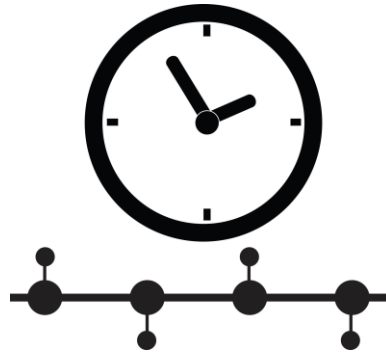




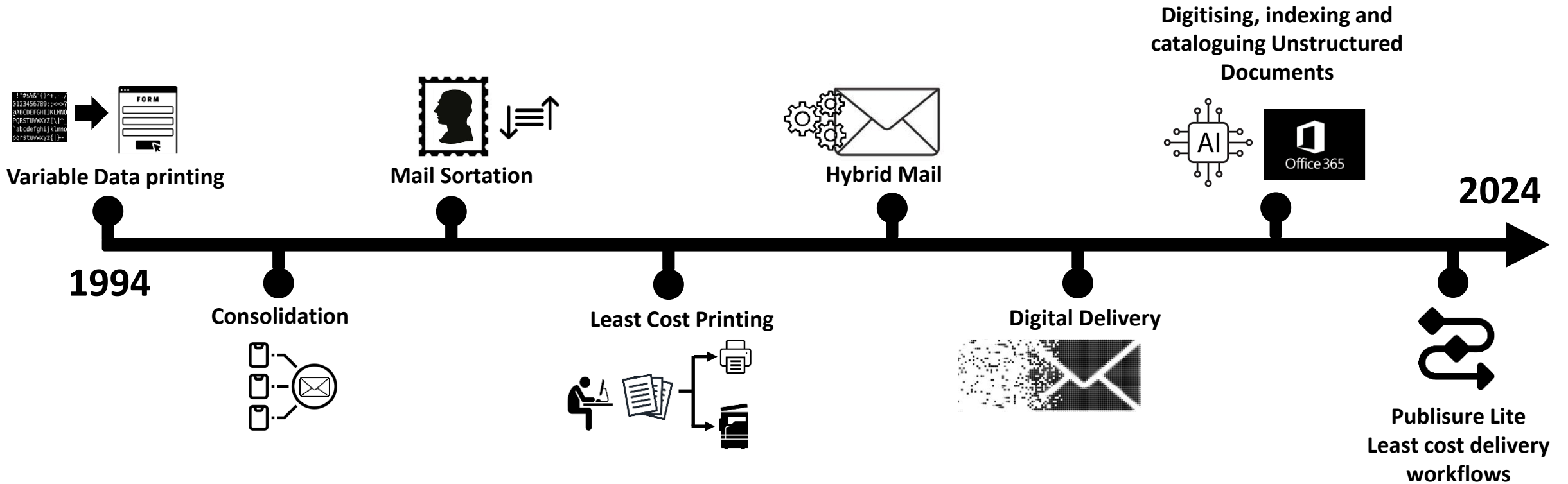
Andrew Percival
Managing Director

www.publisure.co.uk



A brief history....

Our Journey to date ...



Fundamental Proposition

The inexorable rise in costs of traditional print and post workflows combined with the challenges of managing unstructured documents is accelerating the customers need to digitally transform their communications

