



Collabrea is MLI's web enabled collaborative and CRM Process for editing and managing fully personalized documents ranging from customer correspondence to targeted messages in print collateral, including transaction documents such as invoices, statements and brochures.

Collabrea's web enabled document and PDF composition & administration service:

- ◆ Simplifies the creation of highly personalized documents
- ◆ Shortens time to market
- ◆ Enhances corporate branding and control of content and design
- ◆ Provides transparent and auditable change control & approval process
- ◆ Reduces costs for application development, support and maintenance
- ◆ Reduces deployment and training costs

No software other than a web browser needs to be installed on the user's PC

Some key features that can be developed are:

Collaborative Authoring:

With Collabrea, users from different parts of an organization can collaborate on documents –

- ◆ Document designer defines template offline in an accepted offline software and controls company brand
- ◆ Access controls, permissions and roles - document components can be locked down
- ◆ IT controls architecture and the data formats
- ◆ Business users are able to control their content and business rules in browser and view live proof using real data, but cannot edit others' content

Approval Workflow:

- ◆ Customizable and transparent online approval process
- ◆ Built-in automatic email notifications ensure managed workflow
- ◆ Integrated online proofing and preview

Version Control:

- ◆ Message blocks, images and shared components stored in central repository
- ◆ Online version control
- ◆ Built-in status management, change tracking and versioning provide a complete audit trail
- ◆ View effects of shared component changes in all affected documents

