1 Year Software Maintenance - Tier 1 7x24
T01M18	SAP - 1 Year Software Maintenance - Tier 1 7x24
T01M19	Lawson - 1 Year Software Maintenance - Tier 1 7x24
T01M20	Infor - 1 Year Software Maintenance - Tier 1 7x24
T01M21	StoryTeller - 1 Year Software Maintenance - Tier 1 7x24
T01M22	AFP In - 1 Year Software Maintenance - Tier 1 7x24
T01M23	PDF In - 1 Year Software Maintenance - Tier 1 7x24
T01M24	Windows In - 1 Year Software Maintenance - Tier 1 7x24
T01M25	Post-Processing - 1 Year Software Maintenance - Tier 1 7x24
T01M26	Collector - 1 Year Software Maintenance - Tier 1 7x24
T01M27	Output Center - 1 Year Software Maintenance - Tier 1 7x24
T01M28	RFID - 1 Year Software Maintenance - Tier 1 7x24
OCT02M	Open Text Persuasion Tier 2 (100,000-300,000)
T02M01	PR1 Base
T02M02	Rounded Org Base - 1 Year Software Maintenance - Tier 2
T02M03	Infoprint Base - 1 Year Software Maintenance - Tier 2
T02M04	SAP - 1 Year Software Maintenance - Tier 2
T02M05	Lawson - 1 Year Software Maintenance - Tier 2
T02M06	Infor - 1 Year Software Maintenance - Tier 2
T02M07	StoryTeller - 1 Year Software Maintenance - Tier 2
T02M08	AFP In - 1 Year Software Maintenance - Tier 2
T02M09	PDF In - 1 Year Software Maintenance - Tier 2
T02M10	Windows In - 1 Year Software Maintenance - Tier 2
T02M11	Post-Processing - 1 Year Software Maintenance - Tier
T02M12	Collector - 1 Year Software Maintenance - Tier 2
T02M13	Output Center - 1 Year Software Maintenance - Tier 2
T02M14	RFID - 1 Year Software Maintenance - Tier 2
T02M15	PR1 Base Tier 2 7x24
T02M16	Rounded Org Base - 1 Year Software Maintenance - Tier 2 7x24
T02M17	Infoprint Base - 1 Year Software Maintenance - Tier 2 7x24
T02M18	SAP - 1 Year Software Maintenance - Tier 2 7x24
T02M19	Lawson - 1 Year Software Maintenance - Tier 2 7x24
T02M20	Infor - 1 Year Software Maintenance - Tier 2 7x24
T02M21	StoryTeller - 1 Year Software Maintenance - Tier 2 7x24
T02M22	AFP In - 1 Year Software Maintenance - Tier 2 7x24
T02M23	PDF In - 1 Year Software Maintenance - Tier 2 7x24
T02M24	Windows In - 1 Year Software Maintenance - Tier 2 7x24
T02M25	Post-Processing - 1 Year Software Maintenance - Tier 2 7x24
T02M26	Collector - 1 Year Software Maintenance - Tier 2 7x24
T02M27	Output Center - 1 Year Software Maintenance - Tier 2 7x24
T02M28	RFID - 1 Year Software Maintenance - Tier 2 7x24
OCT03M	Open Text Persuasion Tier 3 (300,000-600,000)
T03M01	PR1 Base
T03M02	Rounded Org Base - 1 Year Software Maintenance - Tier 3
T03M03	Infoprint Base - 1 Year Software Maintenance - Tier 3
T03M04	SAP - 1 Year Software Maintenance - Tier 3

5799-PR1-T03M05	Lawson - 1 Year Software Maintenance - Tier 3
T03M06	Infor - 1 Year Software Maintenance - Tier 3
T03M07	StoryTeller - 1 Year Software Maintenance - Tier 3
T03M08	AFP In - 1 Year Software Maintenance - Tier 3
T03M09	PDF In - 1 Year Software Maintenance - Tier 3
T03M10	Windows In - 1 Year Software Maintenance - Tier 3
T03M11	Post-Processing - 1 Year Software Maintenance - Tier 3
T03M12	Collector - 1 Year Software Maintenance - Tier 3
T03M13	Output Center - 1 Year Software Maintenance - Tier 3
T03M14	RFID - 1 Year Software Maintenance - Tier 3
T03M15	PR1 Base Tier 3 7x24
T03M16	Rounded Org Base - 1 Year Software Maintenance - Tier 3 7x24
T03M17	Infoprint Base - 1 Year Software Maintenance - Tier 3 7x24
T03M18	SAP - 1 Year Software Maintenance - Tier 3 7x24
T03M19	Lawson - 1 Year Software Maintenance - Tier 3 7x24
T03M20	Infor - 1 Year Software Maintenance - Tier 3 7x24
T03M21	StoryTeller - 1 Year Software Maintenance - Tier 3 7x24
T03M22	AFP In - 1 Year Software Maintenance - Tier 3 7x24
T03M23	PDF In - 1 Year Software Maintenance - Tier 3 7x24
T03M24	Windows In - 1 Year Software Maintenance - Tier 3 7x24
T03M25	Post-Processing - 1 Year Software Maintenance - Tier 3 7x24
T03M26	Collector - 1 Year Software Maintenance - Tier 3 7x24
T03M27	Output Center - 1 Year Software Maintenance - Tier 3 7x24
T03M28	RFID - 1 Year Software Maintenance - Tier 3 7x24
OCT04M	Open Text Persuasion Tier 4 (600,000-1,000,000)
T04M01	PR1 Base
T04M02	Rounded Org Base - 1 Year Software Maintenance - Tier 4
T04M03	Infoprint Base - 1 Year Software Maintenance - Tier 4
T04M04	SAP - 1 Year Software Maintenance - Tier 4
T04M05	Lawson - 1 Year Software Maintenance - Tier 4
T04M06	Infor - 1 Year Software Maintenance - Tier 4
T04M07	StoryTeller - 1 Year Software Maintenance - Tier 4
T04M08	AFP In - 1 Year Software Maintenance - Tier 4
T04M09	PDF In - 1 Year Software Maintenance - Tier 4
T04M10	Windows In - 1 Year Software Maintenance - Tier 4
T04M11	Post-Processing - 1 Year Software Maintenance - Tier 4
T04M12	Collector - 1 Year Software Maintenance - Tier 4
T04M13	Output Center - 1 Year Software Maintenance - Tier 4
T04M14	RFID - 1 Year Software Maintenance - Tier 4
T04M15	PR1 Base Tier 4 7x24
T04M16	Rounded Org Base - 1 Year Software Maintenance - Tier 4 7x24
T04M17	Infoprint Base - 1 Year Software Maintenance - Tier 4 7x24
T04M18	SAP - 1 Year Software Maintenance - Tier 4 7x24
T04M19	Lawson - 1 Year Software Maintenance - Tier 4 7x24
T04M20	Infor - 1 Year Software Maintenance - Tier 4 7x24
T04M21	StoryTeller - 1 Year Software Maintenance - Tier 4 7x24
T04M22	AFP In - 1 Year Software Maintenance - Tier 4 7x24
T04M23	PDF In - 1 Year Software Maintenance - Tier 4 7x24
T04M24	Windows In - 1 Year Software Maintenance - Tier 4 7x24
T04M25	Post-Processing - 1 Year Software Maintenance - Tier 4 7x24
T04M26	Collector - 1 Year Software Maintenance - Tier 4 7x24
T04M27	Output Center - 1 Year Software Maintenance - Tier 4 7x24
T04M28	RFID - 1 Year Software Maintenance - Tier 4 7x24
OCT05M	Open Text Persuasion Tier 5 (1,000,000-2,000,000)
T05M01	PR1 Base
T05M02	Rounded Org Base - 1 Year Software Maintenance - Tier 5
T05M03	Infoprint Base - 1 Year Software Maintenance - Tier 5

