P/I Wizard

Simplified creation of high-value customer communications

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Like many organisations, you're looking for more effective ways to improve the productivity of your mailstream. You want to streamline and simplify job preparation, especially as industry trends introduce a variety of new applications, technologies, and document types. And you also want to take advantage of new opportunities to add value to customer communications with digital colour, TransPromo and other document enhancements.

However, many organisations that have invested in core business applications and supporting systems need a better way to update and enhance new and existing legacy applications, to add targeted messages and inserts, add colour to black and white documents, address postal mandates and optimise quality assurance - without reprogramming the original business application.

Changing expectations Changing requirements

Today, business and customer communications have to be more targeted, relevant, and effective than ever. Advances in document composition tools, one-to-one marketing techniques and printer technologies are reshaping the way businesses communicate with customers.

Introducing P/I Wizard

Document development and job preparation made easy

P/I Wizard provides an intuitive, document-driven, browser-based interface that simplifies job preparation for a variety of complex applications, from digital colour to TransPromo and other value-added document enhancements. One of the key benefits of P/I Wizard is the way it streamlines job preparation, especially with the emergence of new applications, technologies and document types.

With the P/I Wizard software, you have the tools at your fingertips to improve operational productivity and efficiency with one workflow for many processes to simplify and accelerate the migration to digital colour, optimise processing integrity, enhance regulatory compliance processes and transform transactional documents into a powerful TransPromo documents - all without having to modify the host application and develop scripts.

Versatile functionality

❖ **Streamlined colour migration.** P/I Wizard document development capabilities are designed to streamline and accelerate colour migration, from adding highlight colour to monochrome black and white applications, replacing pre-printed offset shells with digitally printed documents and migrate monochrome black and white applications to plain paper digital colour printing.

❖ **Processing integrity and regulatory compliance.** Print-to-mail operations can apply barcodes, create piece-level tracking files and index print files for closed-loop reprint to optimise processing integrity and ensure regulatory compliance.
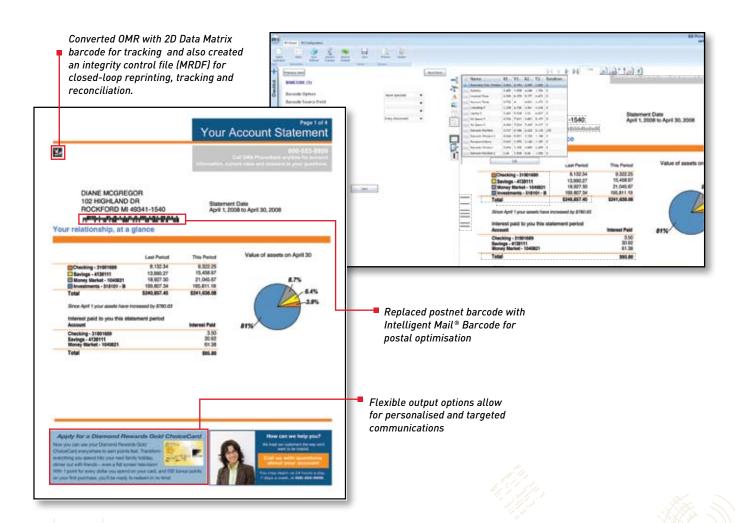
❖ **Developing high-value customer communications.** Users can easily create TransPromo documents by using pre-planned or remnant white space for targeted messaging. You can transform legacy statements and customer communications into more effective TransPromo documents - without changing or disrupting your document composition processes.

Suite of capabilities you need to add value to documents, accelerate productivity and improve integrity

The P/I Wizard is a suite of features and capabilities that accelerate job development and preparation, from barcode generation, integrity assurance and offset shell replacement to features that simplify the migration to digital colour and position you to capitalise on the TransPromo opportunity.

❖ **Barcode generation** - easily add a variety of barcodes to your mail pieces using an existing, print-ready application. Supported barcodes include: 3 of 9™ barcode, POSTNET™ barcode, 2D Data Matrix™ barcode, PDF417™ barcode and others.

❖ **Intelligent Mail® Barcode Generation** - take advantage of important cost benefits and services with simplified creation and management of the Intelligent Mail® Barcode.

❖ **Integrity solution** - use P/I Wizard in concert with previous barcode solutions to easily generate integrity control file (MRDF) to send to an inserter for closed-loop reprinting, tracking and reconciliation.

Converted OMR with 2D Data Matrix barcode for tracking and also created an integrity control file (MRDF) for closed-loop reprinting, tracking and reconciliation.

Replaced postnet barcode with Intelligent Mail® Barcode for postal optimisation

Flexible output options allow for personalised and targeted communications

❖ **Offset shell replacement** - eliminate the costs and time of warehousing and managing pre-printed colour forms by replacing them with digital colour forms. Achieve significant cost savings by eliminating the cost of updating, reprinting, inventory, storage and waste.

❖ **TransPromo solution** - add value to your documents and enrich customer relationships by including data-driven, targeted messages and content to create a personal dialog with customers. Dynamically include relevant text, images and even additional insert pages into print-ready applications.

Flexibility to meet your needs

The P/I Wizard provides an array of features and functionality to address your current document production challenges - whatever your platform, environment or functional requirements.

Use the P/I Wizard today to improve productivity and reduce costs. Use it tomorrow as the cornerstone of a total solution. Whatever your environment or requirements, Pitney Bowes has a solution.

Capture the power of Production Intelligence™

The P/I Wizard integrates with the Pitney Bowes Emtex Production Intelligence™ suite of solutions to link print and mail operations.

What is Production Intelligence?

It's a family of integrated solutions from Pitney Bowes Emtex Software that links print and mail to improve control and efficiency of document workflows across your enterprise. Production Intelligence is a modular, scaleable architecture that gathers data about every aspect of your print and mail operation and transforms it into actionable information. As a result, you have real-time access to critical performance indicators that help you make more informed business decisions -and improve the speed, productivity, and effectiveness of your operation.

Benefits of P/I Wizard

P/I Wizard leverages the expertise and proven solutions of Pitney Bowes Emtex Software, an industry leader in production print and mail, using readily available technology. With the P/I Wizard, you can simplify document development and preparation for a new era of customer communication. Imagine how the P/I Wizard can revitalise your business documents and transform your operation into an 'Intelligent' document production center with these benefits:

❖ Simplified method for implementing key value-added capabilities to documents

❖ Eliminate time-consuming tasks of manually creating scripts

❖ Accelerate application development

❖ Increase productivity and efficiency

❖ Managing a single workflow versus disparate workflow processes

❖ Complimentary solution to the Emtex VDE Editor

❖ Integration with the complete Production Intelligence family of solutions

Professional services

Pitney Bowes offers a variety of value-added services, from consulting to installation and system integration services. Contact your representative today to learn how we can help you engineer the flow of communication.

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