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Nagda et al.

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(54) **WORKFLOW MANAGEMENT SYSTEM FOR GENERATING OUTPUT MATERIAL BASED ON CUSTOMER INPUT**

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International Business Machines Corporation, IBM InfoPrint 4000 Direct Mail Printer, Sep. 1997 (c) 1997.

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G06F 17/30 (2006.01)

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(52) **U.S. Cl.** 707/9; 707/3; 707/203

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See application file for complete search history.

(57) **ABSTRACT**

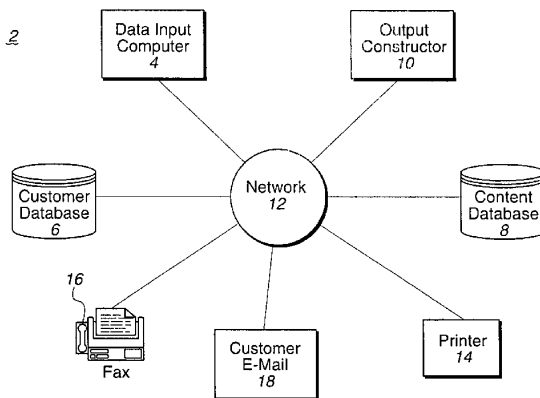
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Disclosed is a method, system, and program for an automated creation and delivery system for generating customer output information. A customer record in a first database table is interactively generated to include fields specifying at least one product, preferences, and a selected output method to deliver output material on the product specified in the customer record. At least one customer record in the first database is received and at least one content file is accessed by processing a second database table using values in one received customer record. The content of each accessed file is then generated into the output material. A selected one of a plurality of delivery options is determined from the customer record and the output material is transmitted via the determined delivery option to the customer specified in the customer record.

29 Claims, 8 Drawing Sheets



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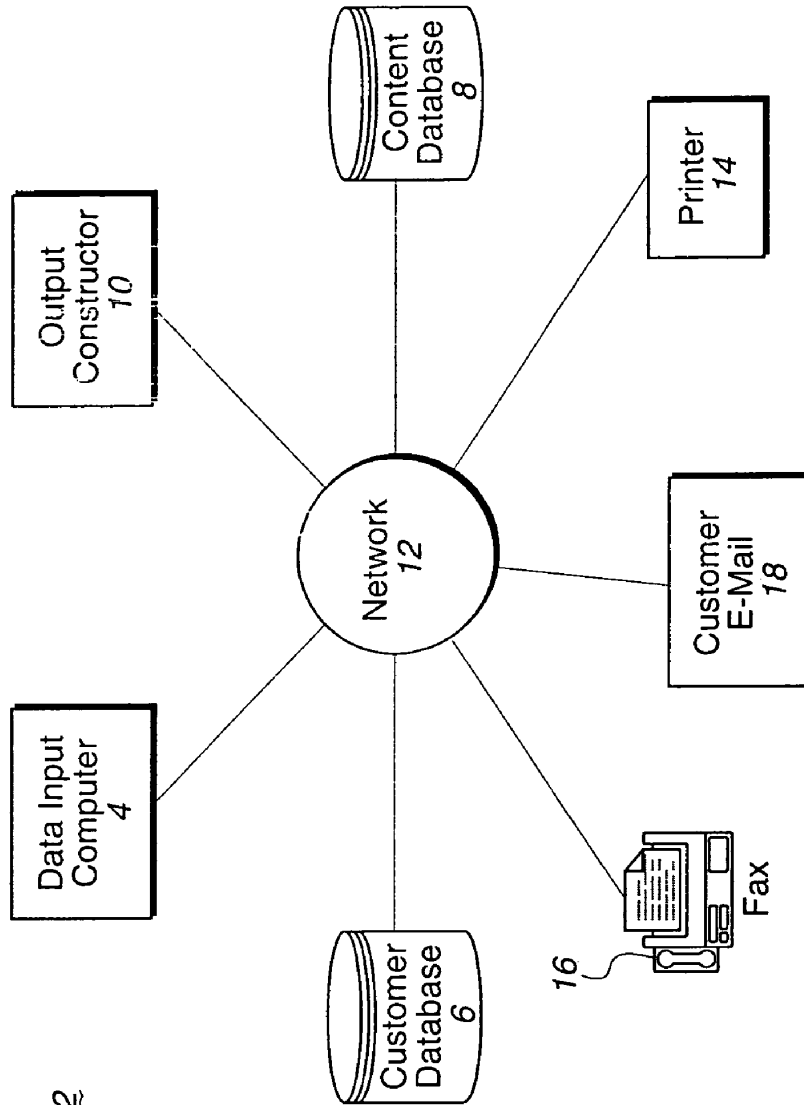


Fig. 1

2

Customer Contact

Customer Name

Customer Address

Contact Phone

Fax Number

E-Mail Address

Industry Type

Manufacturing

Customer Business Technical

Fig. 2a

The screenshot shows a web form with the following sections:

- Type of Printing:** A dropdown menu with "Continuous Forms" selected.
- Customer's current issue with Printers:** A dropdown menu with "High maintenance" selected.
- Associated services to be included:** A dropdown menu with "Distributed print services" selected.
- Select either Products or Family:** A dropdown menu with "Products" selected.
- Product:** Three numbered dropdown menus:
 - 1: "InfoPrint 32"
 - 2: "None"
 - 3: "None"
- Or Family of Products:** A dropdown menu with "None" selected.
- Delivery Method:** A dropdown menu with a list box containing "None", "Print", "Fax", and "e-mail".

Fig. 2b

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