



# CASE STUDY



## CUSTOMER PROFILE

- Maintains credit information on over 200 million consumers and 14 million businesses, as well as demographic data on most U.S. households
- Provides over 1.5 million annual bankcard statements; quarterly and year-end bankcard reports; and customized letters to retailers
- Generates seven to nine million individual credit reports of five to fifty pages each year

## Executive Summary

A leader in credit reporting and direct marketing, Experian maintains credit information on over 200 million consumers and 14 million businesses, as well as demographic data on most U.S. households. The organization provides address information for more than 20 billion promotional mail pieces to over 100 million households every year. Five production facilities occupy a combined one million square feet, and nearly two billion pieces of mail ship annually from Experian's mail processing centers.

To address the need for flexible and scalable document automation technology, Experian relied on the combined expertise of Pitney Bowes Software and Océ. The partnership pairs high-speed Océ digital printing with DOC1<sup>®</sup> composition software to create a manageable, productive document factory. *"We use DOC1<sup>®</sup> to produce Experian's personalized consumer credit reports,"* said Steve Mears, Experian's IT Director.

## Business Challenge

Experian needed to find a solution that would help it simplify a highly complex document production process. *"Without DOC1<sup>®</sup>, we would be faced with creating fixed length records and adding multiple programming steps to achieve the same results DOC1<sup>®</sup> provides more concisely,"* said Eileen Peschong, team manager of imaging programming. Among some of the challenges the company faced, prior to adopting DOC1<sup>®</sup>:

- Reduce data programming requirements—the DOC1<sup>®</sup> solution has alleviated the need to manufacture data before it goes into the document
- Gain flexibility in the document generation process to allow for the production of highly customized customer correspondence
- Simplify the overall document production workflow

*"With DOC1<sup>®</sup>, we can sort personalized data and print as we want...that lets us cut our programming requirements and greatly simplifies the process."*

Eileen Peschong  
Team Manager of  
Imaging Programming

## Solution

With the implementation of the DOC1® solution, Experian can compose and preview documents on the desktop prior to printing. The company is able to generate Advanced Function Printing (AFP) by unit testing the application fully before executing DOC1® on the mainframe. According to Steve Mears, Experian's IT Director, *"Experian also uses DOC1®'s post-production engine to handle specific finishing requirements such as Optical Mark Recognition reprints, outsourcing and other functions best performed after pages are composed."*

The DOC1® production engine runs under Windows, OS/400 and can generate multiple outputs. DOC1® generates AFP, which is sent to the Océ FlexServer systems. In addition to AFP, Océ handles a variety of other print data formats without conversion issues or rewriting of applications. The FlexServer system uses Océ PRISMA document management capabilities to route documents to the appropriate printers. Experian has nine Océ printers, ranging from PageStream 372 models to four 466 duplex units, and two DemandStream models for on demand output. *"The Océ FlexServer lets us transfer data from the offsite mainframe,"* explained Mears. *"We can bring print images in from the mainframe as soon as they are available, so we have them on site and ready when we need to print."*

## CASE STUDY

### TECHNOLOGY USED

- DOC1® for document composition
- Océ FlexServer for data transfer
- Océ Printers for on demand output

### Results and Benefits

Whether it's sensitive credit information or personalized direct mail, effectiveness depends on accuracy and quality. Océ and Pitney Bowes Software have brought together best-of-breed components that have helped Experian maintain the highest levels of performance on a daily basis.

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Eileen Peschong  
Team Manager of  
Imaging Programming

For more information call 800.327.8627 or visit us online: [www.pb.com/software](http://www.pb.com/software)

#### UNITED STATES

800.327.8627  
[pbsoftware.sales@pb.com](mailto:pbsoftware.sales@pb.com)

#### CANADA

800.268.3282  
[pbsoftware.canada.sales@pb.com](mailto:pbsoftware.canada.sales@pb.com)

#### EUROPE/UNITED KINGDOM

+44.800.840.0001  
[pbsoftware.emea@pb.com](mailto:pbsoftware.emea@pb.com)

#### ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255  
[pbsoftware.australia@pb.com](mailto:pbsoftware.australia@pb.com)  
[pbsoftware.singapore@pb.com](mailto:pbsoftware.singapore@pb.com)



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