5799-PR1-T05M04	SAP - 1 Year Software Maintenance - Tier 5
T05M05	Lawson - 1 Year Software Maintenance - Tier 5
T05M06	Infor - 1 Year Software Maintenance - Tier 5
T05M07	StoryTeller - 1 Year Software Maintenance - Tier
T05M08	AFP In - 1 Year Software Maintenance - Tier 5
T05M09	PDF In - 1 Year Software Maintenance - Tier 5
T05M10	Windows In - 1 Year Software Maintenance - Tier 5
T05M11	Post-Processing - 1 Year Software Maintenance - Tier 5
T05M12	Collector - 1 Year Software Maintenance - Tier 5
T05M13	Output Center - 1 Year Software Maintenance - Tier 5
T05M14	RFID - 1 Year Software Maintenance - Tier 5
T05M15	PR1 Base Tier 5 7x24
T05M16	Rounded Org Base - 1 Year Software Maintenance - Tier 5 7x24
T05M17	Infoprint Base - 1 Year Software Maintenance - Tier 5 7x24
T05M18	SAP - 1 Year Software Maintenance - Tier 5 7x24
T05M19	Lawson - 1 Year Software Maintenance - Tier 5 7x24
T05M20	Infor - 1 Year Software Maintenance - Tier 5 7x24
T05M21	StoryTeller - 1 Year Software Maintenance - Tier 5 7x24
T05M22	AFP In - 1 Year Software Maintenance - Tier 5 7x24
T05M23	PDF In - 1 Year Software Maintenance - Tier 5 7x24
T05M24	Windows In - 1 Year Software Maintenance - Tier 5 7x24
T05M25	Post-Processing - 1 Year Software Maintenance - Tier 5 7x24
T05M26	Collector - 1 Year Software Maintenance - Tier 5 7x24
T05M27	Output Center - 1 Year Software Maintenance - Tier 5 7x24
T05M28	RFID - 1 Year Software Maintenance - Tier 5 7x24
OCT06M	Open Text Persuasion Tier 6 (2,000,000-4,000,000)
T06M01	PR1 Base
T06M02	Rounded Org Base - 1 Year Software Maintenance - Tier 6
T06M03	Infoprint Base - 1 Year Software Maintenance - Tier 6
T06M04	SAP - 1 Year Software Maintenance - Tier 6
T06M05	Lawson - 1 Year Software Maintenance - Tier 6
T06M06	Infor - 1 Year Software Maintenance - Tier 6
T06M07	StoryTeller - 1 Year Software Maintenance - Tier 6
T06M08	AFP In - 1 Year Software Maintenance - Tier 6
T06M09	PDF In - 1 Year Software Maintenance - Tier 6
T06M10	Windows In - 1 Year Software Maintenance - Tier 6
T06M11	Post-Processing - 1 Year Software Maintenance - Tier
T06M12	Collector - 1 Year Software Maintenance - Tier 6
T06M13	Output Center - 1 Year Software Maintenance - Tier 6
T06M14	RFID - 1 Year Software Maintenance - Tier 6
T06M15	PR1 Base Tier 6 7x24
T06M16	Rounded Org Base - 1 Year Software Maintenance - Tier 6 7x24
T06M17	Infoprint Base - 1 Year Software Maintenance - Tier 6 7x24
T06M18	SAP - 1 Year Software Maintenance - Tier 6 7x24
T06M19	Lawson - 1 Year Software Maintenance - Tier 6 7x24
T06M20	Infor - 1 Year Software Maintenance - Tier 6 7x24
T06M21	StoryTeller - 1 Year Software Maintenance - Tier 6 7x24
T06M22	AFP In - 1 Year Software Maintenance - Tier 6 7x24
T06M23	PDF In - 1 Year Software Maintenance - Tier 6 7x24
T06M24	Windows In - 1 Year Software Maintenance - Tier 6 7x24
T06M25	Post-Processing - 1 Year Software Maintenance - Tier 6 7x24
T06M26	Collector - 1 Year Software Maintenance - Tier 6 7x24
T06M27	Output Center - 1 Year Software Maintenance - Tier 6 7x24
T06M28	RFID - 1 Year Software Maintenance - Tier 6 7x24
OCT07M	Open Text Persuasion Tier 7 (4,000,000-6,000,000)
T07M01	PR1 Base
T07M02	Rounded Org Base - 1 Year Software Maintenance - Tier 7

