



RRD Wins 2019 Xplor Application of the Year Award

Feb 21, 2019

Company recognized for creating unique customer communications management platform that integrates real-time and batch capabilities for streamlined omnichannel delivery

CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced that it has received the 2019 Xplor Application of the Year Award from Xplor International. The award will be presented at the XPLOR19 customer communications management and digital document conference on April 23 in Las Vegas. RRD was recognized for the creation of a proprietary Hosted Customer Communications Management (HCCM) On-Demand Service that provides real-time message composition and omnichannel delivery through a single portal.

“Across RRD, we are leveraging emerging technologies to create new capabilities for our clients that solve their business challenges and advance their communications capabilities,” said Ken O’Brien, Executive Vice President and Chief Information Officer, RRD. “Recognizing that many of our clients are challenged with siloed composition and delivery solutions within their organizations, we set out to create a single communications management platform that would integrate numerous data feeds to provide a streamlined communications workflow. The result is our HCCM On-Demand Service, which delivers a leading, on-demand communications management experience for our clients.”

Specifically, RRD’s HCCM On-Demand Service leverages leading technology to provide clients with complete workflow visibility, centralized end-to-end operational controls, and data analytics across all channels. The platform enables clients to reduce the number of systems they use to manage their business communications and makes it easier to implement business rules and standardized templates for communications.

“We are focused on making it as simple as possible for our clients to connect with their customers through consistent and streamlined business communications,” said Tim Reedy, President, RRD Business Communications Solutions. “Through our leading business communications solutions, we continue to help our clients differentiate themselves across competitive industries by simplifying their communications workflow and optimizing their communications across all channels – from print and email to voice and cloud – to reach their customers.”

To learn more about RRD’s business communications offerings, including Hosted Content Communications Management, visit the [RRD Business Communications Solutions website](#).

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry’s most comprehensive offering of solutions designed to help companies – from Main Street to Wall Street – optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies.

For more information about RRD, please visit www.rrd.com.

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