



## *A fully integrated solution for added-value services*

### **ABOUT PITNEY BOWES**

Pitney Bowes offers the most complete suite of Mailstream management solutions, integrated mail management and document management systems, services and solutions. With annual sales of \$6.3 billion, the company helps businesses of all sizes to efficiently manage their critical mail and document flows, with physical, digital or hybrid solutions.

The range of solutions includes addressing software and franking machines, print management, dematerialization of invoices and mail pre-sort. As a specialist in Mailstream solutions, Pitney Bowes can handle all types of packages, letters, and documents—whether printed or digital—that go back and forth between businesses. Mailstream is a network of people, processes and technologies, active from the database to printout and delivery.



In Belgium, Pitney Bowes is developing its activities around the design, production and commercialization of mail processing hardware and software (through its Global Mailing System division [GMS Groupe Pitney Bowes]), the provision of integrated document and mail management solutions (through DMT Groupe Pitney Bowes) and solutions for outsourcing and document management (through Pitney Bowes Management Services [PBMS]). With approximately 35,000 employees worldwide, Pitney Bowes provides services to over 2 million businesses through direct sales and its distributor network.

**WWW.PB.COM**

***Through document creation, printing, envelope insertion and mailing, PlanetPress Suite enables Pitney Bowes Management Services to reduce production time by more than 80%.***

Business documents are key forms of communication between companies and their clients. Invoices, account statements, financial reports—each document is a source of revenue, and often a business opportunity. Managing the processes involved in producing these documents, which generate revenue and govern service delivery, is a major responsibility. A company's financial standing and reputation depend on it. When simplifying and optimizing the creation, management and distribution of documents, the solution proposed must facilitate production processes without generating additional costs.

Pitney Bowes Management Services knows it. Its service offering fully supports the company's mission to offer comprehensive and integrated facility and Mailstream management solutions, mail and document management services, as well as solutions to help companies efficiently manage their critical mail and document flows.

Since Arthur Pitney and Walter Bowes invented the first postage meter in 1920, technology has been constantly evolving and improving. The complementary nature of the available solutions significantly reduces the costs associated with document management, including its related tasks and applications. Today, companies are faced with various challenges, particularly optimizing productivity through the advanced management of customized document distribution and workflows. Clients such as financial institutions and companies providing medical services must be able to rely on a top-notch partner and dependable technology.



The Belgian division of Pitney Bowes Management Services offers outsourcing services for document creation, printing, envelope insertion and mailing. These services comprise various steps, such as data collection, incorporation of the data into document templates, document production and management, printing, envelope insertion and mailing preparation. In order to reduce overall costs, the above steps must be fully automated. Specialized in Mailstream, Pitney Bowes must provide integrated solutions for all these steps. For document production and workflow automation, the Belgian division of Pitney Bowes Management Services chose PlanetPress Suite.

***PlanetPress Suite is a software solution that facilitates the production of variable content business documents, providing advanced workflow automation.***



***PlanetPress Suite is a top-notch solution because it is easy to use, and it enables Pitney Bowes Management Services to develop unique processes that meet the specific needs of each client. The workflow is customized, and the result remains the same: documents are printed and mailed within the set timeframe at a low cost.***

***PlanetPress Suite also enables users to archive and easily consult PlanetPress documents in an electronic document management system.***

PlanetPress Suite plays a vital role at Pitney Bowes Management Services. In fact, it is used throughout the document production cycle, from document creation to envelope insertion. This was key when a major financial institution hired Pitney Bowes Management Services to produce, print and mail nearly 30,000 documents per month to its clients. This financial institution uploads a data file to a secure FTP directory daily. PlanetPress Suite automatically queries this directory every 15 minutes. Once a data file has been uploaded, it is captured and divided into three parts: documents that must be sent by regular mail, by registered mail and those that must be returned to the institution. Data are also sorted according to various criteria that meet the client's business needs.



When we presented PlanetPress Suite to Alain and his team, they loved it. With its intuitive interface, the option to view a soft proof that simulates the expected printed results and its quick installation, PlanetPress Suite became the team's tool of choice. A few weeks later and after a three-day training session, PlanetPress Suite was installed and operating. The team then began to migrate their clients from the old platform to PlanetPress Suite. The software's advanced features enabled Pitney Bowes Management Services to secure an outsourcing contract from a major financial institution.

***"In the past, modifying a document template or a process could take over two hours. Now, with PlanetPress Suite, making those same changes only take a couple of minutes," states Alain Huls. "That's more than 80% faster!"***

*"We plan to migrate all of our clients to PlanetPress Suite, and we're certain that adding it to our service offering will help us acquire new clients," added Mr. Huls.*



This is followed by variable data printing. Before hiring the Belgian division of Pitney Bowes Management Services, the financial institution had used Microsoft Word to create and maintain nearly 300 different document templates in French and in Dutch. These models were recreated with PlanetPress Suite and the Pitney Bowes Management Services team reduced the number of templates to four. Variable information is processed as text objects conditionally integrated depending on the data, which greatly facilitates maintenance. Once the data have been sorted, they are sent to PlanetPress Suite, which automatically determines the content of the letter to use for each recipient, in the correct language, according to the information in the data flow. At the same time, PlanetPress Suite automatically generates TIFF versions of the documents, which are returned to the institution to be archived in a document management system for future consultation.

OMR and DataMatrix codes are also added to the document, thereby facilitating envelope insertion, as well as document and recipient identification using a unique identifier. The result is a PostScript file that is automatically sent to the production department to be printed on company letterhead. After the documents are printed, they are inserted into envelopes with the DI950 and mailed. Designed to operate continuously, the Pitney Bowes DI950 inserting system can process up to 5,400 items per hour. The PacPilot™ user interface with a state-of-the-art control panel makes operating the DI950 as easy as using a copier. Available in 19 languages, it shows you where materials go and how to load them.

Alain Huls, a computer scientist at the Belgian division of Pitney Bowes Management Services, and his team were using a solution with some of the same functions as PlanetPress Suite. However, it was tedious and frustrating to use. Its difficult-to-use interface and lack of flexibility hindered quality. The printed version often did not match the onscreen version and required several iterations to get the desired results.

#### PLANETPRESS. SUITE

**For variable data printing and the automated improvement, management and distribution of your business documents.**

PlanetPress Suite is a professional software solution allowing organizations to maintain and grow their client base by adding value to business documents and distributing them in a format that best suits the recipient preferences.

Its ease of use, affordability and open architecture make it the perfect solution to quickly and easily enhance, produce and distribute business documents with relevant content that will be sure to capture the reader's attention and get the message across.

**For more information, visit  
[www.objectiflune.com](http://www.objectiflune.com)**