



WOW! at Work

# Digital Printing Insider

Corporate Enterprise | July 2012



**Canon**  
CANON GROUP

## Welcome to Océ... Welcome to WOW!

Wow is... an automated workflow. Workflows that boost efficiency, eliminate touches, automate planning, optimize scheduling, streamline production, improve customer service, and advance overall business control are essential in today's competitive marketplace. Designed for on-demand printing environments, Océ PRISMA® workflow software provides the efficiency and flexibility needed to handle any customer requirement that comes through the door. By supporting a multitude of applications generated on a wide range of platforms using an equally wide range of composition tools, Océ is committed to creating profitable and sustainable businesses for its customers.

## Océ PRISMA Software: Streamlining Workflow to Enhance Profitability



Brian Dollard, Director of Product Marketing, Océ Production Printing

A smooth workflow is the key to efficiency and profitability. Océ Director of Product Marketing Brian Dollard states, "Océ's PRISMA workflow solutions drive efficiency by automating the entire process, from entry to production, and help increase new revenue streams through the delivery of new value-added services—all for overall bottom-line profitability."

Dollard highlights how Océ PRISMA workflow software, teamed with Océ's leading digital print engines and professional services, can streamline operations, add new services, and enhance bottom-line profitability:

### Streamlining Operations

Operational efficiency starts with getting the orders in properly. Jobs that come in can be downloaded into Océ PRISMAaccess™ software, where the electronic job ticket is created and the document is preflighted. Once all the checks are done, Océ PRISMAprepare™ software completes all the necessary document- and page-level programming with simple and accurate WYSIWYG features to finalize the job for production. By streamlining and automating as many prepress steps as possible, jobs go to production faster. This reduces turnaround time and increases customer satisfaction levels.

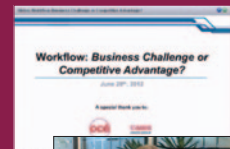
Some customer environments have multiple print engines and even multiple vendors. The Océ PRISMAproduction® server is designed to provide output management for Océ's high-performance production printers, as well as the production printing systems from other vendors. There is virtually no limit in output performance or number of connected printers. If you need a clear picture of what

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### FREE Downloads!

- *Workflow: Business Challenge or Competitive Advantage?* Webinar
- ABC Imaging Customer Video



### View the Press Demos!

- Océ JetStream® Dual Series
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- When Security Counts
- Value-Added Selling
- From Web-to-Print and Print-to-Web: Integrate Print and Digital Communications

### Questions?

**Call Us:**  
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## Océ PRISMA Software: Streamlining Workflow to Enhance Profitability (continued)

is occurring in your production environment, the Océ PRISMAproduction server has sophisticated logging and accounting capabilities to generate customized reports. The data can also be transferred to your existing reporting systems.

Dollard elaborates, “In 2011, we also released the Océ PRISMAsync™ controller, an integrated controller with an intuitive workflow. This controller is designed to increase productivity, minimize learning curves, and facilitate the management of complex jobs. Océ PRISMAsync controllers and operation management enable the user to run all jobs with a single point of control. The driver and user interface look and work the same for monochrome and color printing. The intuitive user interface means that less time can be spent on training and enables more flexibility in scheduling workers. It is easy to reassign operators during peak production times or free up capacity to offer extra services. This reduces mistakes and increases throughput.”


### New Services to Enhance Revenue

Service providers are seeking new revenue streams that are driven by value-added services. This means handling new job types in shorter run lengths; supporting converging offset, variable data, and cross-media applications; and tapping into new revenue-generating opportunities. Dollard explains, “Sustaining a competitive edge means supporting a multitude of applications generated on a wide range of platforms using an equally wide range of composition tools. Océ PRISMA workflow software for on-demand printing environments provides the efficiency and flexibility you need to handle any customer requirement that comes through the door. Because no single print engine or software vendor can possibly develop, test, and produce the best of everything, most rely on partners to provide software tools for specific functions.


The most effective workflows draw on integrated third-party tools that are designed to work together and have a consistent interface. Océ PRISMA workflow software has an open architecture that is designed to support integration with a vast array of third party offerings, including document design, make-ready, cross-media, bindery, archiving, and distribution to help service providers participate in all aspects of value-added services.”

