Dicom Express

How a major delivery company increased the value of its main communication vehicle with PlanetPress Suite!

Who said that the look of your invoice does not matter to the end customer? Well, they were wrong.

Challenge

When Dicom Express first went shopping for a variable printing solution to implement in the courier division, many applications were available on the market. When his supplier mentioned the name of PlanetPress Suite, Dicom Express had already assessed the technical requirements and many benefits of this solution.

The selected solution had to answer many business needs:

■ Empower the marketing department with the possibility to easily and quickly add promotional messages to the invoice, based on the customer type and other criterias.

■ Increase the value of the company's corporate image by maximizing the design quality of the invoices, statements and pro-bills.

■ Offer automated output distribution of invoices and statements based on customers needs.

■ Leverage the potential of an automated printing solution to reduce the manual intervention thereby minimizing errors.

■ Reduce the operational costs associated to weekly billings.

In two words, the variable data printing solution that Dicom Express was looking for had to be flexible and economical and offer as much as document edition features as well as managing the output distribution. For Dicom Express, PlanetPress Suite was the solution of choice.

The Dycom Express PlanetPress Suite Solution:

PlanetPress for
Document design

PlanetPress Watch for
Process and distribution automation

PlanetPress Image for
Integrated archiving

Solution

After having installed PlanetPress Suite on a Windows PC and the design tool on a regular desktop, Chris Reilly, IT Manager at Dicom Express was ready to go. With his technical background and expertise, Mr. Reilly was able to quickly master the designing and production workflow and document techniques and became Dicom Express' variable data printing solution reference.

"I am entirely satisfied with PlanetPress Suite efficiency. Objectif Lune's software suite does what they promoted it would and there were no surprises. The design tool gave us significant flexibility as we can now modify our documents quickly and easily to accommodate business needs," mentioned Mr. Reilly.

The invoice that was previously produced by three different applications is now sent in one string, enabling significant savings on postage fees alone. Additionally, Dicom Express now distributes PDF copies of invoices internally. Furthermore, the company can now print back-to-back and was able to add OMR within the invoice design, which eliminates errors due to manual intervention and greatly increases operations workflow efficiency.

"By giving us the ability to print in batch as opposed to being obligated to print in invoice order, PlanetPress Suite enabled us to optimize our printing job process and gave us the ability to utilize job splitting and queue balancing on our two 85ppm printers for optimized production" said Mr. Reilly.

After more than a year of using PlanetPress Suite, Dicom Express is officially considering implementing it in other divisions of the company. Aside from optimizing their production processes and maximizing the use of one of the most important communications vehicles, Dicom Express achieved numerous benefits brought forth by the flexibility that PlanetPress Suite offers to its users.

For more information on our line of products, visit www.objectiflune.com

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