

GHOSTDRAFT			
Company Headquarters	Toronto, ON Canada		
Year Founded	1978		
Target Market / Vertical Focus	Property and Casualty Insurance, Life Insurance, Health Insurance, Legal, Financial Services (wealth management, card services, retail banking), Telecommunication and Utilities, Print Service Bureaus		
# Customers	7,200+	# Sales Representatives	6
# Employees	125	# Developers	12
2015 Revenue	Not disclosed		
R&D Spend (% of revenue)	Not disclosed		
Product Overview	<p>GhostDraft can operate as a standalone customer communications management system completely independent of any core system. Using GhostDraft, users can interactively enter customer data and make desired selections to drive document logic and produce documents. GhostDraft is ideal to replace Word-based CCM attempts and standalone Word usage for customer communications management. GhostDraft is efficient, eliminates errors and omissions, and ensures compliance.</p>		
Differentiator(s)	<p>GhostDraft has a unique perspective on CCM and looks at the requirements from the customer's perspective. GhostDraft was created to help companies create an excellent customer experience through written communications via digital and physical channels. GhostDraft has a document development environment that allows a non-technical user to be able to create, test, and manage customer communications independently. GhostDraft does not require a core business application to provide development/test data or schema; instead, it validates logic and behavior of the customer communications independent of the production environment. Template development is unencumbered by the considerations of the calling application.</p> <p>With simple, fast, and robust integration capabilities, GhostDraft is easy to integrate with and makes it easy and quick to access GhostDraft document templates from virtually any calling application. GhostDraft document templates are not directly linked to any specific calling application. GhostDraft provides flexibility and access to document templates, regardless of the application using the GhostDraft templates.</p>		
Languages Supported	Documents can be generated in any language using the Unicode font model, including double byte languages. The UI for GhostDraft is in English.		
Pricing Model	No pricing difference between on premise and cloud deployments. GhostDraft is a subscription service with no up-front license fees. The minimum subscription is 12 months. All GhostDraft modules and associated maintenance are included in the subscription fee. There are no optional modules. All inputs and output are included, as are all copies of GhostDraft Studio, the design environment. GhostDraft pricing is based on a customer's business application use and the capacity used.		