5799-PR1-T07M03	Infoprint Base - 1 Year Software Maintenance - Tier 7
T07M04	SAP - 1 Year Software Maintenance - Tier 7
T07M05	Lawson - 1 Year Software Maintenance - Tier 7
T07M06	Infor - 1 Year Software Maintenance - Tier 7
T07M07	StoryTeller - 1 Year Software Maintenance - Tier 7
T07M08	AFP In - 1 Year Software Maintenance - Tier 7
T07M09	PDF In - 1 Year Software Maintenance - Tier 7
T07M10	Windows In - 1 Year Software Maintenance - Tier 7
T07M11	Post-Processing - 1 Year Software Maintenance - Tier 7
T07M12	Collector - 1 Year Software Maintenance - Tier 7
T07M13	Output Center - 1 Year Software Maintenance - Tier 7
T07M14	RFID - 1 Year Software Maintenance - Tier 7
T07M15	PR1 Base Tier 7 7x24
T07M16	Rounded Org Base - 1 Year Software Maintenance - Tier 7 7x24
T07M17	Infoprint Base - 1 Year Software Maintenance - Tier 7 7x24
T07M18	SAP - 1 Year Software Maintenance - Tier 7 7x24
T07M19	Lawson - 1 Year Software Maintenance - Tier 7 7x24
T07M20	Infor - 1 Year Software Maintenance - Tier 7 7x24
T07M21	StoryTeller - 1 Year Software Maintenance - Tier 7 7x24
T07M22	AFP In - 1 Year Software Maintenance - Tier 7 7x24
T07M23	PDF In - 1 Year Software Maintenance - Tier 7 7x24
T07M24	Windows In - 1 Year Software Maintenance - Tier 7 7x24
T07M25	Post-Processing - 1 Year Software Maintenance - Tier 7 7x24
T07M26	Collector - 1 Year Software Maintenance - Tier 7 7x24
T07M27	Output Center - 1 Year Software Maintenance - Tier 7 7x24
T07M28	RFID - 1 Year Software Maintenance - Tier 7 7x24
OCT08M	Open Text Persuasion Tier 8 (6,000,000-10,000,000)
T08M01	PR1 Base
T08M02	Rounded Org Base - 1 Year Software Maintenance - Tier 8
T08M03	Infoprint Base - 1 Year Software Maintenance - Tier 8
T08M04	SAP - 1 Year Software Maintenance - Tier 8
T08M05	Lawson - 1 Year Software Maintenance - Tier 8
T08M06	Infor - 1 Year Software Maintenance - Tier 8
T08M07	StoryTeller - 1 Year Software Maintenance - Tier 8
T08M08	AFP In - 1 Year Software Maintenance - Tier 8
T08M09	PDF In - 1 Year Software Maintenance - Tier 8
T08M10	Windows In - 1 Year Software Maintenance - Tier 8
T08M11	Post-Processing - 1 Year Software Maintenance - Tier 8
T08M12	Collector - 1 Year Software Maintenance - Tier 8
T08M13	Output Center - 1 Year Software Maintenance - Tier 8
5799-PR1-T08M14	RFID - 1 Year Software Maintenance - Tier 8
T08M15	PR1 Base Tier 8 7x24
T08M16	Rounded Org Base - 1 Year Software Maintenance - Tier 8 7x24
T08M17	Infoprint Base - 1 Year Software Maintenance - Tier 8 7x24
T08M18	SAP - 1 Year Software Maintenance - Tier 8 7x24
T08M19	Lawson - 1 Year Software Maintenance - Tier 8 7x24
T08M20	Infor - 1 Year Software Maintenance - Tier 8 7x24
T08M21	StoryTeller - 1 Year Software Maintenance - Tier 8 7x24
T08M22	AFP In - 1 Year Software Maintenance - Tier 8 7x24
T08M23	PDF In - 1 Year Software Maintenance - Tier 8 7x24
T08M24	Windows In - 1 Year Software Maintenance - Tier 8 7x24
T08M25	Post-Processing - 1 Year Software Maintenance - Tier 8 7x24
T08M26	Collector - 1 Year Software Maintenance - Tier 8 7x24
T08M27	Output Center - 1 Year Software Maintenance - Tier 8 7x24
T08M28	RFID - 1 Year Software Maintenance - Tier 8 7x24
5799-PR1-OCT09M	Tier 9 (10,000,000-20,000,000)



