pitney bowes

Maintaining compliance, managing risk

How Pitney Bowes clients are achieving positive business outcomes.

Introduction

Compliance. It's no longer an option.
It's an opportunity.

Compliance isn't just a concern for big companies and it's not just about outside regulations; your print and mail operation also needs to comply with audit requests and customer SLAs. And if your customers include highly regulated industries such as banking, government, healthcare and insurance, compliance issues can cripple your business if you aren't prepared.

Many Pitney Bowes clients are meeting these challenges head-on by harnessing the specialized compliance features built into intelligent print and mail processing systems from Pitney Bowes. Our cost-effective solutions geared to midsize providers make audits easier thanks to integrated process integrity, monitoring and reporting features. Plus, they offer the flexibility to take on a variety of job types, each with unique compliance requirements, without sacrificing productivity or precision.

Over 30% of businesses surveyed stated security and compliance as a top priority for their critical communications in the coming year.[1]

*Can you provide **proof?***

Of content: The content in each mail piece is accurate and compliant.

Of production: Each mail piece is accurately compiled, addressed and produced.

Of induction: Each mail piece was mailed at the right time, to the right place.

Mistakes are not an option

When it comes to compliance, you risk losing your customers' business if you lack the capabilities they require. Each industry and region across the globe has its own set of regulations and compliance issues. And with those come fines, some of which can be hefty.

For example, a consumer receives their monthly health insurance statement, only to find someone else's name on it. That might seem like a small mix-up, but it poses a security risk to the consumer. Plus, if your company produced that statement, it is at risk for a serious compliance violation.

If you serve customers in highly regulated industries, the onus is on you. If you can't manage risk and compliance effectively in critical areas — operations, sensitive data protection, regulatory mandate compliance — then the greatest risks will be to your reputation and bottom line.

$6.8 million

Fine for HIPAA breach, for incorrectly printing HIPAA-protected information.[2]

Rene Felder
CEO, B-Source Outline AG

Rene Felder, CEO of Avaloq Outline, shares his insight into maintaining compliance in the zero-defect world of private Swiss banking.

"We can say with confidence that our clients are getting the benefit of the highest-integrity, error-free mailing the marketplace can provide."

**—Jill Pedan, Business Development Manager,
L & D Mail Masters**

Technology used: Pitney Bowes Epic® inserting solution

Customer audits and SLAs

Your customers drive compliance, and when regulations increase, customer-driven audits and assessments increase too. What's more, to ensure contractual SLAs are being met or exceeded, the speed of processing is also an important factor. So there's no time for errors and rework.

The good news is that intelligent, integrated print and mail systems not only streamline regulatory compliance and make audits less onerous, they do so without sacrificing productivity and efficiency so you can focus on important business goals.

"With Pitney Bowes, I can count on an exceptional level of trackability and granular status information that I can confidently share with clients."

—Henry Perez, Chief Operations Officer, Financial Statement Services, Inc.

Technology used: Pitney Bowes Presort Services, Epic® inserting solution

Sensitive information needs special treatment

FSSI specializes in the printing and mailing of financial statements, healthcare documents and other sensitive information, so knowing exactly when each piece is delivered is critical. Compliance, time-to-revenue and customer satisfaction are all concerns. Seeking to gain a tightly controlled and highly efficient mail piece tracking process, FSSI partnered with Pitney Bowes Presort Services to assure compliance with regulatory requirements for mail preparation and delivery.

Needing to accommodate the demands of a growing clientele, FSSI upgraded its environment with the Epic inserting solution from Pitney Bowes. As a result, the company has been able to reduce downtime between jobs, save money in reduced staffing, and process mail at a higher rate of accuracy and efficiency. Thanks to the Epic inserter's file-based processing support, every page of every mail piece can be tracked from start to finish, providing the extra level of integrity FSSI's heavily regulated clients require. Today, the operator can send up to 25 million pieces of sensitive mail each month with assurances of compliance and security.

FSSI
Document Outsourcing Specialists

50 times a year

That's how often some midsize print and mail providers are audited by customers.

Create a culture of compliance

Start simply, by addressing risk in a proactive way. The goal is to reduce risk as much as possible while being prepared for when something goes wrong.