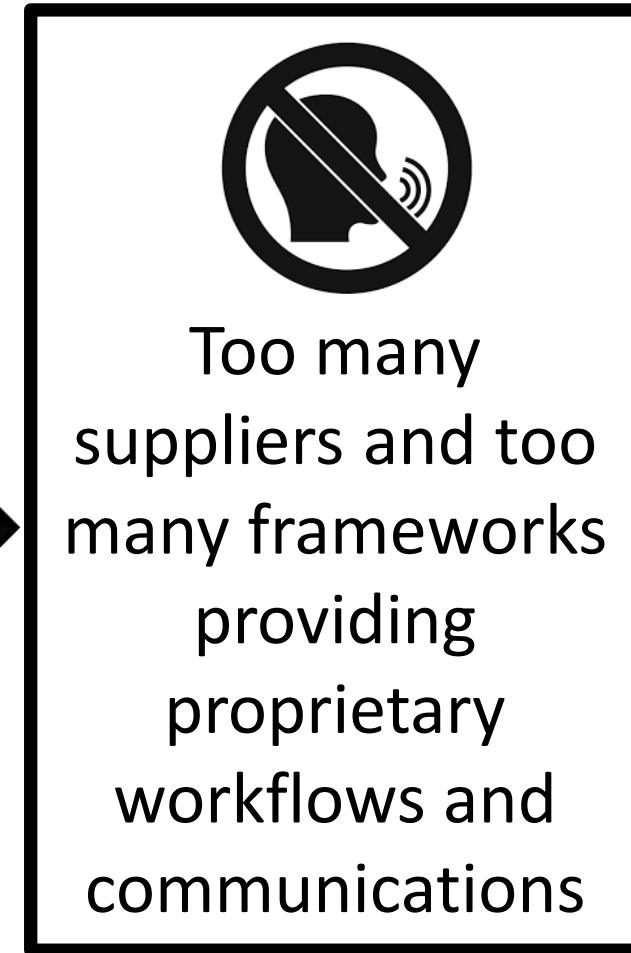
Fundamental Proposition

Most organisations already have workflows and methodologies in place for digitising their Structured (template-based documents)

