

A well-executed disaster recovery kept Summit Direct without interruption.

Client profile

- High-volume mail production company, handling both Standard Mail® and First-Class Mail® for some of the nation's largest insurance, non-profit, financial services, retail, publishing and direct marketing companies.
- Processes nearly 1,000,000 pieces of mail daily.
- Known for their flexibility and commitment to turnaround times.
- Five-day-a-week, two-shift operation.
- Can increase production to 24/7 in order to produce and personalize up to 2,000,000 pieces per day.

Overview

When a fire destroyed the Pitney Bowes mail presort facility in Dallas, TX, Summit Direct Mail's reputation was on the line. Any disruption in service would be a catastrophe for their high-volume mail customers. Pitney Bowes was back online in a matter of hours and Summit Direct Mail's clients enjoyed uninterrupted service.

Pitney Bowes overcame this disaster thanks to the immediate implementation of a well-documented and rehearsed Business Continuity Plan. After first ensuring employee safety, Pitney Bowes moved mail to a pre-determined alternate facility. The USPS was notified, customers were contacted and Pitney Bowes trucks made scheduled pick-ups that day. Pitney Bowes Presort Services kept Summit Direct Mail informed every step of the way.

Business challenge

Summit Direct Mail is a high-volume direct mail production company. Their success depends on their ability to deliver reliable service, value-added savings and expert handling of both Standard Mail and First-Class Mail.

“By reacting the way they did, Pitney Bowes made us look stronger to our customers. Their prompt action demonstrated that we chose an excellent partner to commingle our client's mail.”

— John Barber, President,
Summit Direct

Technology used

Pitney Bowes Presort Services

“By reacting and implementing their business continuity plan immediately, they kept our clients happy. We didn’t lose any customers.”

—John Barber, President,
Summit Direct

Solution/benefits/results

Summit Direct Mail didn't miss a single day of productivity when the Pitney Bowes facility was destroyed in a fire.

Pitney Bowes demonstrated a commitment to best practices in Business Continuity Planning. Years before disaster struck the Dallas facility, the company developed a formal plan—one that had been updated and tested just months before the fire. Detailed work flows, task lists, network configurations, technology specs and communications plans for both employees and customers were in place, including the most recent employee and customer contact lists which streamlined communication efforts.

Within hours of the fire, local executives followed protocols outlined in the Business Continuity Plan. Corporate executives took on responsibilities as outlined in the plan. Pitney Bowes established a “war room” at a nearby hotel with communications links between those on-site and corporate headquarters. All customers were contacted and given direct line access to their service rep, a key component to providing accurate information and forging ongoing, trusted relationships.

Pitney Bowes’ forthright communications reassured Barber. “Even though they’re dealing with this catastrophe behind the scenes, they’re meeting their timelines and that’s important to me.”

By the morning after the fire, a fleet of trucks was inspected and approved for operations. A Pitney Bowes facility one mile away was transformed from a Standard Mail® operation to a First-Class Mail® operation. Within 24 hours, teams began to identify temporary space. New equipment, servers and technology were being ordered and en route. Preliminary assessments were underway to determine what was lost in the fire, to help gauge the insurance impact for Pitney Bowes and its customers.

Immediate and ongoing lines of communication were established between Pitney Bowes and Summit Direct Mail. In fact, Summit Direct Mail received situation updates daily. Recovery efforts did not cease in the weeks after the fire. Communications updates were ongoing, as Pitney Bowes helped customers sort through the after-effects, including assisting clients on insurance claims processing.

“Whenever things go sideways, how you recover and how you deal with it is what you need to evaluate” summarizes Barber. “Pitney Bowes is very important to the overall success of what we do.”



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