




## **Rationalizer**

Leverage the power of AI to automate the migration and optimization of customer communications







## Achieve your content migration goals.

Consolidating and modernizing your customer communications management systems can enable significant process efficiency gains, cost reductions, and set the stage for better customer experiences.

Unfortunately, the traditional manual approach to migrating legacy communications is the single largest barrier to modernization and typically costs millions of dollars and requires years of effort.

That's why we built Rationalizer.

# Optimize & migrate content using the power of AI

Rationalizer leverages artificial intelligence, machine learning, generative AI and natural language processing in MARCIE, the Messagepoint Advanced Rationalization and Content Intelligence Engine, to simplify content migration into Messagepoint. While most approaches merely lift and shift content off legacy systems into modern environments, bringing along all the old problems with it, Rationalizer accelerates content consolidation and optimization with suggested content rewrites to efficiently clean up inventories.

## Rationalizer



## Intelligently ingest content

Rationalizer automates the ingestion of your content, enabling you to take content libraries from legacy platforms 99% faster and with far less cost than manual services led approaches. In the process, metadata tags are assigned to content, automating a key process in the migration process. Finally, you can complete large-scale migration projects with ease.

Content can be ingested from Word, PDF, HTML, print streams, and other CCM, CMS, and WCM systems.

## 5 reasons to choose Rationalizer:

- Reduces time to migrate, tag and consolidate content by an average of 99%
- Reduces cost by an average of 57%
- Scales to handle enterprise-wide migration programs
- Reduces the number of content objects under management by an average of 70%
- Optimizes content to improve the quality of communications

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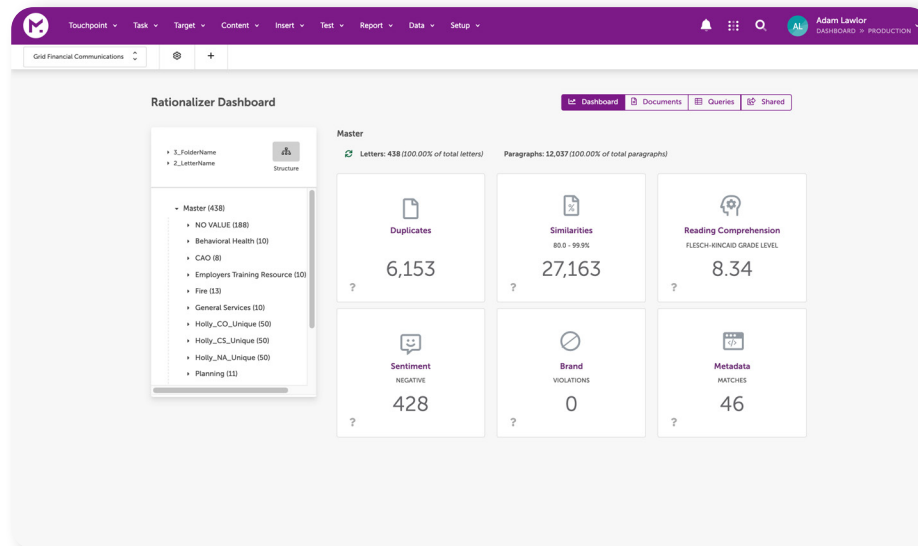
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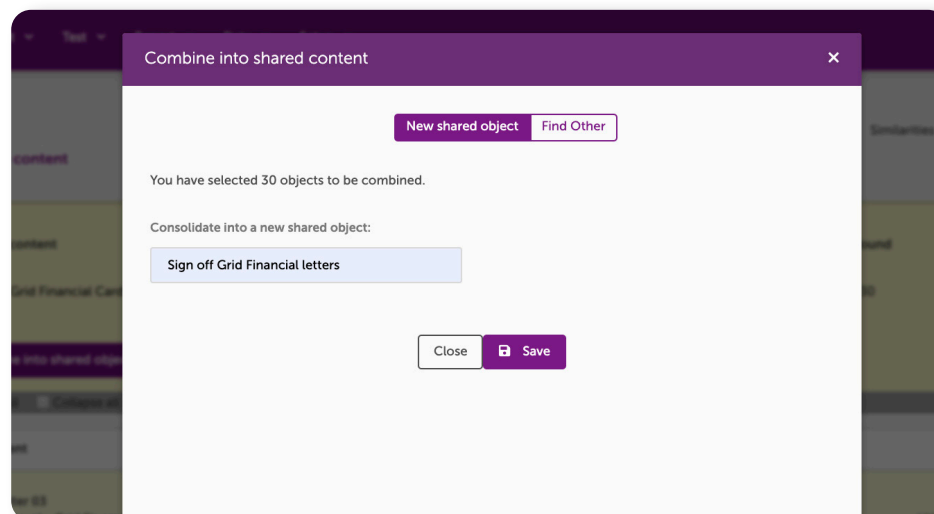
## Discover your content

Through the rationalization process, the Content Discovery Dashboard and drill down reports give you detailed, actionable insights into your corpus of communications.



