

Achieve operational excellence with intelligent print and mail.

Technology from Pitney Bowes helps clients
boost competitive advantage with real
business outcomes.

Introduction

To achieve operational excellence,
your goal is to:



Manage multiple job
types flexibly and fast



Improve quality and
value for customers



Boost efficiency and
productivity



Decrease expense and
improve ROI

Continuing cost pressures, declining mail
volumes and changing job profiles...

Privacy issues, new compliance mandates, and
the need to deliver on customer SLAs...

The challenges that face production mail service providers and in-house shops seeking operational excellence are nothing new, but the ways to address them are. The good news: a new class of intelligent print and mail solutions designed to work together can help you meet these challenges by offering a clear path to continuous improvement and success.

These revolutionary tools and solutions are helping Pitney Bowes clients boost competitive advantage while also helping them increase quality and value for their customers. In the following pages, we'll take a look at how some of these successful companies are putting them to work.

"We have reduced costs significantly while dramatically increasing efficiency and overall quality, but we did not initially realize just how much was possible with this technology."

— Rene Felder, CEO, B-Source Outline

Process with intelligence

The high-volume, one-size-fits-all jobs of the past are rare today. To compete now, you must be able to simultaneously manage various complex jobs without compromising customer SLAs. On top of that, risk management has never been more important. As well as ensuring data security, you often face the additional challenge of managing unique compliance requirements for each job type.

With increased customer segmentation and targeting come smaller job runs and often a unique communication for each end customer. Simple efficiency is no longer enough. You must be able to offer your customers flexible, fast turnaround on complex projects.

Successful service providers are turning to a new breed of intelligent inserter. Built-in data-driven tools can help you gain insight and make the most of your equipment so you can seamlessly onboard customers and projects, develop a common workflow and optimize job setup time.

An Epic story of faster changeovers



L&D Mail Masters is a full-service direct marketing company known for results-driven campaigns. Facing rapid growth and an increasingly diverse client base, the company needed to quickly accomplish job changeovers, which became a drag on productivity.

With clients asking for more and faster service, owner Diane Fischer determined it was time to replace inadequate machines from another vendor with the latest from Pitney Bowes. The solution included moving from cut sheet processing to continuous form, and harnessing the flexibility of the new Epic™ Inserting System.

The high-speed, multi-format Epic inserter is capable of processing up to 270,000 mail pieces daily and can handle up to 60 changeovers a day, significantly reducing downtime. In fact, going to the continuous platform coupled with the Epic inserter has provided the company with a **30 to 40 percent productivity increase over the cut sheet system.**

What's more, job changeovers that used to take half a day can now be accomplished easily in just 20 minutes, freeing capacity for additional work. And thanks to the Epic inserter's file-based processing support, every page of every mail piece can be tracked from start to finish, providing the extra level of integrity L&D's heavily regulated clients require.

Gain a clear view

Improved efficiency is still the “holy grail” for most service providers. While efficiency can be improved incrementally, achieving operational excellence starts with determining the key performance indicators (KPIs) appropriate for your operation — such as overall equipment effectiveness — measured against your desired outcomes and industry benchmarks. This process becomes much easier when you have a clear view of your operations and the insight required.

Now, a new breed of innovative tools can turn real-time operational data into actionable insights you can use to optimize performance. The Industrial Internet, a connected world in which embedded sensors communicate data insights to drive smarter operations, can be harnessed to transform the

way your production solution communicates and dramatically increases the value of your investment in technology. These new tools include predictive indicators that help prevent service problems and provide better job scheduling and capacity planning.

Real-time automated insights into your machines and jobs help you develop effective measurements, establish benchmarks, understand bottlenecks and chart a course to improved operations. With factual data, issues can be uncovered and improvements can be implemented and measured across the workflow. By achieving consistent, repeatable results you can transform your operations with a culture of continuous improvement, allowing you in turn to deliver greater quality and value to your customers.



Clarity™ and DirectView™ solutions from Pitney Bowes are two offerings that deliver intelligent print and mail operations, ushering in a new era of workflow optimization and control.

“The Pitney Bowes Clarity solutions suite will improve our productivity by running diagnostic tests and preventing production issues before they occur.”

