

Partnership helps spur business reinvention and defines a path for future growth

CUSTOMER PROFILE

Edipost

- Among the top ten direct marketing, transaction mail and desktop publishing companies in France
- Family-owned business serving Paris and the surrounding area since 1979
- Client industries include distribution, banking, insurance, agencies, government



Retooling for a changing market

Faced with market change, Edipost sought to set itself apart from its numerous competitors in the busy Paris metro area. A shift away from traditional volume mail models was forcing the company to diversify and expand its offerings. As a family-owned company offering flexible direct marketing services coupled with precision mail management and desktop publishing, Edipost wanted to ramp up production, reach new customers and become a key player in the marketplace. Seeking to reinvent itself and its business model, Edipost needed a partner to help launch this process and support it into the future.

Business challenge

Edipost enjoys an excellent reputation with its customers, but its multivendor print production environment was both a strength and a weakness. While operating multiple print engines has allowed the company to offer a range of services, Edipost wanted to partner with a provider that could offer thought leadership and would coordinate with existing vendors.

Edipost was looking for a new mail finishing system to replace an existing machine. The company wanted a solution that would address its need for multiple formats and new applications, and could be easily integrated with its existing equipment from Ricoh and Océ.

"What attracted us to the solutions proposed by Pitney Bowes is that we now have a close partnership that does not end with the purchase of a machine."

— Gilles Ganne, Sales Director

TECHNOLOGY USED

- Pitney Bowes Mailstream Evolution™ Inserting System offering multiple formats and the ability to expand easily as needs grow
- Parameters are automatically set as each job is loaded avoiding manual intervention; a barcode assures integrity of the finished piece
- Integrated PI OfficeMail software

"Pitney Bowes has exceeded our expectations with a very high level of technical support from really expert staff."

— Gilles Ganne, Sales Director

Solution

As a company looking to increase production, the prospect of integrating new equipment without losing momentum was a major challenge, and it was particularly important to choose a vendor that would not only manage the implementation of the new equipment, but assist with the company's development strategy. "The time had come for us to become more competitive with a complete service offering from a vendor that would partner with us," says Gilles Ganne, Sales Director.

While considering many options, Edipost already had a trusted relationship with Pitney Bowes. "They listened to our needs and helped us understand additional technical details that were not obvious to us," says Gilles Ganne. "They provided outstanding support throughout the process."

A visit to see the Mailstream Evolution™ Inserting System in action in real customer environments made it clear that Pitney Bowes was the partner that Edipost was seeking. Not only was the Pitney Bowes technology very sophisticated, the real value for Edipost is the cultural change that Pitney Bowes is helping the company achieve. "The proposal helped answer any questions," says Gilles Ganne. "Pitney Bowes is willing and able to help us with every phase of change management, integration, training and ongoing technical support. Their client care is top-notch."

With the new Mailstream Evolution — a highly flexible mail finishing system that can process a wide range of materials, including C4 flats, envelopes and booklets — the company will be able to increase

production. It can now offer multiple mailing formats to its customers, switching between them quickly and flexibly. The multi-format solution allows Edipost to target new niche markets while continuing to serve existing ones.

Benefits

With the Mailstream Evolution system up and running, Edipost is benefiting from comprehensive Pitney Bowes technical support, including installation, testing and deployment of the solution, as well as operator training for the Edipost team.

Gilles Ganne is pleased with how easily the new inserting solution was implemented and believes it will optimise day-to-day productivity, thanks to the Mailstream Evolution's easy set up. The solution will also allow Edipost to pursue new markets because it can now offer customers a large, multi-page format, giving the company a competitive edge. "It should have a real and direct effect on our economic model and business process," says Gilles Ganne.

Today, Edipost continues to reinvent itself with new equipment and operating processes. With Pitney Bowes collaborating on innovation with the Edipost team and the other providers, Gilles Ganne feels that Edipost is achieving its goal to grow market share by offering custom solutions paired with exemplary service and support. "We have far more than a high-performance equipment solution," says Gilles Ganne, "we have a collaborator. When our customers come to us with technical needs, we have a partner who can help us meet them."



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