For example, while print streams and mailing operations include information that might attract hackers, the majority of breaches are caused by simple human error. In fact, manual processes are rife with human error. And the more variables, the more risk: merging jobs together, lack of security controls, use of preprinted shells, rework…

which lead to delays and unhappy customers. Although you strive for 100 percent accuracy, at some point there is going to be an error. How do you address it before job completion or even before it occurs?

It all comes down to process integrity. By reducing the number of hands and handoffs that touch each individual mail piece, and the number of software platforms that track it, you go a long way to reducing error.

4%
That's the amount of US mail that fails to reach its destination each year.[3]

"Making sure that the chain of custody isn't broken and that you can verify it if you are audited is becoming a must-do. At a minimum, a service provider needs to be able to demonstrate what happened to a mail piece at every step of the process, from print to finishing to when it left their custody.

While compliance technology may seem like a big investment up front, it protects you if there's an issue and is typically much less costly in the long term. The expense of defending yourself and implementing a one-time process change when you get audited can cripple your business. When you can easily prove that you did it right, audits are a lot more efficient, less costly and less disruptive to your workflow."

—John Kline, VP Solutions Engineering and Professional Services, Pitney Bowes

Create a compliance culture by addressing risk through:

Process

People

Technology

Governance

Clarity for security-conscious industries

For mail service providers serving clients in healthcare, insurance and finance, catching potential problems before the damage is done is important. Pitney Bowes clients are gaining a competitive advantage through Clarity™ predictive technology, which can prevent machine downtime or errors that might affect compliance.

For example, one client was experiencing a high number of outsorts due to poor mail piece integrity and duplication. The client avoided a compliance risk and associated penalties when Clarity identified an upstream printer backspacing issue that would not have been spotted by an operator during a mail run. What's more, with Clarity Advisor, this client benefits from preventive maintenance that ensures the machine always provides peak performance so SLAs aren't missed.

"Pitney Bowes Presort offers the precise, accurate in-home delivery that is critical to the profitability of our customers."

— Vice President and General Manager, Print Provider

Technology used: Pitney Bowes Presort Services

The steps to process integrity

By automating your workflow with tightly integrated end-to-end solutions you can minimize risky variables, allowing you to streamline the compliance process, meet customer SLAs and create an audit trail. Process integrity provides the ability to track a mail piece from printing through inserting, sorting and on into the postal system while ensuring virtually zero errors.

Beware of bolt-ons

Bolt-on solutions are pieces of equipment quickly attached to an existing operation. Because they aren't cleanly integrated, they require your staff to step outside daily workflows and deal with numerous handoffs, processes and approvals to satisfy compliance controls. That poses an increased risk in your mail operations, not to mention a loss of speed. *Remember: The more hands and machines, the more room for error.*

Integrated solutions are designed to **work together seamlessly:**

- Consistent data cleansing ensures a quality source list.

- A smart digital printing system addresses data integrity at each stage of production.

- An intelligent inserting system with file-based processing provides process verification, eliminates human error and ensures that the right piece of mail is in the right envelope.

- End-to-end piece-level tracking and process quality monitoring improve mail flow integrity, security and compliance.

"Our clients expect everything to be 100 percent right 24 hours of every day, and we can rely on Pitney Bowes to help us deliver that."

—David Herridge, Managing Director, Communisis

Pitney Bowes Mailstream Productivity Series and Mailstream Evolution™ inserting systems

Ensuring compliance at high speeds

Communisis, a leading UK provider of transactional and regulatory customer communications, won a major outsourcing deal with a top retail bank, demanding the highest levels of integrity and creating a host of new requirements. After consolidating the bank's several transactional mail production facilities under one roof, a change in scope meant a larger print volume than originally forecast, requiring double the hourly output while maintaining daily SLAs with zero errors.

Working with Pitney Bowes Solutions Engineering and Delivery and highly skilled Global Services engineers helped uncover areas for process improvement, including a cultural shift to promote motivation and reward success among operators. Productivity improvements have been impressive, with the goal met and exceeded without sacrificing accuracy. Pitney Bowes® inserters and software help ensure the integrity and security of every mail piece and the compliance of communications with strict regulatory requirements.