— Paul Jorgensen, Director of Output Services, HM Health Solutions

“Clarity provides our clients with a view of their operations and our industry on a micro and global level that was never before visible — from the performance of a specific motor on a single machine, to the productivity benchmarks of leading print and mail operations around the world.”

— Jason Dies, President, Pitney Bowes

Predicting and monitoring SLA success

Today, a Pitney Bowes client can take advantage of Clarity™ solutions, an innovative cloud-based Industrial Internet application that works to make print and mail operations highly intelligent. The client can use Clarity solutions to plan and predict productivity gains using rich analytics from DirectView™ software, then benchmark actual productivity against those goals. Consultancy services from Pitney Bowes help the client leverage this insight, while the DirectView production dashboard allows operators to monitor real-time progress.

By using real-time and historical sensor data, equipment and operator **issues are predicted and resolved before they occur**. Clarity software drives higher levels of performance and **increases the company's operational efficiency**

by up to 20 percent over time by providing an intelligent view into the interaction between operators, machines and jobs. Using enhanced analytics, a specific indicator — such as piece per hour of completed goods, actual versus ideal productivity rate, operator and application type efficiency, or alarms per cycle — can be measured and compared against the performance of other sites within the enterprise or an enterprise within the industry.

DirectView software uses critical data to monitor the company's SLAs and work cell productivity, measuring and managing the root causes of productivity loss. This helps the client **maintain optimal performance and attain its operational goals**. Best of all, Pitney Bowes stands behind these improved operational results with outcome-based service support.

Partner for success

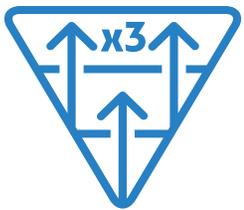
Your operation is always striving to be better, faster, and cheaper. Indeed, many of your in-house and external customers may be motivated primarily by price. But what if you could change that relationship to be more value driven than cost driven? What if you could increase operator productivity and output quality while sustaining a culture of continuous improvement?

Of course, your primary focus is on the job at hand — meeting your customer's SLAs and getting the job out on schedule. At the same time, you must ensure that your site and processes are meeting customer compliance requirements. You just don't have the time or resources to make changes. And it's difficult to know where to start when your customers' feedback is saying that it takes too long or costs too much.

This is where a consultancy service with expertise and experience in your industry can really make a difference. A supportive partner can help you optimize your operations by leveraging the power of analytics tools, synchronizing people, processes and technology so that together they provide the best possible performance.

“Pitney Bowes enabled us to boost operational excellence in our business whilst giving us class-leading technology and quality.”

— **David Herridge,**
Managing Director, Communisis



Throughput **almost tripled**

— Communisis

A **US healthcare management provider** asked Pitney Bowes Client Success Services to help it improve efficiency and cut costs by \$2 million annually at a site that focused on small runs and complex jobs — without making any new equipment purchases. Client Success Services found that the older software the company was using for presort consolidation at the front end was creating a huge bottleneck, waiting for work to come in over a period of hours. A switch to Pitney Bowes Presort Services would eliminate the bottleneck, allowing the company's machines to be reconfigured and operate efficiently without the waiting time, affording the company and its customers a **potential \$9 million in value and savings** over five years.

Senior Communisis executives discuss the strategic partnership with Pitney Bowes in this video.

<https://www.youtube.com/watch?v=LqCjSpQ2LLc>



Client success is our success

The Communisis logo consists of the word "communisis" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

Communisis, a leading UK provider of multi-channel marketing, transactional and regulatory customer communications, won a major outsourcing deal with a top retail

bank, demanding the highest levels of operational excellence and productivity and creating a host of new requirements. After consolidating the bank's several transactional mail production facilities under one roof, a change in scope meant a larger print volume than originally forecast, requiring double the hourly output while maintaining daily SLAs with zero errors.

Working with Pitney Bowes Client Success Services and highly skilled Global Service engineers helped uncover areas for process improvement, including a cultural shift to promote motivation and reward success among operators. Productivity improvements have been impressive, with **operational throughput almost tripled** on high-volume machines, accompanied by a significant reduction in labor costs. What's more, the company has achieved the number one spot for most productive inserter in Pitney Bowes' ranking of over 150 inserters across Europe.

