



Customer Engagement
Production Intelligence

Maximize the power of your printstream.

P/I™ Output Enhancement

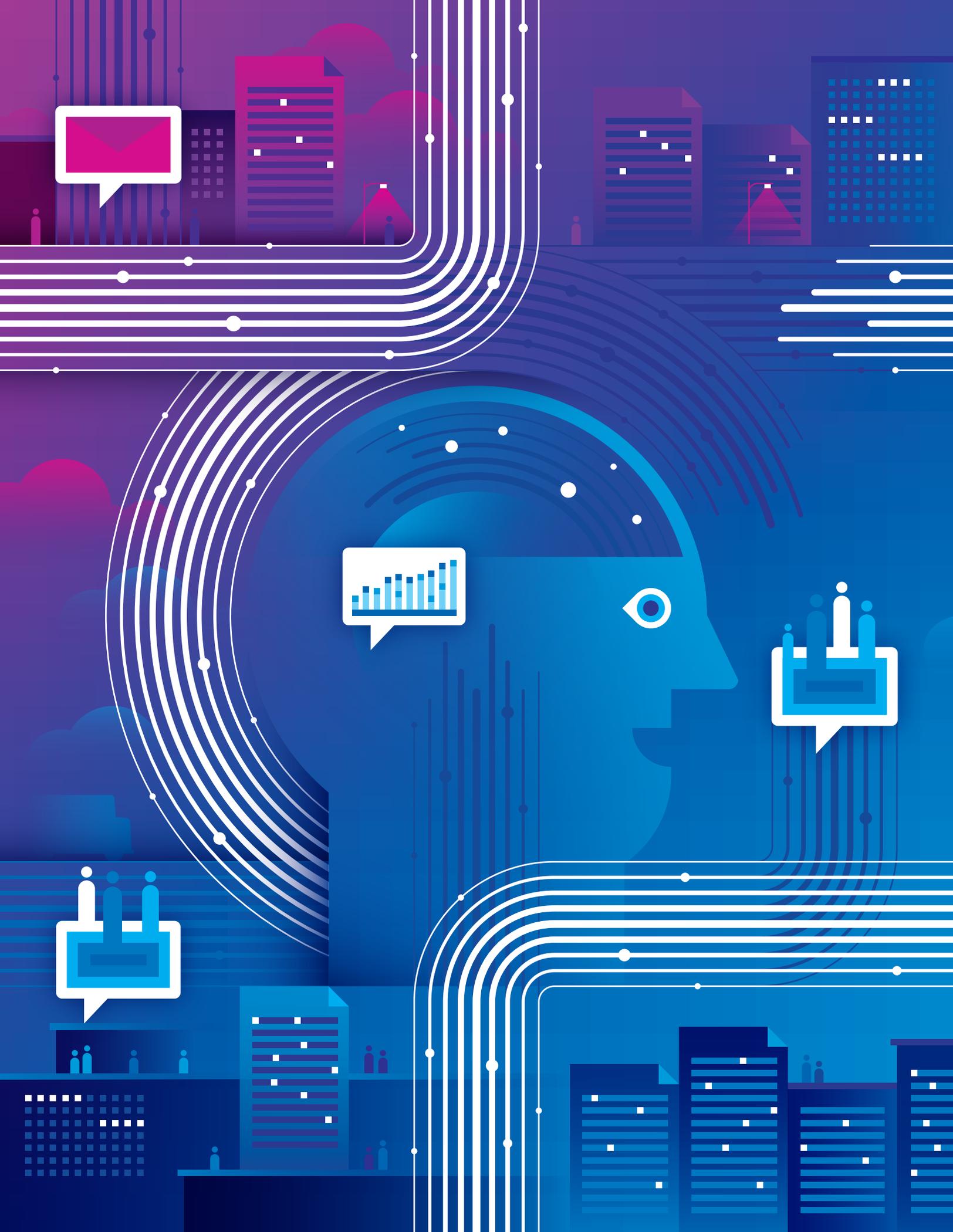


Technology
has reshaped
the way
businesses
communicate
with their
customers.