### Profitability

According to Dollard, “In many businesses, the best opportunity for sustainable profit improvement exists within the workflow. The suite of Océ PRISMA products is designed to deliver workflows that can boost efficiency, eliminate touches, automate planning, optimize scheduling, streamline production, improve customer service, and advance overall business control. Customers like ABC Imaging have implemented a blend of Océ PRISMA workflow software and Océ and Canon printers powered by Océ PRISMAsync controllers. The blend of Océ PRISMA workflow software and hardware created a solution that has enabled ABC to reduce turnaround time by up to 50% and reduce costs by up to 30% over the past 12 months. Workflow is about delivering bottom-line results, and Océ PRISMA workflow software has proven that it can help customers meet the profitability challenge.”

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[View the video: ABC Imaging](#)



## NBS: Celebrating 40 Years of Adding Value for Customers



National Business Systems, Inc. (NBS) is a privately-held document management company headquartered in Eagan, Minnesota. Established in 1972 as a data entry service provider, NBS is celebrating its 40-year anniversary. It has grown and expanded its business by offering document solutions associated with data capture, database management, document

design, electronic delivery, digital archiving, printing, and mailing. Its client base is composed of more than 125 companies in finance, government, manufacturing, utilities, and other industries. NBS produces more than 12 million images a month, primarily consisting of transaction work including statements, correspondence, and direct mail.

NBS President Joe Tafs, who has shepherded his company through its transformation, understands that progress requires change. “We needed to change to continue growing,” Tafs states. “We moved from data entry to microfiche and then on to document archiving, digital printing, and mailing services. We continually strive to make the right investments so we can position our organization for future growth.”

### NBS Today

While NBS services a number of different industries, it has achieved significant success by focusing on print/mail solutions to community banks for DDA, savings, daily notices, and tax statement outsourcing. Tafs elaborates, “In the competitive environment of banking, growth and profits are harder to achieve than ever before. National Business Systems (NBS) is providing banks with a powerful way to drive process efficiencies and cost savings by outsourcing statement operations. Community banks can eliminate the pain of printing and mailing monthly statements by outsourcing statement production and distribution.”

NBS recently provided outsourcing services to one community bank with 25 branch offices. The benefits were significant – in addition to reducing labor, printing, and postage costs, the bank achieved more manageable legacy statements. NBS also improved statement appearance, increased postal discounts, and eliminated labor-intensive processes. The bank immediately saved \$36,000 in postage and avoided another \$125,000 expense by forgoing the infrastructure necessary to centralize the production process.

## NBS: Celebrating 40 Years of Adding Value for Customers (continued)



### Success: Productivity, Quality, Integrity, and Relevance

According to Tafs, “Success is linked to having streamlined operations, delivering error-free quality products and services, and leveraging the statement to deliver relevant messaging. Productivity is essential in high-speed print operations. NBS has streamlined its workflow using Océ PRISMA production servers. With the capabilities of Océ PRISMA production servers, we are automating critical workflow steps. We utilize GMC software to create e-statements and an AFP/IPDS file that feeds into our Océ PRISMA workflow. The Océ PRISMA production server properly directs output to our fleet of Océ equipment, including Océ VarioPrint® 6200 Ultra, Océ VarioPrint 3110, and Océ VarioPrint 5160 digital presses; and Océ VarioStream® 9730 and Océ DemandStream® 8090 digital presses.”

Océ PRISMA production also has a module that provides increased security through automatic error reporting and recovery. Tafs says, “The combination of AFP/IPDS and Océ PRISMA workflow software provides communication from the printer that it has stopped at a specific page due to an issue such as an error or misfeed.” NBS also adds what it calls an I-readable image number on every page. During post-processing operations, documents are processed through multiple 2D camera read stations. The I-readable image can be used to verify sequence numbers, check sheet numbers, and provide indications of errors. Any integrity

### End-to-End Mail Integrity Control

There are many things that can keep those offering mailing services up at night – making sure that Frank’s EOB (Explanation of Benefits) doesn’t end up in Jane’s envelope, meeting service-level agreements (SLAs), page integrity, and tracking. All of these challenges can be addressed with Océ PRISMA workflow software in conjunction with partner solutions. This combination facilitates tailor-made document integrity and piece-level tracking solutions, enabling customers to provide the reporting necessary to meet HIPPA, PHI, SOX, and PIPEDA requirements for print and mail environments.

Océ PRISMA workflow software creates an effective tracking capability through indexing. The software enables users to tag and associate data elements in any document to identify the mail piece as it moves through production. The result is improved integrity, automated regulatory compliance, and full-service online presentment. The indexes can link data to a variety of CRM systems and databases to create integrated solutions for users.

violation stops production for error resolution. A complete log is maintained in a database, supporting quality control enhancements and research.

