

Elixir

Opus®



## Elixir's Variable Data Publishing Solution

High value communications present the most relevant information possible to the recipient and thus get the best results.

Opus is Elixir's rapid application development and production tool for high volume, personalized document publishing.

## 100% Personalization on Each Document

Each Opus document is dynamically formatted using business rules set in the document design. Every element of the document can be handled conditionally. This includes the content of the document, data-driven graphics, finishing options and production methods.

## One-to-One Documents Created in Familiar Windows® Interface

The Opus designer brings the power of variable application design to the desktop of any user familiar with Windows. And, since documents can be generated almost anywhere in the organization, Opus also imports many external file formats.



## Clear Targeted Documents Result in Measurable Benefits

- **faster revenue:** customers pay faster when their bills or invoices are highly personalized and understandable  
*measure benefits in on-time payments and fewer questions from customers*

- **build new revenue:** provide pertinent data to improve customer understanding of your products and services  
*measure benefits in revenue with successful cross-selling campaigns*

- **build customer loyalty:** presenting targeted information demonstrates that you know and understand your customer  
*measure benefits in repeat business*

- **improve response rates:** color and variable data increase response rates 35% and up  
*measure benefits in reduced time between your campaigns and your orders*

## Remote Access of Production Process

Opus features a powerful web-based system for administration control and monitoring of the Opus document production process.

## Automated Processing

Need to print when no one's at the office? Opus will *watch* for a specific data file and *start* the print process automatically.

## Benefits

- Start designing immediately  
No programming skills required
- Entire document can be personalized easily  
Create charts, graphs, images and messages for each document with built-in business rule features
- Automate your document production  
Opus includes a powerful toolset allowing you to run your production in a 24/7 unattended mode, managed from the web

## Applications and Industries

Elixir proudly serves customers in these and many other industries using the applications listed:

- Education
- Finance
- Government
- Healthcare and Insurance
- Printshops and Service Bureaus
- Utilities
- Statements
- Bills
- Checks
- Invoices
- Letters
- Policies
- more...

## Design and Layout Tools

Visually create dynamic documents using the following tools:

- barcodes
- color: CMYK
- data alignment
- graphic files
- signatures
- word wrapping, paragraph justification
- and many more features!

## Data Tools

Define the data layout within the form to:

- eliminate extra white space around data

### example:

“Account holder M. Lee is authorized.”  
“Account holder Ms. Green-Robbins is authorized”.

*No extra space around the shorter name. Opus closes up extra space automatically.*

- combine the data with business rules so the data itself determines how the form design is formatted

### example:

Payment Due

Payment Past Due!

*Prints in blue or red based on payment date calculation.*

- maintain formatting of imported RTF

### example:

“Please include your **account number** with your request.”

*Create text in other applications such as Microsoft® Word® and save the file as RTF. Opus imports the text maintaining the formatting such as bold in the example above.*

## Data-driven Graphics Tools

Personalize each document with specialized graphics based on the incoming data.

- data-driven bar charts and pie charts

### example:



*Create a bar chart dynamically at print time using the customer's data file as a source for the graphic.*

## The Opus Package

Opus includes the following:

two of the following basic print outputs:

- PDF, PCL, PostScript®, PPML, VPS or Xerox® VIPP.

one of the following premium print outputs:

- AFP, Metacode, or support for Xerox LCDS-Spectrum

## System Requirements

- Pentium 4 2+GHz
- 512 MB RAM
- 30 GB HDD
- Windows 2000, XP, or Windows 2003 Server with most recent service pack

### Recommended

- Dual Pentium IV 3+ GHz Hyper Threaded Processors
- 1 GB RAM per CPU
- 60 GB hard drive

## Compatible with Elixir Opus Archive, Opus WebService and Opus for SMB

Opus Archive allows Opus users to ingest Opus generated PDF documents in a very efficient manner, also allowing Opus users to store a variety of other formats and retrieve those in a user friendly browser based mode. Opus WebService provides real-time online personalization using data-driven document views. Opus for SMB is a specially packaged Opus for small and medium businesses. One Elixir design supports all Opus solutions.

**Elixir builds end-to-end solutions to manage the documents that express your business.**

Since its founding in 1985, Elixir Technologies Corporation has pioneered advanced document production technologies that deliver significant cost savings and productivity gains. We specialize in solutions for improving communications between businesses and their customers. Elixir is a global company headquartered in Ventura, California with thousands of satisfied customers in more than 70 countries.

For more information on Elixir solutions please call + 1 805 641 5900, email us at [sales@elixir.com](mailto:sales@elixir.com) or visit our website at [www.elixir.com](http://www.elixir.com)

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