Advances in one-to-one marketing techniques, document composition tools and printer technology have led to documents that are now more targeted and relevant.

That gives the opportunity for greatly enhanced document effectiveness.

Technology is playing a key role in optimizing document production, integrity and delivery. Enterprises constantly strive to reduce errors, lower operating costs, increase productivity and improve document presentation in a pursuit for greater operational efficiency. Even with all these technological advances, the reality is often very different.



The not-so-secret problem with Legacy applications.

Most large companies have invested millions in their core mission-critical business applications. Unfortunately, these legacy applications are now inadequate. They have likely become inflexible and unable to meet demands placed on them by today's business. Alarming, many modern applications also have these constraints.

Compounded by the fact these applications typically contain embedded business logic, standards and processing rules, this means that replacing or updating them becomes economically inviable.

Your content may be out of control.

For many large, independent mailroom operations and service bureaus offering document production outsourcing services, running an efficient, cost effective operation is vital to the health of your business. Many now offer added-value services such as full document integrity, alternative e-delivery (for email and web) and greater postal discounts. However, for mission critical documents, where they typically receive pre-formatted printstreams, the opportunity to add value is severely limited due to a lack of control over the content of the print application.

Faced with this reality, organizations need tools that enable them to meet their business requirements without deploying vast, expensive resources to modify existing applications. Ideally, many look for the ability to unobtrusively re-engineer the printstream itself, rather than having to alter the underlying legacy business applications.

The solution: P/I™ Output Enhancement.

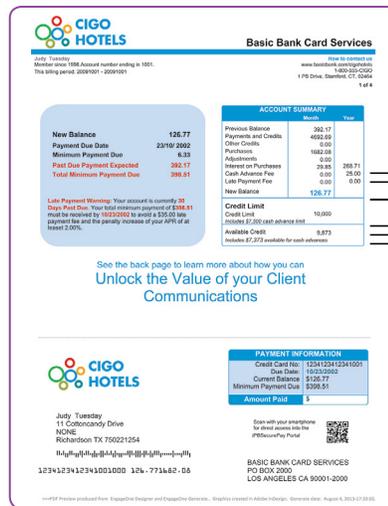
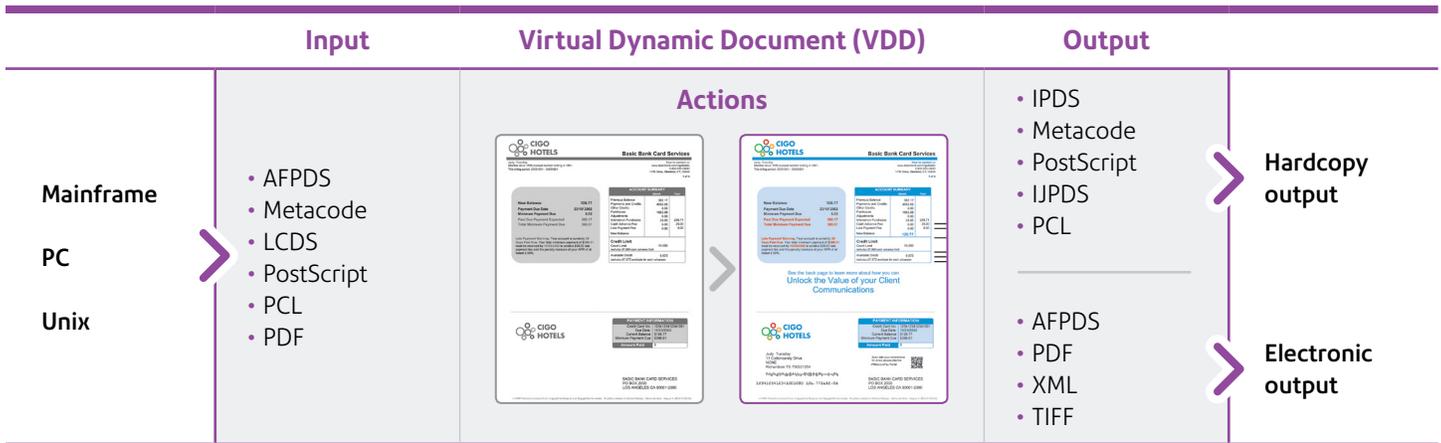
P/I Output Enhancement from Pitney Bowes is an extremely powerful printstream re-engineering software. It allows users to modify and enhance print-ready documents without the need to change the underlying business applications systems.