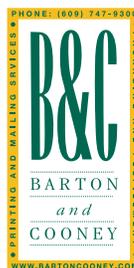
Do more with less

Achieving operational excellence is not just about improving efficiency. It can also mean finding ways to decrease expense, boost ROI and save time and labor. Increased pricing pressures across the industry make these strategies even more vital for competitive advantage.

Changing times and business models mean finding ways to do more with less. In recent years, advances in inkjet technology have transformed print operations with high-speed, continuous-feed systems that enable 100 percent variable data color printing. This eliminates the need for preprinted forms and envelopes along with associated costs and storage, while also consolidating smaller jobs into a single run, facilitating a white paper factory. Today, new lower-cost systems are bringing the same inkjet capabilities and benefits within reach for midrange volumes too.

When it comes to cutting costs, postal optimization continues to be vital. Postage is still the single biggest cost of physical communications. Leveraging hardware, software and advanced presort services can help uncover postal savings. Working with a print provider that is an expert in transactional mail helps to ensure your workflow and print output are optimized throughout the print and mail processes.

Faster throughput opens the door to new growth opportunities



Barton and Cooney, a trusted US letter shop, provides a broad range of mailing services regionally and nationally. With turnaround times becoming ever shorter, the company was struggling to meet tight timeframes and was unable to take on new business. Faced with increasing competition and commoditized pricing, the company was also looking to lower operational costs and decided to migrate to a white paper factory solution,

which includes the IntelliJet® 20 printing system. By consolidating workflow and eliminating preprinted forms, Barton & Cooney improved speed and accuracy and can now process variable data applications on a single system. Pitney Bowes completed the installation in a fast-track six-week timeframe, and today the company enjoys **reduced operating costs and 50 percent faster throughput**, along with the ability to take on additional print volumes and boost its competitiveness.



50% faster throughput
and lower operating costs

— Barton and Cooney

Reducing the biggest cost of physical communications

Founded in 1848, serving businesses across the US and UK, Unum is an insurance company known for breaking new ground in the business of benefits. Seeking to improve efficiency, reduce costs, increase customer satisfaction and gain visibility into mailings, Unum opted for Pitney Bowes First Class Mail® Presort. Unum worked closely with Pitney Bowes experts to outline its specific needs, including a consolidated presort strategy across all US locations and advanced reporting tools, tracking and delivery validation. Today, the company has **maximized postal discounts** and is realizing **\$600,000**

in annualized savings. Customer satisfaction has also seen a boost, while the elimination of Unum's internal presorting operation has brought cost and efficiency gains. Advanced Pitney Bowes software has helped Unum comply with industry mandates as well as the latest USPS® regulations. What's more, Unum now has a partner it can trust and work with to innovate efficient solutions for future business needs.



"Our revenues increased 40 percent this year, and we expect to double that next year. With our new white paper factory environment, we can onboard clients more easily and help them cost-effectively produce more engaging client communications."

— Director Service Provider Operations,
Healthcare Provider

Partnering with Pitney Bowes for operational excellence

Client and solution	Challenge	Benefit
B-Source Outline <ul style="list-style-type: none"> • Print+ Messenger™ Color Inkjet System • Mailstream Productivity Series • Mailstream Evolution™ inserting system 	<p>The company experienced high costs, complex logistics and inefficiency in its production environment while also facing more stringent security requirements in the financial services industry along with zero tolerance for errors</p>	<ul style="list-style-type: none"> • Increased efficiency by approximately 200% • Reduced operating costs substantially, saving customers up to 300% • Won new business with private Swiss banks requiring the strictest privacy requirements
Change Healthcare <ul style="list-style-type: none"> • IntelliJet® 30 Printing System • White paper factory • Production Intelligence® • Mailstream Productivity Series 	<p>To maintain industry-leading status, the company has to continually improve services, including production of customer statements, which was a cumbersome and costly multistep process</p>	<ul style="list-style-type: none"> • Improved operational efficiency by 15% • Gained significant cost savings by eliminating inventory of up to 85 million cut sheets • Reduced postage costs by printing jobs in zip code order
Edipost <ul style="list-style-type: none"> • Mailstream Evolution inserting system 	<p>The company wanted to ramp up production, reach new customers and become a key player using a new mail finishing system that would support multiple formats</p>	<ul style="list-style-type: none"> • Gained ability to target new markets thanks to multi-format solution • Benefited from extensive technical support and training from Pitney Bowes
Fedopress <ul style="list-style-type: none"> • IntelliJet 20 Printing System • White paper factory • Mailstream Productivity Series 	<p>To provide best quality at the best value for customers, the company needed to boost efficiency by migrating some offset print output to a digital platform while merging offset and digital output into one standardized workflow</p>	<ul style="list-style-type: none"> • Migrated 75% of production from offset to digital • Gained savings of around 0.20€ per mail piece • Eliminated the need to print and store base stationary, saving money and office space