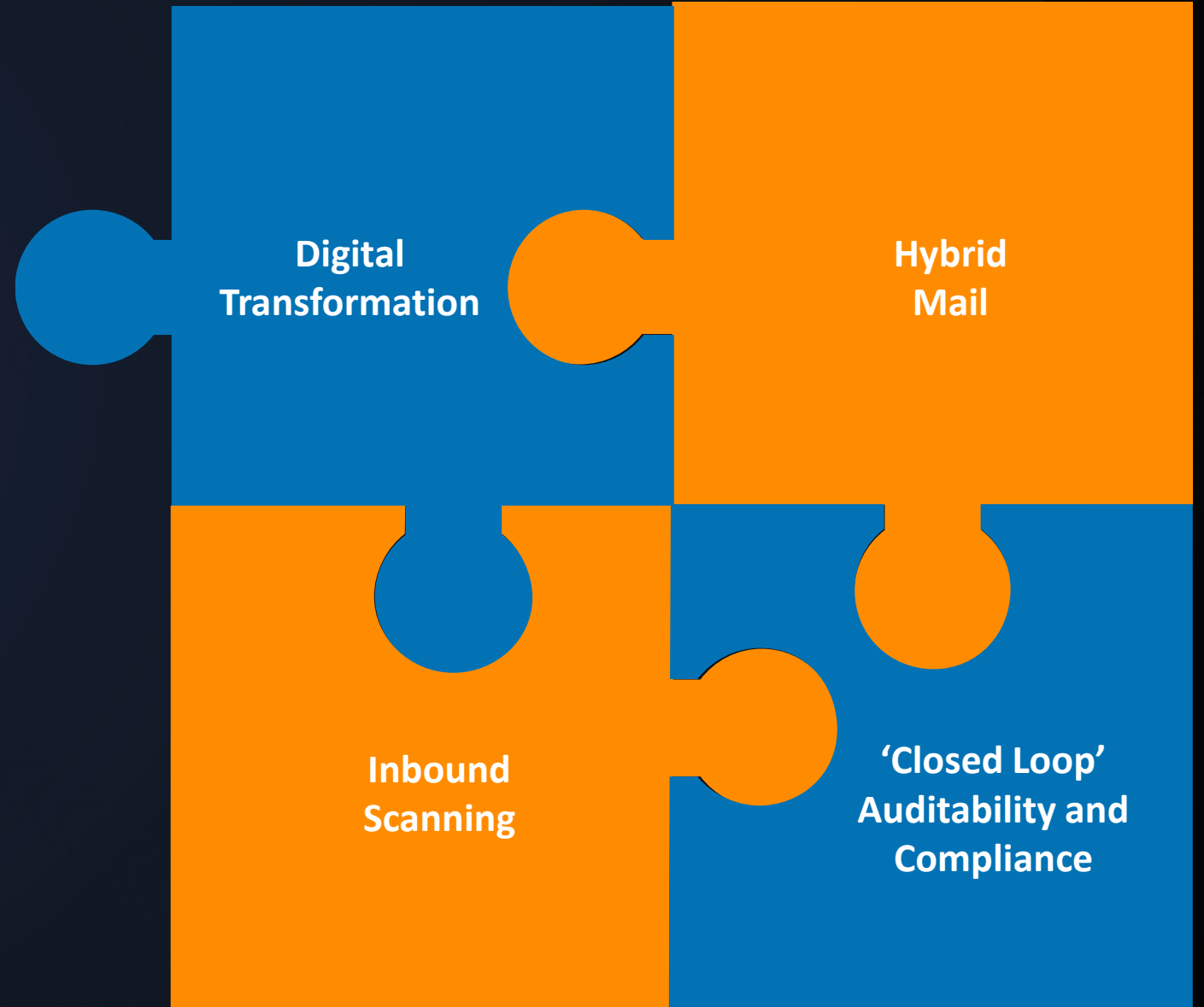
Fundamental Proposition

The larger challenge is to digitally transform the legacy of unstructured documents still being produced at the desktop

Integrating your communication strategy can be like a game of noughts and crosses

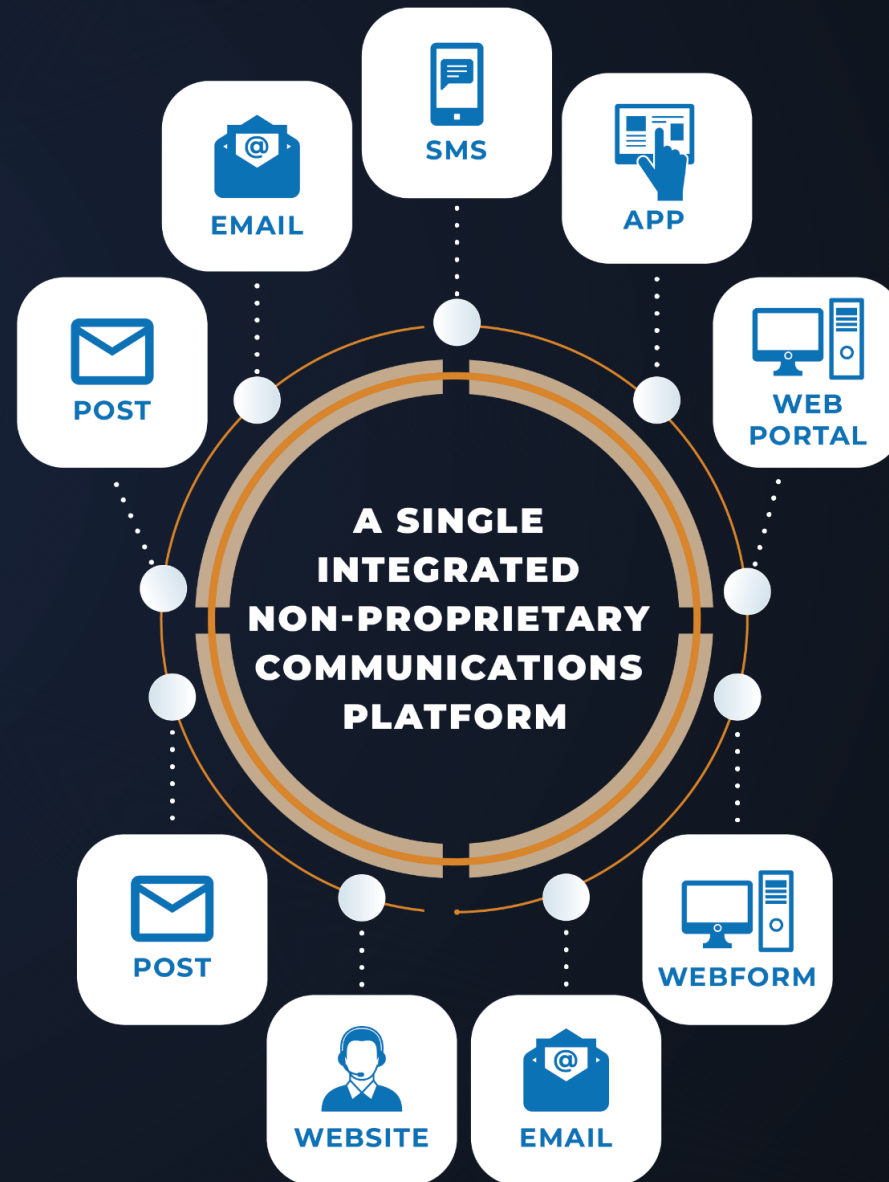


Publisure seamlessly integrates your disparate communication channels into a single unified interface



