

MAILROOM INVESTMENT PAYING OFF FOR DEFRA HQ

CASE STUDY: DEFRA

Just weeks after taking delivery of two new Pitney Bowes franking machines, the Department for Environment, Food and Rural Affairs (Defra) have wasted no time in ordering an upgrade to take advantage of Royal Mail's new Cleanmail Advance service.

Defra send out over a million items of mail each year from their London Headquarters in Smith Square, SW1, and Shared Services Facilities Manager Mark Hawes is always on the look-out for further efficiencies.

"We recently took delivery of Pitney Bowes DM925 and DM825 franking machines," said Mark. "As soon as we heard about the extra savings available with Cleanmail Advance we ordered the upgrade package with new print heads and blue ink.

"But meanwhile we are very pleased with the way the new equipment is working. We chose these machines for a number of reasons, including their Weigh-on-the-Way and Dimension-on-the-Way capability. This means that no pre-sorting of envelopes is required and this significantly speeds up processing time.

"Both machines also have MeterNet™ which will allow us to attribute postal costs to different cost centres. This increased management reporting information will be very useful in helping to further control costs."

In addition to the new franking machines, Mark has also taken delivery of a Pitney Bowes DI950 folder inserting system with barcode scanning.

The driver for this purchase was to fold more mail down to the new Standard Letter size and save on postage costs, as Mark explains.

"We estimated that we could save thirty thousand pounds a year based on turning about 250,000 A4 items of up to eight pages into

C5 letter format. It now looks like we are going to exceed the projected cost savings and easily recoup our investment in year one.

"We are making very good use of the DI950 which can handle up to eight sheets and can fold items in half or z-fold them to fit into DL envelopes. The barcodes that control the number of sheets to be incorporated into each envelope, required a facilitated meeting between Pitney Bowes and Xerox technicians to determine the barcode composition."

Mark's team has found both the franking machines and folder inserting system easy to operate. "There was a very smooth transition and our staff had no problems with the new technology.

"Pitney Bowes had us up and operating very quickly, just as they promised."





ABOUT PITNEY BOWES

Pitney Bowes Inc. is a Fortune 500 company that provides integrated mail, messaging and document management solutions. With global revenues of \$4 billion and operating in more than 130 countries, Pitney Bowes has two million customers of all sizes who benefit from increased efficiency and effectiveness throughout their entire mailing process.

Pitney Bowes offers customised solutions to every customer: from entry-level franking machines for low volume mailers, right through to full production mail systems for the highest volume users, such as direct mail houses, financial institutions and public utilities.

PITNEY BOWES EAME (EUROPE, AFRICA, MIDDLE EAST)

Pitney Bowes currently employs 6,000 people across the EAME region with direct representation through 17 operating companies in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Norway, Portugal, Spain, Sweden, Switzerland, South Africa, The Netherlands, UK and dealer relationships in a further 37 markets.

MAIL FINISHING

Pitney Bowes provides mailing equipment for all sizes and all types of business - from the smallest sending fewer than ten pieces of mail each day, up to larger organisations that send several thousand pieces.

MAIL CREATION

Complementing the mailing equipment is a range of paper handling products and solutions, all of which increase the efficiency of the mailing process. This includes folders, inserters and addresser printers.

OFFICE DIRECT

Through its Office Direct division, Pitney Bowes caters for the small office/home office sector with mailing and financial products designed for the needs of the lower volume user.

DOCUMENT MESSAGING TECHNOLOGIES

The Pitney Bowes DMT division provides automated, high-speed, mail finishing hardware and software to high volume mailers (those processing over 100,000 mail pieces per month) and a choice of both paper based and electronic delivery.

OUTSOURCING AND BUSINESS SERVICES

Pitney Bowes Management Services provides organisations with a management company to implement the mailing and document handling operations on their behalf.

FINANCIAL SERVICES

Pitney Bowes Financial Solutions Europe offers flexible finance and leasing packages for customers to procure and maintain postage equipment and consumables.



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