5799-PR1-T09M01	PR1 Base - 1 Year Software Maintenance - Tier 9
T09M02	Rounded Org Base - 1 Year Software Maintenance - Tier 9
T09M03	Infoprint Base - 1 Year Software Maintenance - Tier 9
T09M04	SAP - 1 Year Software Maintenance - Tier 9
T09M05	Lawson - 1 Year Software Maintenance - Tier 9
T09M06	Infor - 1 Year Software Maintenance - Tier 9
T09M07	StoryTeller - 1 Year Software Maintenance - Tier 9
T09M08	AFP In - 1 Year Software Maintenance - Tier 9
T09M09	PDF In - 1 Year Software Maintenance - Tier 9
T09M10	Windows In - 1 Year Software Maintenance - Tier 9
T09M11	Post-Processing - 1 Year Software Maintenance - Tier 9
T09M12	Collector - 1 Year Software Maintenance - Tier 9
T09M13	Output Center - 1 Year Software Maintenance - Tier 9
T09M14	RFID - 1 Year Software Maintenance - Tier 9
T09M15	PR1 Base Tier 9 7x24
T09M16	Rounded Org Base - 1 Year Software Maintenance - Tier 9 7x24
T09M17	Infoprint Base - 1 Year Software Maintenance - Tier 9 7x24
T09M18	SAP - 1 Year Software Maintenance - Tier 9 7x24
T09M19	Lawson - 1 Year Software Maintenance - Tier 9 7x24
T09M20	Infor - 1 Year Software Maintenance - Tier 9 7x24
T09M21	StoryTeller - 1 Year Software Maintenance - Tier 9 7x24
T09M22	AFP In - 1 Year Software Maintenance - Tier 9 7x24
T09M23	PDF In - 1 Year Software Maintenance - Tier 9 7x24
T09M24	Windows In - 1 Year Software Maintenance - Tier 9 7x24
T09M25	Post-Processing - 1 Year Software Maintenance - Tier 9 7x24
T09M26	Collector - 1 Year Software Maintenance - Tier 9 7x24
T09M27	Output Center - 1 Year Software Maintenance - Tier 9 7x24
T09M28	RFID - 1 Year Software Maintenance - Tier 9 7x24
5799-PR1-OCT10M	Open Text Persuasion Tier 10 (20,000,000-
T10M01	PR1 Base - 1 Year Software Maintenance - Tier 10
T10M02	Rounded Org Base - 1 Year Software Maintenance - Tier 10
T10M03	Infoprint Base - 1 Year Software Maintenance - Tier 10
T10M04	SAP - 1 Year Software Maintenance - Tier 10
T10M05	Lawson - 1 Year Software Maintenance - Tier 10
T10M06	Infor - 1 Year Software Maintenance - Tier 10
T10M07	StoryTeller - 1 Year Software Maintenance - Tier 10
T10M08	AFP In - 1 Year Software Maintenance - Tier 10
T10M09	PDF In - 1 Year Software Maintenance - Tier 10
T10M10	Windows In - 1 Year Software Maintenance - Tier 10
T10M11	Post-Processing - 1 Year Software Maintenance - Tier 10
T10M12	Collector - 1 Year Software Maintenance - Tier 10
T10M13	Output Center - 1 Year Software Maintenance - Tier 10
T10M14	RFID - 1 Year Software Maintenance - Tier 10
T10M15	PR1 Base Tier 10 7x24
T10M16	Rounded Org Base - 1 Year Software Maintenance - Tier 10 7x24
T10M17	Infoprint Base - 1 Year Software Maintenance - Tier 10 7x24
T10M18	SAP - 1 Year Software Maintenance - Tier 10 7x24
T10M19	Lawson - 1 Year Software Maintenance - Tier 10 7x24
T10M20	Infor - 1 Year Software Maintenance - Tier 10 7x24
T10M21	StoryTeller - 1 Year Software Maintenance - Tier 10 7x24
T10M22	AFP In - 1 Year Software Maintenance - Tier 10 7x24
T10M23	PDF In - 1 Year Software Maintenance - Tier 10 7x24
T10M24	Windows In - 1 Year Software Maintenance - Tier 10 7x24
T10M25	Post-Processing - 1 Year Software Maintenance - Tier 10 7x24
T10M26	Collector - 1 Year Software Maintenance - Tier 10 7x24
T10M27	Output Center - 1 Year Software Maintenance - Tier 10 7x24