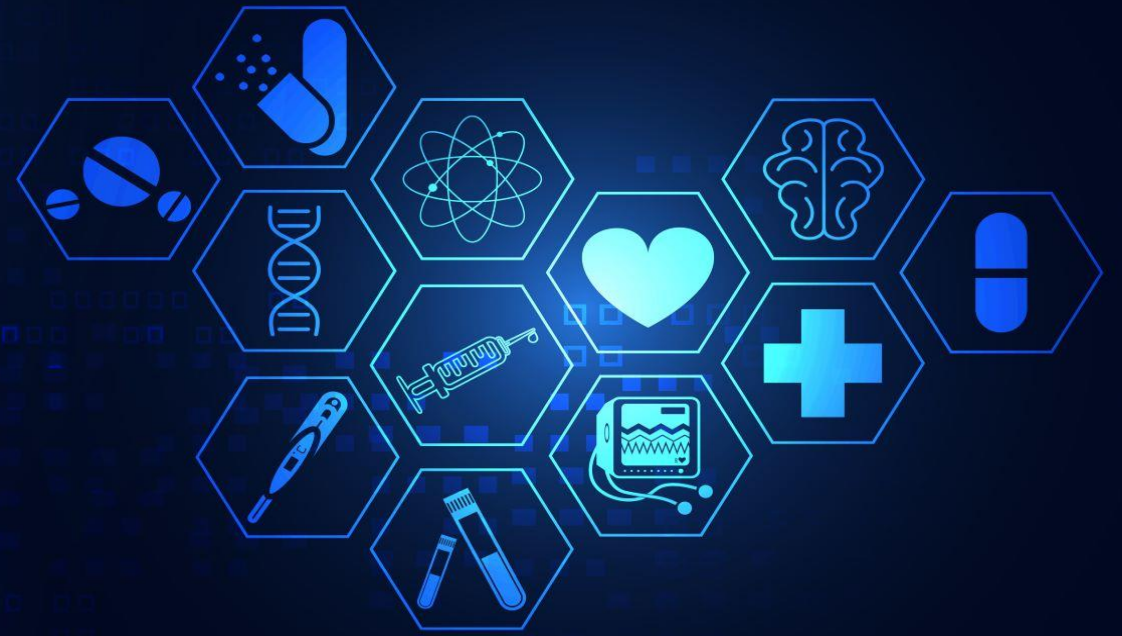
INTELLIGENT COMMUNICATIONS PLATFORM

P Publisure



P Publisure

- ✓ Middleware solution
 - ✓ Integrated
 - ✓ Least cost
- ✓ Non-Proprietary
- ✓ Open architecture



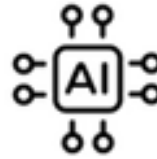
Digital First



Publisure
Transforming Communications



Publisure is a non-proprietary cloud-based middleware solution
You own the technology



AI based print driver

Latest 3rd generation Hybrid Mail technology **incorporating AI technology** for indexing and cataloguing unstructured letters



Digital First

Digital First by design
A simple intuitive technology that digitises all your outbound communications with the press of a key



Least cost digital workflow

Integrated 'least cost' delivery
Unifies and manages your email, SMS, Voice, APP, Web portal and hybrid mail communications



