Publisure

POD
Print, Post or Publish on Demand

A third generation, AI-Driven digital print driver that enables an organisation to capture, optimise, catalogue and digitise their unstructured desktop and back-office documents for both physical (hybrid mail) and digital delivery workflows

DIGITAL - FIRST

PORTAL   **APP**   **EMAIL**   **SMS**   **POST**   **PRINT**

Auditability and Compliance

POD - Print, Post or Publish On Demand
A single non-proprietary enterprise-wide communications platform

POD (Print, Post or Publish On Demand) enables your organisation to implement a light touch, least cost communications strategy by integrating web portal, app, SMS, email, and hybrid mail solutions into a single, pro-active, communications strategy.

Inbuilt AI classification to facilitate document recognition and management POD uses a simple print driver interface to standardise, normalise and digitise your communications.
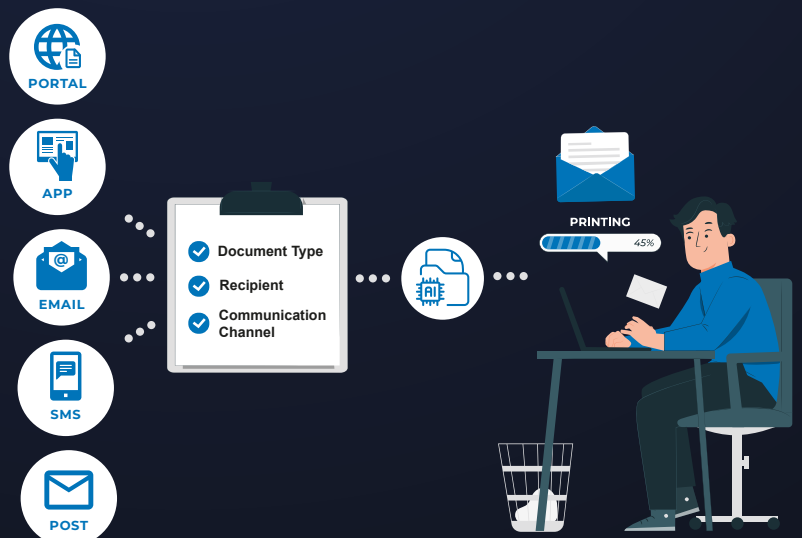
Instead of asking you to create numerous business rules, POD leverages the latest advances in AI classification to intelligently identify, categorise and extract the relevant metadata from each document to facilitate its digital journey.

Least cost workflows – the golden record
Multiple aliases or references can be held against the same recipient creating a 'golden record'. Using this information, POD intelligently identifies the intended recipient from the metadata in each document and submits it using a least cost digital-first workflow i.e. digital first, physical (print and post) second.

Integrated Email, SMS and digital channels
Not only does POD integrate configurable email, SMS and other (alternative) digital channels into its least cost workflows, POD is also able to track the successful delivery of each communication highlighting those email and SMS addresses that are not delivered. This enables the organisation to validate the digital footprint of each of its customers and continue to refine their digital first strategy.

PORTAL   SMS   ONLINE FORM

APP   POST   DIGITALLY SIGN

EMAIL   PRINT   POST

PORTAL

APP

EMAIL

SMS

POST

- [✓] Document Type
- [✓] Recipient
- [✓] Communication Channel

PRINTING   45%

POD allows you to implement a least cost strategy for outbound communications

YES

Publish

Has the document been read?
DOC

YES

NO

1st reminder

Has the document been read?
DOC

YES

NO

2nd reminder

Has the document been read?
DOC

YES

NO

FEEDBACK

Post

Least Cost 'Digital - first' delivery

Cost of communication

Publish: very low	Email: low	SMS: medium	Post: high