Drive your printstream with the P/I Output Enhancement engine.

The primary advantage of P/I Output Enhancement is the unique combination of a powerful transformation engine with advanced search and replace functionality. The P/I Output Manager transform engine converts all the common PDLs into our Virtual Dynamic Document (VDD). That enables complete control over the entire document by understanding the relationship between pages and

the information on them, independent of both the input and output printstream formats and resolution. While in the VDD format, P/I Output Enhancement performs a set of ACTIONS to modify or enhance the document according to a pre-defined P/I Output Enhancement script. Scripts, written against the business rules, are developed using the P/I Output Enhancement Development Graphical User Interface.

P/I Output Enhancement can process almost any printstream, modify and enhance it. It can then output to an entirely different printstream and/or electronic format (PDF or XML). P/I Output Enhancement Actions are performed in real-time. That enables fast and simultaneous input and output processing.



Post P/I™ Output Enhancement changes

- Colorizing text and images
- Address sorting and cleansing
- Adding Barcodes / OMR's
- Inserting Marketing Messages
- Currency Conversion

Business applications: Streamline your business operation.

P/I Output Enhancement allows you to streamline your business operation by enhancing the effectiveness of your existing customer facing documents as well as the efficiency of your document production. With the power of P/I Output Enhancement, you can:

- Correct and enhance legacy printstreams without the need to change the underlying business application systems.
- Replace pre-printed stationary by adding required electronic forms on the fly.
- Revitalize existing black and white documents into color for output to the latest color printers.
- Generate electronic document delivery for archive (AFPDS, PDF, TIFF) or for web presentment (PDF, XML).
- Perform sorting and address cleansing operations enabling you to maximize postal discounts.
- Consolidate mail pieces by merging multiple inputs sources into a single envelope. That saves mailing costs and increases customer satisfaction.
- Job splitting to balance workload over several printers.
- Conditionally switch output sources to deliver documents dynamically to the required PDLs for printers, PDF for email or XML for ecommerce applications.
- Add, modify or delete barcodes and OMR marks to control inserters, envelope machines and integrity systems. You can even dynamically change complete finishing lines, thereby optimizing your existing finishing assets.
- Document indexing to meet ADF requirements (i.e. manual or automated reprints and mail piece tracking).
- Conditionally add and personalize electronic inserts. That eliminates pre-printed inserts and associated costs. Plus, you can reap the benefits of one-to-one marketing.



With P/I™ Output Enhancement,
your IT resources can be freed
from modifying business
applications.

Take control of your printstream with P/I.

P/I™ Output Enhancement can revitalize your business documents and transform your existing print facility into a state of the art 'Intelligent' document production center that:

- Maximizes asset utilization through optimal use of printers and finishing equipment.
- Increases the productivity, document integrity and operational efficiency of your document production sites.

- Reduces postal cost through pre-sorting and consolidation of mailings.
- Lengthens the life of your legacy applications and avoids expensive reprogramming.
- Shortens your time to market plans by enhancing documents faster, just prior to document production.
- Unlocks your creative marketing strategies for one-to-one customer communications.
- Extends the reach and value of your business documents through exploiting XML for ecommerce

With P/I Output Enhancement, your IT resources can be freed from modifying business applications in order to enhance their effectiveness and improve their operational efficiency.

The result: the extension of the life of your legacy applications.

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