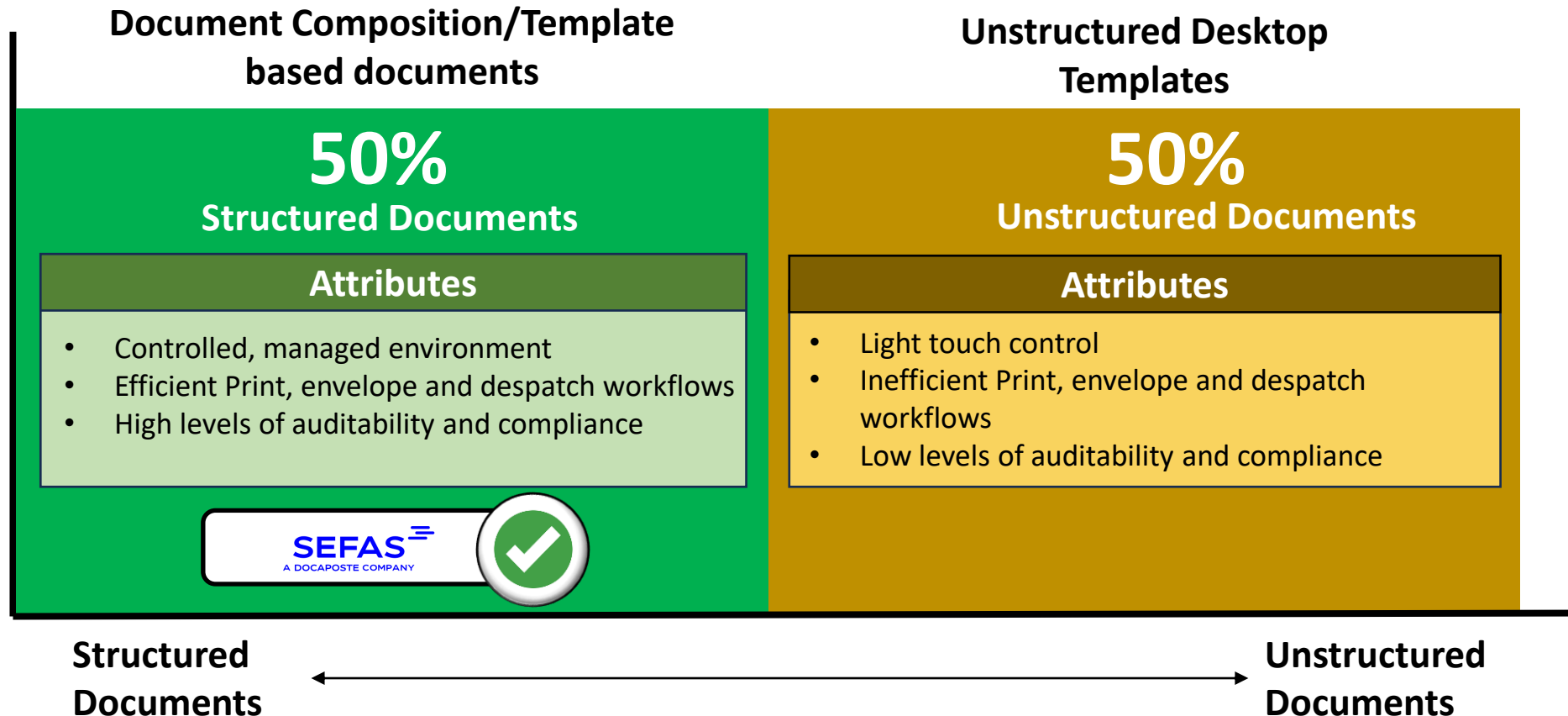
Auditability and compliance

Secure, auditable and Compliant
Publisure provides a single integrated management reporting interface to report on all your communications



Typical Customer Environments

Current document management strategies typically look something like this ...