NBS understands that it is critical to maximize the marketing value of statements. Tafs states, “Marketers know that they can find new revenues at lower costs by expanding relationships with current customers. Ongoing customer relationship management (CRM) has emerged as a critical strategy for a number of our financial services customers, and the use of variable messaging in statements is a successful CRM practice. It is more cost-effective to reach existing customers, plus banks already have data that can be tapped for selective inserting and variable messaging in regular statements. We have integrated GMC Inspire software with Océ PRISMA production servers to deliver value-added statements for our clients. The statement can become a document that makes a bank stand out in the crowded financial marketplace.”

### The Bottom Line

The focus at NBS is on adding value for customers. The company is helping its clients to increase operational efficiency through document outsourcing. This enables the customer to focus on strategic business initiatives rather than non-core activities. NBS is also adding value by making statements do more for clients. The statement is transformed into a marketing document. Tafs concludes, “NBS print and mail solutions are based on software and systems from the world’s leading vendors in electronic document and workflow systems. While some of our large opportunities have been profitable, most of our success has come from developing the smaller projects into large, long-term partnerships. NBS has achieved this by implementing the right infrastructure to provide quality, cost-effective services to customers.”

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View the webinar, *Workflow: Business Challenge or Competitive Advantage?*

A graphic for a webinar. It features a teal background with a white arrow pointing right. To the right of the arrow is the text 'Visit OceProductionPrinting.com/CorporateEnterprise'. Below this, in a white box, is the text 'View the webinar, Workflow: Business Challenge or Competitive Advantage?'. To the right of this box is a small image of a presentation slide with the same title.

Barcodes and production control marks are also an integral part of the document integrity and verification process. In today’s market, achieving peak efficiency means upgrading to modern barcodes to improve integrity, use equipment more efficiently, and automate time-consuming manual processes. Océ PRISMA workflow software enables users to:

- Add, modify, and delete barcodes
- Read existing production control marks like OMR (Optical Mark Recognition) marks
- Re-apply inserter logic into any 1D, 2D or 3D barcode format
- Assess the boundaries of a page or mail piece within a print stream
- Apply inserting control logic on the fly
- Simplify the transition from PostNet to Intelligent Mail Barcode (IMB)



## End-to-End Mail Integrity Control (continued)

- Read PostNet barcodes from existing documents
- Affix mailer IDs and envelope IDs
- Re-apply barcodes in the new IMB coding
- Enable inserting control files, postal manifests, and address cleansing

### Partners for Document Integrity and Verification

Océ has created strategic partnerships with Bell + Howell, GMC, Crawford Technologies, Ironsides, Sefas, and others to deliver solutions for print integrity and verification based on the industry-leading Océ PRISMA workflow software.

Intelligent inserting is an essential part of the mail integrity and verification process. To optimize the inserting process, Océ PRISMA workflow software generates control files that correspond to document control marks and adds electronic onsets to the incoming document stream. The inserting devices use inserting control marks to guide the physical process, transmit machine instructions, and support detailed reporting. Océ PRISMA software tools, in concert with solution partners, enable these advanced mail-inserting capabilities whatever the original application design.

With one tool, you can:

- Add dynamic content within an output stream
- Add pages to document sets
- Migrate customers to electronic presentment
- Create outbound control files in any format
- Create user-defined and custom data elements to insert in a control file
- Manipulate data retrieved from the document or imported from an external source

Ironsides APT (Automated Production Tracking) also integrates with Océ PRISMA workflow software to automate and optimize resources throughout a print and mail facility, providing end-to-end document tracking and reporting.

APT utilizes a SQL database server with workstations deployed at each print production device and manual station. The print file information is transposed, indexed, and parsed, providing all job information to the APT server. As pieces (or collations) enter production, they are tracked in real time by the central APT application by receiving piece-level information from any brand scanner or camera system.



### The Bottom Line

In applications where potentially every document is unique and can contain confidential information, relying on manual inspection is simply not enough. Océ PRISMA workflow software and Océ solution partners assure the quality and document integrity for mission-critical applications while streamlining operations. Customers can rest assured that they have the right solutions in place for document integrity, automated regulatory compliance, and production tracking that monitors service-level objectives.



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Learn more about Océ PRISMA workflow software.

Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

Put **WOW!** to work for you today! Visit [OceProductionPrinting.com](http://OceProductionPrinting.com)



### Questions?

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