“Pitney Bowes has met every bit of our expectations. I suspect that it will more than meet our expectations in the future.”

**— Pat Doyle,
President and Owner,
Barton and Cooney**

Client and solution	Challenge	Benefit
FSSI <ul style="list-style-type: none"> • Presort Services • Epic™ Inserting System 	<p>Challenged to create and deliver highly customized hard copy documents, the company sought to increase efficiency in delivery and tracking along with greater volume discounts for customers</p>	<ul style="list-style-type: none"> • Avoided a significant capital expense using Pitney Bowes advanced tracking technology • Met compliance, time-to-revenue and customer satisfaction issues with accurate, secure and timely handling of customer records
Iceland Post <ul style="list-style-type: none"> • Vantage™ mail sorter with inline scales, printers and OCR cameras 	<p>Facing fundamental changes in postal services, the service needed to cut costs, remain self-funded and replace an aging sortation system</p>	<ul style="list-style-type: none"> • Increased output dramatically, tripling productivity • Reduced maintenance costs and number of operators • Saved 30 to 40 minutes daily per mail carrier with sequencing
Healthcare Service Provider <ul style="list-style-type: none"> • IntelliJet® 20 Printing System • White paper factory • Mailstream Wrapper™ • Presort Services 	<p>Millions of transactional documents sent monthly required multiple pre-printed forms and envelopes, while significant growth meant the company had outgrown its in-house presorting capability, resulting in slower delivery and higher postage costs</p>	<ul style="list-style-type: none"> • Gained the ability to produce finished mail pieces in half the time with less maintenance and fewer operators • Reduced inventory storage by 75% while saving \$300,000 by using roll paper • Cut postage costs by \$1 million over 3 years
Swiss Post Solutions <ul style="list-style-type: none"> • IntelliJet 20 printing system • Mailstream Productivity Series, Mailstream Select 	<p>Needed a solution that would increase productivity and lower costs while handling high volumes and also seamlessly integrate with existing operations</p>	<ul style="list-style-type: none"> • Reduced error and increased employee engagement • Increased productivity • Decreased reprints from 2.4% to 0.3%

“With the Epic inserter we can now easily accommodate the various formats with very easy changeover. After just two months, we absolutely love it.”

**— Diane Fischer,
President,
L&D Mail Masters**

How Pitney Bowes can help

Achieving operational excellence means automating and integrating your workflows end to end across high-speed printing, inserting and postal sortation in an aligned process that delivers customer value, empowers and engages your people, helps to eliminate waste and boosts efficiency and ROI. Even minor operational improvements can increase production yields and financial performance. Partnering with Pitney Bowes and our suite of intelligent print and mail solutions geared to operational excellence can help.

Learn more about intelligent print and mail solutions from Pitney Bowes:

- [Epic™ Inserting System](#)
- [Clarity™ solutions](#)
- [Client Success Services](#)
- [IntelliJet® and AcceleJet™ printing systems](#)
- [Presort Services](#)
- [Barton and Cooney case study](#)
- [Communis case study](#)
- [L&D Mail Masters case study](#)
- [Watch our client videos](#)



For more information, visit us online:
pitneybowes.com



Pitney Bowes, the Corporate logo, Epic, Clarity, DirectView, IntelliJet and AcceleJet are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners.
© 2016 Pitney Bowes Inc. All rights reserved.

16MKTC03073_US