THE POD



Publisure
Transforming Communications



PRINT



POST



PUBLISH

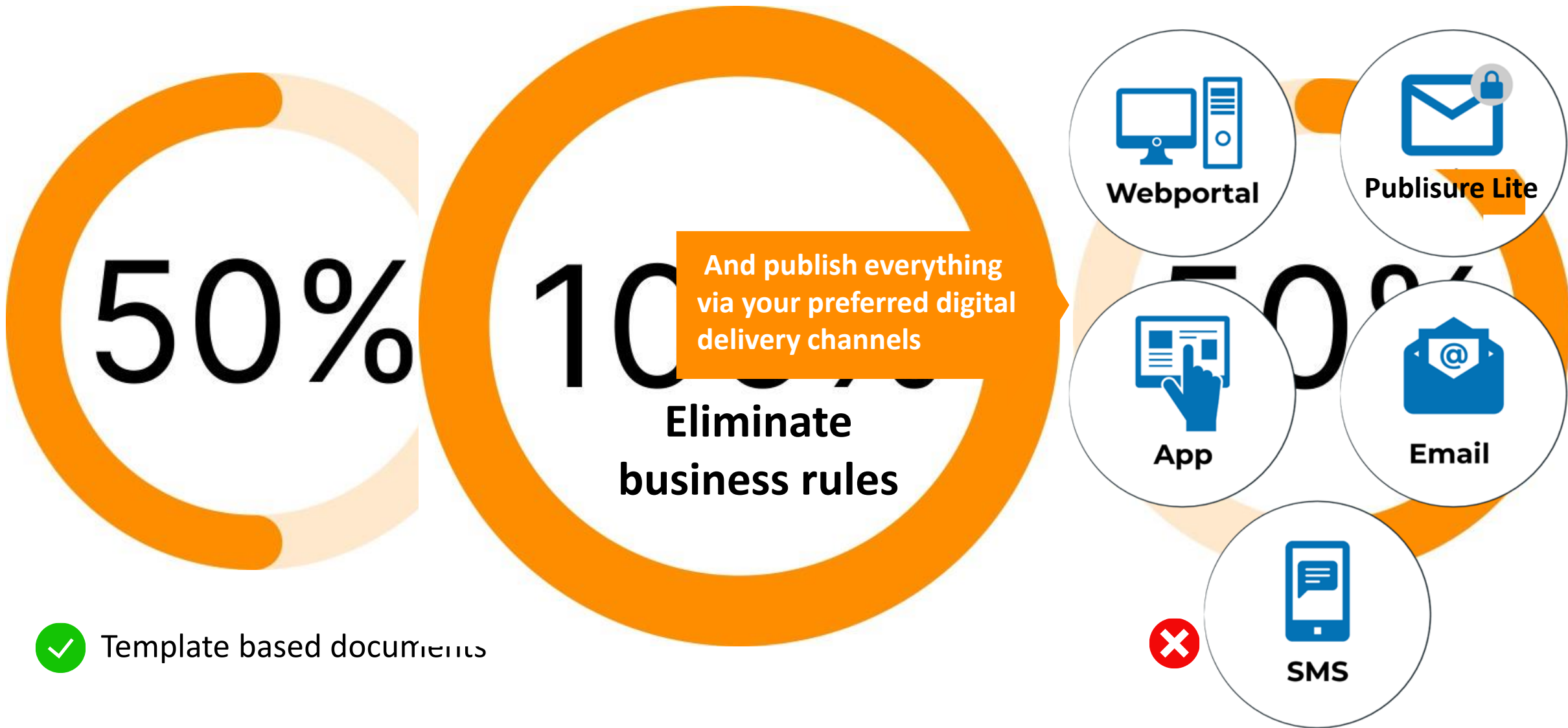
ON DEMAND

Significant opportunities exist to digitise and transform the way unstructured documents are being managed



- ✓ Auditability
- ✓ Compliance
- ✓ Automated print and post workflows
- ✓ Significant cost savings and ROI
- ✓ A consistent digital transformation strategy

A typical problem



✓ Template based documents

Publisure enables you to integrate multiple communication channels into a single least cost digital first workflow