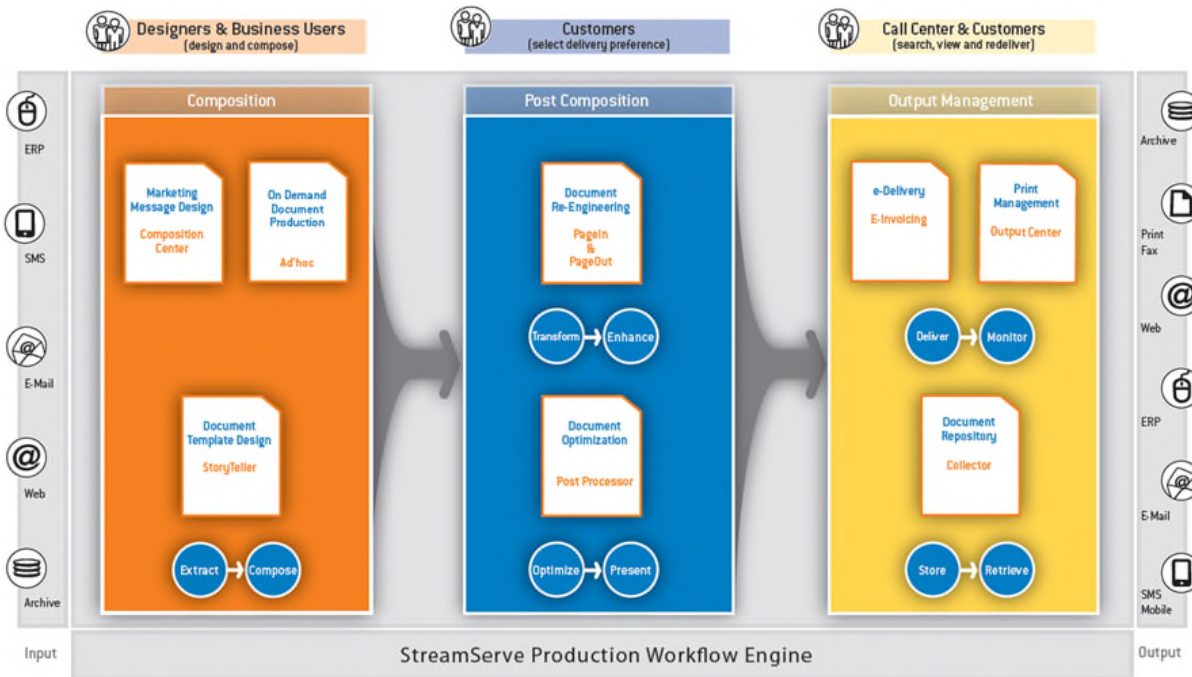
5799-PR1-T10M28	RFID - 1 Year Software Maintenance - Tier 10 7x24
5799-PR1-OCT11M	Open Text Persuasion Tier 11 (50,000,000-
T11M01	PR1 Base - 1 Year Software Maintenance - Tier 11
T11M02	Rounded Org Base - 1 Year Software Maintenance - Tier 11
T11M03	Infoprint Base - 1 Year Software Maintenance - Tier 11
T11M04	SAP - 1 Year Software Maintenance - Tier 11
T11M05	Lawson - 1 Year Software Maintenance - Tier 11
T11M06	Infor - 1 Year Software Maintenance - Tier 11
T11M07	StoryTeller - 1 Year Software Maintenance - Tier
T11M08	AFP In - 1 Year Software Maintenance - Tier 11
T11M09	PDF In - 1 Year Software Maintenance - Tier 11
T11M10	Windows In - 1 Year Software Maintenance - Tier 11
T11M11	Post-Processing - 1 Year Software Maintenance - Tier 11
T11M12	Collector - 1 Year Software Maintenance - Tier 11
T11M13	Output Center - 1 Year Software Maintenance - Tier 11
T11M14	RFID - 1 Year Software Maintenance - Tier 11
T11M15	PR1 Base Tier 11 7x24
T11M16	Rounded Org Base - 1 Year Software Maintenance - Tier 11 7x24
T11M17	Infoprint Base - 1 Year Software Maintenance - Tier 11 7x24
T11M18	SAP - 1 Year Software Maintenance - Tier 11 7x24
T11M19	Lawson - 1 Year Software Maintenance - Tier 11 7x24
T11M20	Infor - 1 Year Software Maintenance - Tier 11 7x24
T11M21	StoryTeller - 1 Year Software Maintenance - Tier 11 7x24
T11M22	AFP In - 1 Year Software Maintenance - Tier 11 7x24
T11M23	PDF In - 1 Year Software Maintenance - Tier 11 7x24
T11M24	Windows In - 1 Year Software Maintenance - Tier 11 7x24
T11M25	Post-Processing - 1 Year Software Maintenance - Tier 11 7x24
T11M26	Collector - 1 Year Software Maintenance - Tier 11 7x24
T11M27	Output Center - 1 Year Software Maintenance - Tier 11 7x24
T11M28	RFID - 1 Year Software Maintenance - Tier 11 7x24

## Description:

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OpenText StreamServe Persuasion is an end-to-end Enterprise Communication Suite that is designed to manage business and customer communications in innovative and profitable ways. From data to document design to output, Persuasion provides the tools to create and deliver your communications on time and via the most appropriate channel.

The diagram below provides a high-level overview of the major components of the Persuasion Enterprise Communication suite. On the left side, you have enterprise data coming into the Persuasion interfaces. On the right side, you have completed communications exiting in various channels (print, e-mail, Web, fax, SMS, data, and archive). In the middle, key document design and delivery functions are handled in the Composition, Post Composition, and Output Management areas.



Persuasion connects to a large variety of systems to collect and manipulate both raw data and pre-composed data-streams. This data typically goes into the Composition phase where one or more of three design interfaces (StoryTeller, Composition Center, and AdHoc Designer) are used to compose the desired document.

At this point, the documents are stored in a page-independent and device-independent format. This enables flow to the post-processing functions. Groups of documents can be merged, sorted, split, or indexed. Additional document content such as barcodes can be added. The target output data stream can be created in an optimized format.

Once completed, Persuasion will deliver the output to the delivery channel of your choice – any paper or electronic format you wish. A powerful production workflow engine automates and monitors the entire process and an optional document repository tool allows you to store and retrieve your documents quickly and easily. In addition, StreamServe Persuasion is integrated with the overall workflow capabilities of InfoPrint ProcessDirector, allowing for complete end to end management.

