

READY FOR A **NEW** WAY TO LOWER COST, BOOST EFFICIENCY AND GROW YOUR BUSINESS?...**TRANSFORM** HOW YOU GENERATE AND DELIVER YOUR BUSINESS COMMUNICATIONS!

Why a focus area for 2010:

- The economic condition of 2009 and prior has forced enterprises to reevaluate best practices for output communications.
- The print and output infrastructure for nearly any company represents a substantial cost element. Potentially as high as 3-5% of gross revenue.
- The efficiency of any business can be dependent upon the efficiency and effectiveness of their output communications.
- The value, appeal, personalization, and delivery methods of customer facing documents effect corporate image, customer satisfaction, customer loyalty and business growth potential.

Solution Benefits:

- **Empower and simplify how you generate and distribute mission critical documents**
 - Consolidate from multiple SW applications down to one
 - Dynamically leverage data from any source
 - Output directly to any printer type or electronic method
- **Enhance document value and appeal**
 - Intelligent use of color: print and/or non-print
 - Personalization
 - Focused offers, coupons, messages, etc.
 - Dynamic overlays, images, bar codes, graphs, charts, etc.
- **Convert manual processes into automated**
 - Cross platform / DB data utilization
 - Automated query capability
 - Multi-channel: e-mail (PDF and HTML), archive, web, SMS, fax, etc.
- **Interface directly with any ERP application**
 - SAP, Oracle, JDE, PeopleSoft, etc.
 - Virtually limitless document generation ability without custom programming
- **Eliminate the need for pre-printed forms / checks**

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Solution Benefits cont.:

- **Achieve a higher level of productivity in managing print jobs / printers**
 - Automate routing criteria according to spool file attributes or content.
 - Natively generate data streams required by all types of printers
 - PCL, PS, AFP, IPDS, PDF, XPS, IGP, Thermal, etc.
 - Reduce costs through efficient centralized management of printers and printing
 - Deliver desired print sets using splitting, sorting, bundling, and copy support
 - Boost utilization of existing printers through operational control
 - Load balancing, hot back-up, simple job re-routing, etc.

Recent Market Study:

- According to Madison Advisors' *Print Suppression Market Study**, Print Suppression is a top priority for 2010!
 - The economic downturn and resultant downward budget pressures have forced organizations to reevaluate best practices for communicating with clients
 - Postage costs account for as much as 66-75% of a corporation's standard operational budget
 - Documents referenced in the study include: Statements, letters, invoices, policies, contracts, personalized enrollment kits, and promotional and personal direct mail correspondence
 - **Unlike previous years, 63% of the firms surveyed have established clear and measurable suppression goals, along with dedicated teams and resources to execute on the objectives**
 - Firms indicated that 2010 budget has been allocated for the following:
 - Insourcing currently outsourced applications
 - Personalization and operational solutions
 - Document management in the area of archival and electronic presentation of customer communications
 - Document composition tools which enable dynamic business driven messages on transactional documents

* *Digital Publishing Solutions, Nov. 2009, Authored by Kemal Carr*

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