Hybrid Mail



Email



1 way and 2 way
SMS

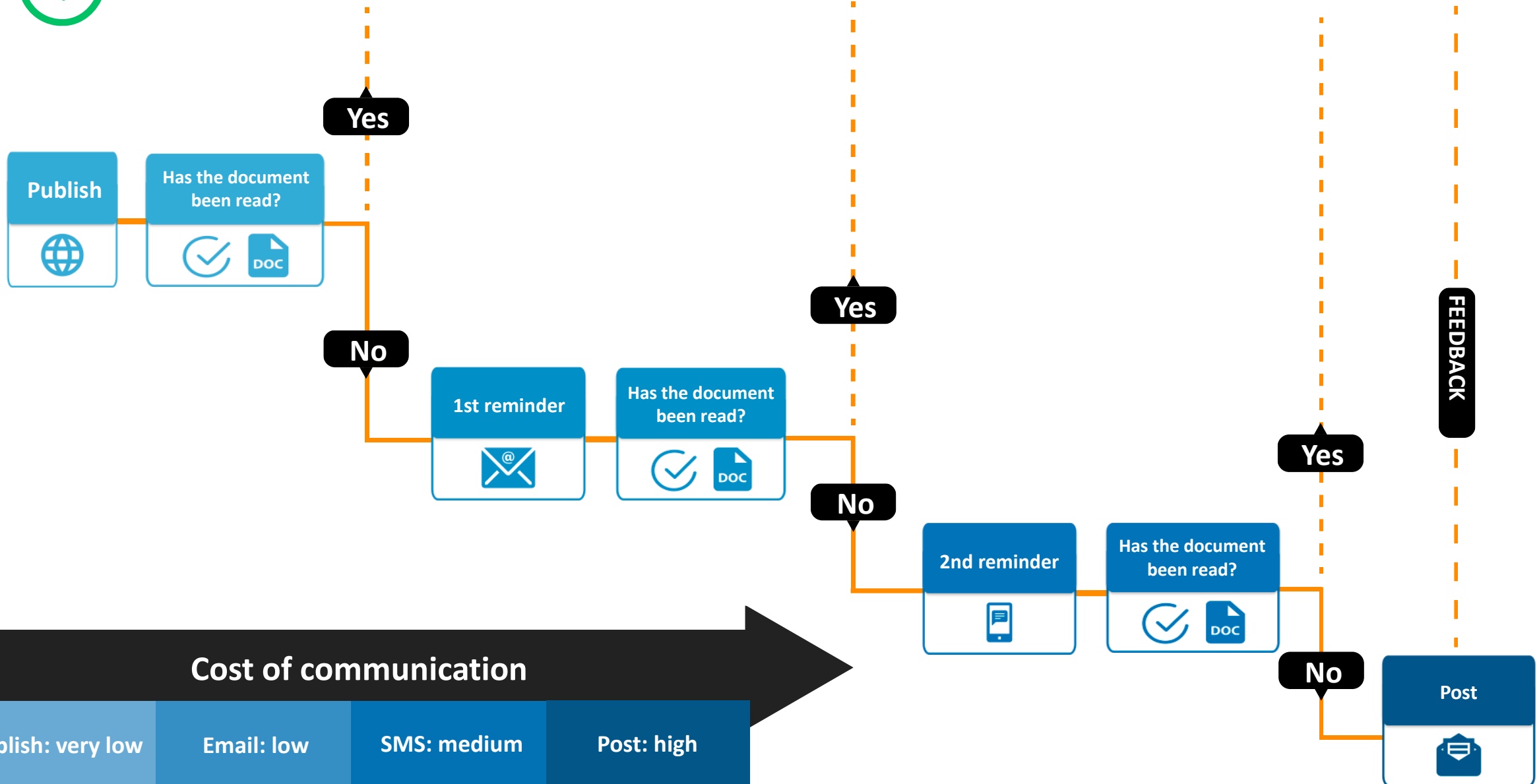


Publisure Lite



Web Portal

Publisure enables you to implement a 'least cost' strategy for outbound and inbound communications



A simple lightweight accessible and secure alternative to web portal or App

1



User prints document via POD

2



POD identifies unique ID of recipient

3



And verifies recipient has provided an email address or SMS number from the recipient's table

4



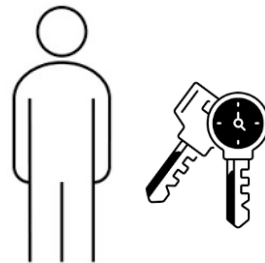
User is sent an email or SMS link to their published document

5



Link takes user to secure verification page

6



User requests one time password to open document

7



One time password securely sent via SMS or email and used to open document

8



User is notified when document is read



Demonstration