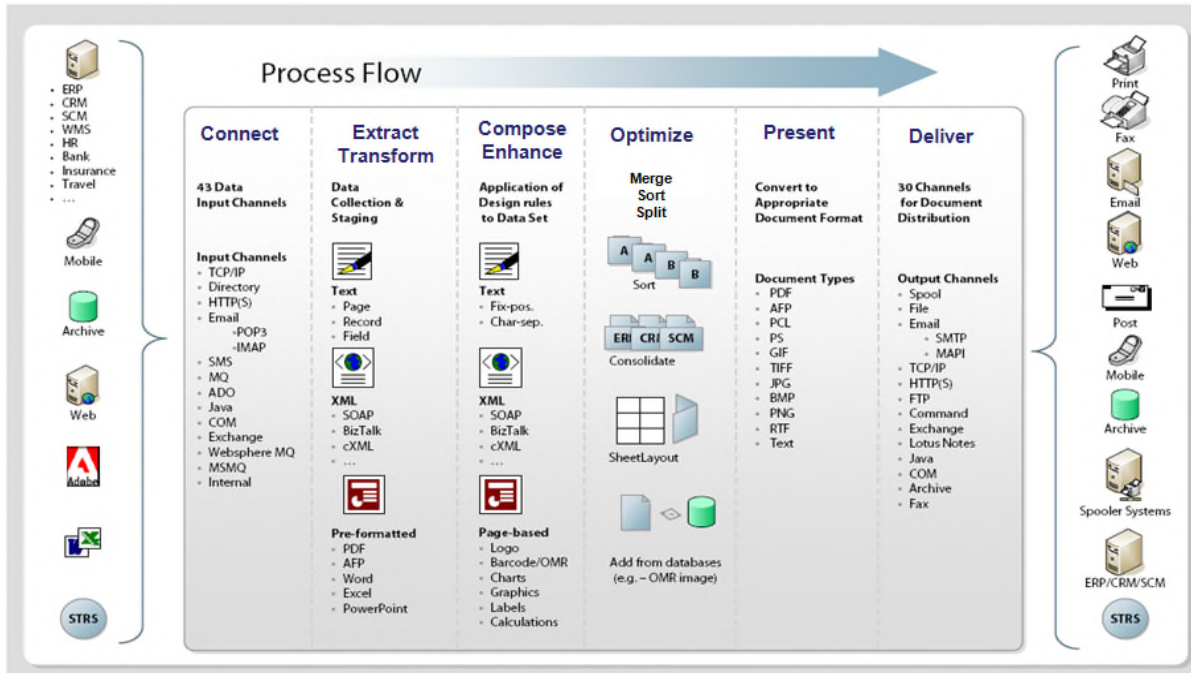
### Persuasion Summary

- Enables rapid deployment of dynamic, feature-rich applications that otherwise require armies of developers and hundreds of hours to build
- Seamlessly integrates key features and functionality into existing business processes with little or no impact on the existing infrastructure
- Provides easy integration with third-party products and services
- Non-disruptively integrates virtually any type of content or format from multiple information stores such as websites, file servers, content management repositories, and enterprise applications (e.g. CRM, ERP, and PLM).
- Delivers scalability, reliability and security in high-demand, high-performance enterprise environments

- Provides exceptional security by tracking user entitlements and permissions helping to ensure that key content is never compromised across key business functions
- Input and output
- Multi-channel
- Document reengineering

## Functional process overview

The following workflow diagram describes at a high level the different processing steps that are used by Persuasion:



The process is divided in six basic steps that describe at a high level a typical document production process. Real projects can be much simpler as well as much more complex.

The six basic document production steps are:

### 1. Connect

Persuasion has more than 40 connectors to systems and applications such as ERP systems, archive systems, windows spooler, email systems, SMS systems, Java, ftp, message queuing systems, etc... These connectors enable Persuasion to receive, retrieve or send: data, documents, or messages to the third party system. Input connectors are mostly used for getting raw data or already composed documents to be processed by Persuasion but can also be used to send data, synchronize, or notify users.

### 2. Extract/Transform

**Transform:** If the incoming data is an already composed data-streams such as AFP, PDF, SAPGOF, Windows EMF, then Persuasion transforms them into its internal format for further processing.

**Extract:** raw data arrives to Persuasion in a large variety of formats such as XML, CSV, records or pages. The function of this process is to analyze the incoming data stream and extract all the variable fields that will be made available to the next process. An extract step is also available for already composed data-streams to expose variable that are used for re-engineering.

### 3. Compose/Enhance

This is the document composition step that merges the variable data fields defined in the extract step with the document template created with the design tools. This step includes the inclusion of TransPromo type messages.

Enhance: This step is used for already composed data-streams. Existing data streams can be enhanced or re-engineered and information can be added, moved, or deleted on pages.

#### 4. Optimize

The step is used for a large variety of functions such as temporally holding, merging, sorting and splitting jobs. It is also used to perform functions such as house-holding or interfacing with postal preparation packages to improve address quality or electronically presort the mail.

#### 5. Present

Once output batches have been prepared, this step renders the document in the desired output format supported by the destination printer or channel. Common formats are AFP, PCL, PostScript, PDF or HTML. Persuasion can simultaneously render documents in multiple output formats.

#### 6. Deliver

This final step takes care of delivering the rendered output to the destination. This could be passing the job to a print spooler such as StreamServe Output Center or third party print spoolers such as InfoPrint Manager. It could also be sending the job to an email system, an archive system, or a fax. Like on the input side, Persuasion has a large number of output connectors.

### **Document Design**

The Persuasion document composition framework is composed of three design components: StoryTeller the document template design tool, Composition Center, the message design and management tool, and Ad'hoc, the interactive document production tool.

StoryTeller is the core Windows-based design tool that supports advanced functionality such as multi-columns, paths for variable data, variable images, charts and graphs, complex tables, and the most complex presentation logic.

Composition Center is a web-based design interface geared for business users.

Ad'hoc is also web-based. It is designed for business users to create interactive documents.

All three design tools have been designed to complement each other to create very complex personalized transactional documents with marketing messages, delivered in batch or produced on demand.

In addition, the management of the design process is facilitated by two additional components – Design Center and StreamStudio.

### **StoryTeller**

StoryTeller is used by application developers and designers to create document templates with advanced functionality such as multi-columns, paths for variable data, variable images, charts and graphs, complex

tables, and the most complex presentation logic. For marketing messages, designers simply reserve frames of white space and make them available to business users.

Since designers and business users use the same document design template, companies are assured of compliance with regulations and standards across the enterprise while at the same time allowing both flexibility and automation within their document production processes. A single change in a shared object will automatically update all the document templates using it. Robust user administration, version control and a central repository are hallmarks of these object-oriented tools. As a result, you will foster collaboration, minimize development time and dramatically reduce maintenance costs.

StoryTeller enables designers to template the structure, page design, and layout of business documents (i.e., logo placement, return address, footers, etc.), variable images, including multi-columns, paths for variable data, charts and graphs, complex tables and complex presentation logic. StoryTeller is very powerful, yet easy to use.

### **Composition Center**

Composition Center is a Web-based design module that allows business users to design and approve the messages that will be applied to your documents. End users from various departments – marketing, legal, billing, and more – are now able to deploy highly personalized documents, define the business rules and manage their campaigns. They can also easily create simple document templates with conditional logic and images to handle a wide variety of customized correspondence.