## Consolidate your content

Find duplicate and similar content within your content inventory, providing opportunities to consolidate messages, leading to greater efficiency in managing omni-channel communications.



# Don't just lift and shift your content— optimize it!

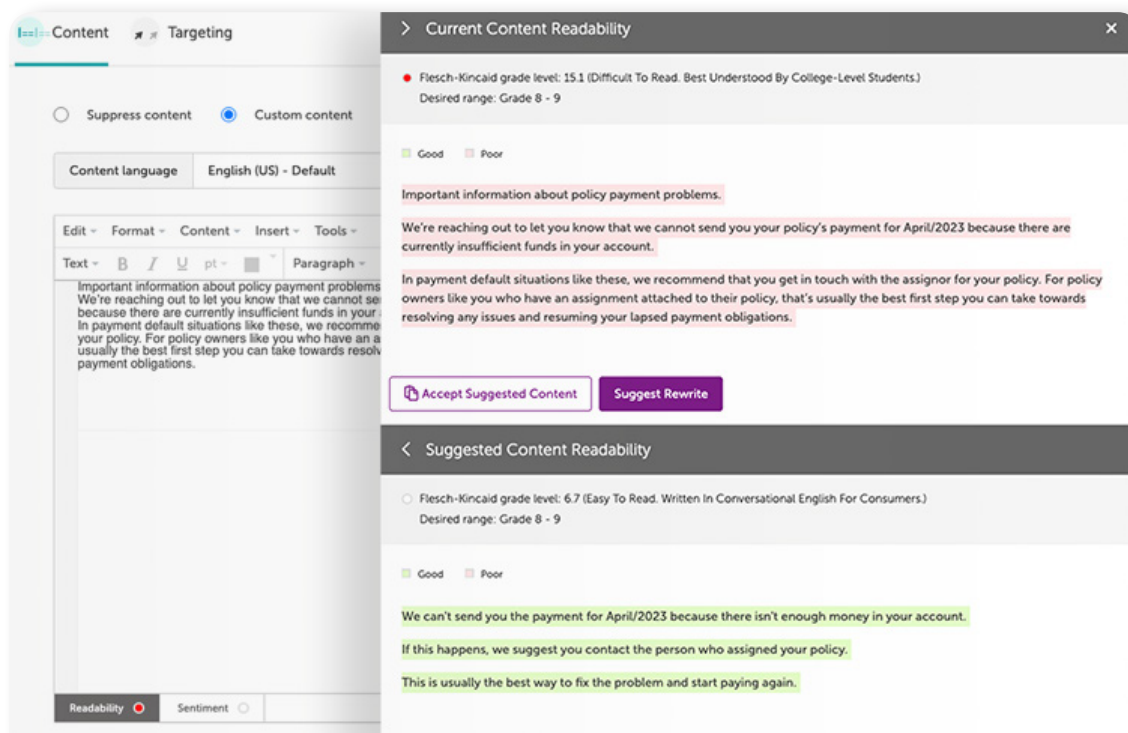
Rationalizer's analysis reveals actionable insights for cleaning up your content and leveraging generative AI can recommend rewritten content to accelerate content optimization while preserving intended meaning. What would normally take teams months or even years of manual effort, can now be done in a fraction of the time with the same level of control, but far greater accuracy and less cost. The best part is you remain in total control.

## Rationalizer enables you to:

- Align your content to ISO plain language standards
- Optimize content reading levels using Flesch-Kincaid scoring
- Eliminate brand guideline violations
- Optimize content length without compromising meaning
- Rewrite content to a specified length
- Ensure the appropriate sentiment is conveyed

*Content and template rationalization should be a goal of every CCM professional — fewer templates are easier to manage, can be more easily adapted for omni-channel or better customer experience (CX), and generally make it easier for the business to own and manage communications themselves.*

Kaspar Roos, Aspire



# Migrate content into Messagepoint

Once your content is consolidated and optimized, you are ready to move it into Messagepoint.

Edit

Disband

Export

Toggle list display

Search

Filter: sorted by Items (desc)

<input type="checkbox"/>	Shared content	
<input type="checkbox"/>	<div>Sign off Grid Financial letters</div> <div>Sincerely, Grid Financial Card Services</div>	31
<input type="checkbox"/>	<div>Account number:</div> <div>Account Number:</div>	15
<input type="checkbox"/>	<div>Salutation standard</div> <div>Dear Customer:</div>	9



# The power to modernize

With Rationalizer you can accelerate migration and optimize your content.



To learn more about Rationalizer, visit [www.messagepoint.com](http://www.messagepoint.com), email us at [info@messagepoint.com](mailto:info@messagepoint.com) or contact us at 1-800-492-4103.



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