Composition Center is specifically designed for the users who create, manage, and distribute enterprise documents. Not only does this reduce the need for IT support, but it shifts the development to key customer facing employees, such as marketing, sales, or customer-service teams. With Composition Center, these users can design and deliver one-to-one messages by including targeted content on just about any type of enterprise document. And with a simplified design approach, they can do it much faster to connect with the customer in a meaningful way that they appreciate and that creates real business value.

Composition Center provides powerful functionality to support organizational workflows as documents move from department to department in the design, deployment, and approval stages. It also enables users to create true interactive documents so content can easily change based on specific objectives.

Personalization is only allowed in selected areas that have been authorized in the template. All the other areas are locked and are not modifiable. Once the user is pleased with the document, he can deliver the document via any pre-defined channel (local print, email, production print, etc.) and for example, send it to the hybrid mail server described earlier.

### **Composition Center Features:**

- True WYSIWYG design environment
- Dynamic table support with subtotals (no scripting required)
- Support for Advanced shapes (curves, polygons)
- Clear separation between data, content, and presentation
- Import PDF, RTF and XHTML documents
- Support for Python and Ruby scripting at design-time
- Leverage your existing design resources (like InDesign)
- Write documents in a web user interface (batch and ad-hoc)

- Integrated workflow and approval process for resources
- Automatic versioning and history of resources
- Upload images like logo's, signatures and marketing banners
- Single definition and re-use of text phrases, images and exposed stories
- In-line preview of the content while designing the document
- Search functionality
- View in which document definitions a text block or image is used

### **Ad'hoc Designer**

Persuasion Ad'hoc document production module offers the capability to produce interactive documents that meet the needs of tech-savvy users and organizations around the world. The process starts with document templates created with Composition Center that are then easily turned into interactive document templates made available on the company's intranet or via the StreamStudio Web-based interface. Corporate users across the enterprise can now use these templates to quickly create even the most complex documents and deliver them through any channel – customer letters, business correspondence, and personalized documents are created with ease and efficiency. This solution offers companies an alternative to using office publishing products that often lack the level of personalization and control needed today and that often require time-consuming manual processing.

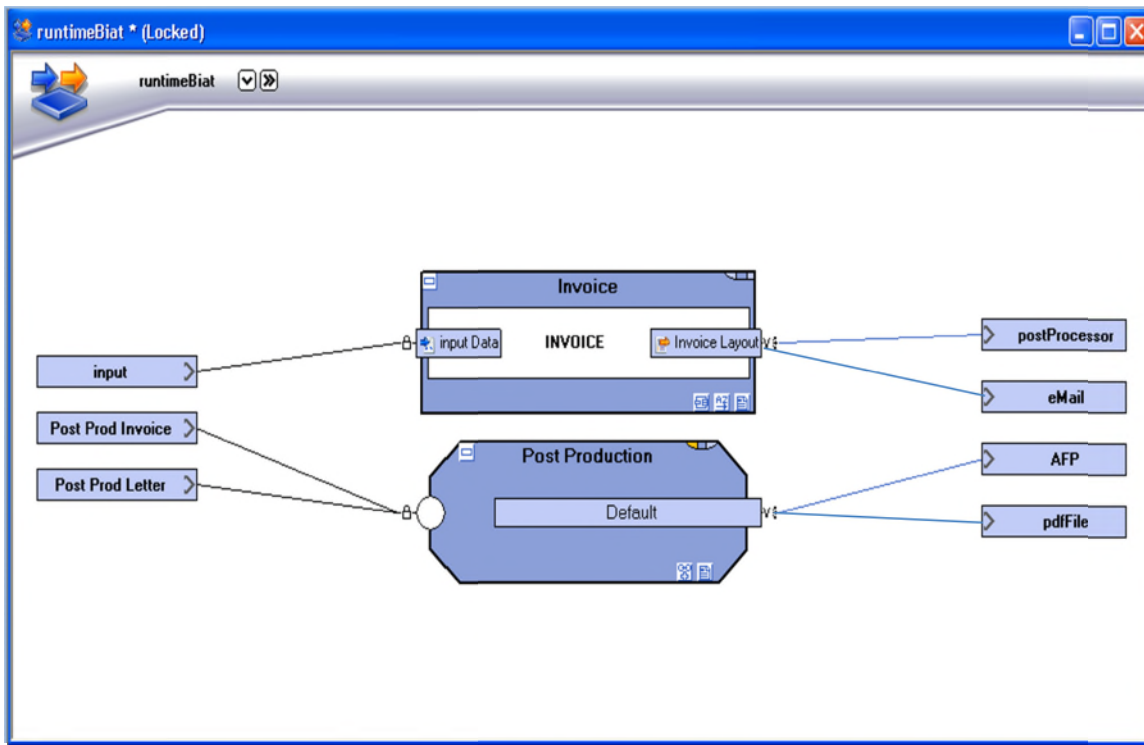
The Persuasion Ad'hoc production module is designed to ensure regulatory compliance and consistent branding by standardizing the presentation and the content of all documents. Corporate designers control templates by locking critical components while making certain areas of the document available to business units that are free for modification and personalization. This helps ensure that documents across the enterprise use the proper letterhead and layout, address blocks and barcodes are positioned properly for production, and standards and integrity are assured across the board. At the same time, business users have the flexibility and agility needed to create truly effective documents and messaging to meet the varying needs of each department or customer segment. All documents are then funneled to a central mail facility where they are merged with other batches, processed for automation, and printed and mailed at a significantly lower cost.

### **Design Center**

Design Center is a graphical interface used to define the overall project workflow. It provides the capabilities needed to develop all the settings and other parameters for collecting, composing, presenting, and managing customer communications, including connecting to source applications; identifying/extracting input data, transforming, formatting, processing and sorting data; and delivering output to the appropriate device. Design Center also provides independent environment for design and testing of projects

A sample of the Design Center GUI:





Design Center is essential in the typical environments that Persuasion was designed to accommodate. These include very complex situations where many process steps must be defined, such as:

- Get data from multiple systems (SAP, Windows, AS400)
- Compose some documents, re-engineer others and keep them on hold
- When an SMS message arrives, assemble documents
- Deliver document electronically via email for proofing
- Wait for email approval
- When approval arrives send document to archive and fax
- Schedule print delivery for a certain time.
- Redirect output to backup printer if original printer is not available
- Send an email to local operator if printer is out of paper
- Notify user that the is printed through ERP system GUI
- Notify operator that the document is ready to be picked up via SMS

### **StreamStudio**

StreamStudio is a complete suite of Web-based solutions that enables business users to directly produce persuasive customer communications without requiring IT programming support. The core functions available through StreamStudio are:

#### Administrator

Administrator enables simple and easy customizing of roles and permissions to protect against accidental or intentional misuse of critical data residing in documents. It also provides powerful tools for controlling document flow and access.

#### Composer

Composer enables the creation, management, and distribution of personalized marketing messages for inclusion in pre-designed enterprise documents such as statements and invoices.

#### Dispatcher

Dispatcher controls the preferred distribution method of each document recipient, enabling them to establish or change their own preference whenever they wish.

#### Collector

Collector enables documents stored in its short-term, ready-reference repository to be viewed, recalled or re-sent in a matter of seconds.

#### Reporter

Reporter monitors all jobs processed through the StreamServe Persuasion environment. Jobs can be tracked end-to-end, reprocessed, viewed, and otherwise managed. Enables users to search, view, reprocess, resend and delete jobs from the repository.

### **Post-Composition**

StreamServe Persuasion provides an integrated solution for Post Processing and batch optimization that includes a GUI integrated in the design environment to allow the defining, grouping, sorting, splitting and insertion rules including the management of the inserter.

The Persuasion post-processing modules are highly effective tools that will cut your production costs by allowing you to optimize your output streams without the need to modify existing applications and program code. As a post-production tool, you can avoid costly and time-consuming reprogramming efforts and more easily maximize your postal discounts, select your delivery channels, and achieve substantial savings in workflow and production.

Post-Composition organizes documents to optimize production printing, collection, sorting, layout and imposition. It bundles documents from asynchronous applications to optimize postal delivery, including applying OMR marks.

If necessary the configuration for the grouping, sorting and merging can be combined with scripting, allowing to address the most complex business requirements

### **Post Processing**

- Organizes documents to support production printing and advanced document handling
- Sorts and stores document output from multiple applications for subsequent bundling/re-grouping to take optimal advantage of postal rates
- Applies OMR and other markings for efficient delivery
- For sheet layouts, supports folding marks, form overlays, sheet borders and rotating partitions
- OMR, barcodes and labels -- automatically applies OMR codes, barcode information and labels
- Sorting and staging: Now documents produced at different locations and times can be collected and scheduled for printing at specific times
- Bundling and enveloping: Automates the process of putting more than one document into one envelope

- Statistics and reporting: Detailed reports track the number of pages, documents and envelopes generated

### **Document Broker**

Document Broker enables storage of documents in temporary repositories to facilitate further processing triggered by different events: These include:

- Interface to Postal Preparation Package: Interfaces with all the major postal preparation packages performing any type of address validation, cleansing, and postal presort. Ex: CASS, PAVE, NCOA
- My Preference/Dispatcher tool: Web-based interface that allows customers to update their information and select their delivery channel preferences
- Merge/Sort/Split: Allows you to merge multiple input streams, sort documents based on multiple criteria, and to split the output in multiple files
- Banner Page Generation: Allows you to create banner pages with custom information
- Imposition module: Allows you to define the page imposition of the printed output (for example: two-up side by side, booklets, etc.)
- Late binding: Allows you to inject text or barcodes into documents at the rendering stage, when the final document sequence is defined. Required for integrity barcodes

### **Output Center**

StreamServe™ Output Center is an application that extends StreamServe's capabilities by providing advanced spool management and comprehensive monitoring of the entire print environment. In addition to managing the delivery of print output to the print tray, Output Center detects status information and provides feedback to core business systems. This is a powerful answer to the challenge of managing distributed printing in ERP environments.

Output Center allows you to spool jobs, schedule delivery, centrally manage queues and printers, track devices and jobs, and reroute jobs to an alternate printer in case of device failure. Best of all, Persuasion monitors the entire production process, detects incidents as they occur, issues alerts via SMS messages or email if things go wrong, and reports the completion status back to your ERP systems at the end of the job.

With StreamServe Output Center, your organization can:

- Improve print efficiencies and increase business productivity by getting the right document to the right place at the right time
- Reduce print costs and improve the return on existing investments through enhanced printer management
- Minimize errors and the impact of printer problems before they effect business performance
- Improve satisfaction and enable clear visibility of business-critical documents
- Monitors the entire print environment within the organization and sends jobs to the appropriate printer
- Manages printer status, job status, and notifications of job completion/failure
- Supports printers from a variety of manufacturers using industry standard protocols
- Persuasion works seamlessly with existing centralized printer output spoolers such as InfoPrint Manager.

## **Publications**

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Refer to the OpenText Persuasion support website for access to product documentation.

## **Customer Responsibilities**

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See applicable OpenText agreement.

## **Printers and Hardware Supported**

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Refer to OpenText documentation for details on native printer support.

## **Licensing**

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## **Maintenance Service Offerings**

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The terms of maintenance, warranty, and support are governed by the OpenText license agreement.

## **Configuration Requirements**

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Contact your Ricoh field technical support for assistance in configuration.

## **Ordering Information**

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### **New Order Instructions**

Persuasion is a configured software product, and is supported by the Oracle configurator.

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