With a long-held reputation for quality and precision, Pitney Bowes solutions offer integrated, specialized features that help facilitate compliance and reduce risk, along with the flexibility to address new compliance mandates as they are announced.

- **File-based processing**
  invented by Pitney Bowes

- **Intelligent printing**
  powered by Pitney Bowes software

- **Duplex verification**

- **Closed-face envelope printing**

- **Automatic resynchronization and reprint**

- **Mail chain of custody**

- **Proof of mail**

Integrated, automated solutions help you deliver the:

Right mail piece to the ➔ **Right person** at the ➔ **Right time**
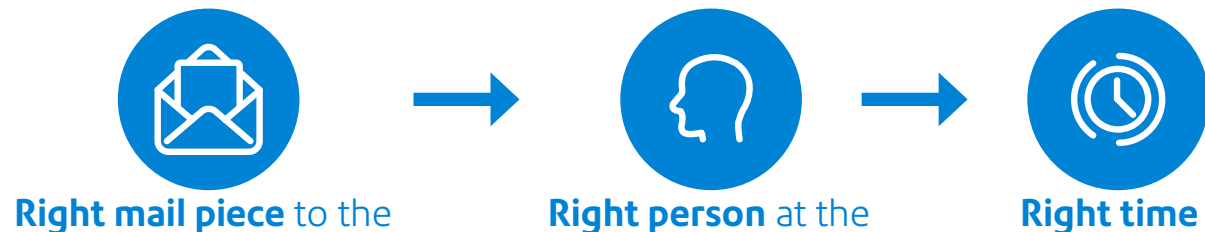
Turn challenge into opportunity

Managing compliance doesn't have to be a burden on revenue and productivity. It can also be a growth driver. By embracing technology solutions that provide customers with proven compliance capabilities or by specializing in industry compliance expertise, you can build business and even attract new customer sets. And with the ability to handle larger volumes faster, you can take on customers with bigger projects.

More than 21 percent of businesses recently surveyed by InfoTrends are considering outsourcing their critical communication

printing to an external provider to gain better security and compliance protocols.[4] Offering customers proven compliance capabilities such as those enabled by Pitney Bowes technology continues to be a major selling point with banks, credit unions, utilities and healthcare companies.

Your business takes pride in the high quality of service you offer your customers. If you aim for fast turnaround and high accuracy, then you cannot choose to ignore issues of risk and compliance.

"Compliance is key for a lot of our customers. The capability that we have with the Epic to deliver at 100 percent is huge."

—Mark Pageau, VP of Sales, Darwill

Technology used: Pitney Bowes Epic inserting solution, Print+ Messenger™ Color Inkjet System

Building business by focusing on compliance

In 2013, with new regulations hitting the financial sector, L&D Mail Masters saw an opportunity. It made a capital investment in equipment and education on the laws impacting the industry. Manual integrity processes were replaced with file-based, automated mail piece verification. By streamlining workflow and providing the highest degree of integrity, L&D was able to win new customers within the financial sector and provide a higher level of service to existing customers. The solution included moving from cut sheet processing to continuous form, and harnessing the flexibility of the Epic® inserter. L&D's heavily regulated customers appreciate the extra level of integrity provided by the machine's file-based processing support, which facilitates tracking of every mail piece from start to finish.

L & D Mail Masters

"Your print output feeds into your inserter. If your printer doesn't have sufficient resolution or has a quality defect, you could cut off an account number or barcode. Now your inserter can't read the barcode, so a mail piece might end up in the wrong envelope. That's a compliance risk."

—Kevin Marks, VP Global Production Print, Pitney Bowes

Cost-effective solutions for midsize providers

Integrated compliance features aren't just for big companies. Pitney Bowes has a range of solutions crafted with midsize print and mail operations in mind.

AcceleJet® printing and finishing system: A simple, cost-effective way to gain the advantages of 100-percent variable data printing and high-quality inkjet color.

Pulse™ inserting system: A remarkably flexible platform with file-based tracking that enables automation of the small job runs you would typically process manually, reducing the risk of error and boosting integrity.

Epic® Select inserting system: Gain the same benefits offered by the Epic® inserter in a simpler platform that can grow as your business grows.

Pitney Bowes® Certified Refurbished inserters: Enjoy the same compliance functionality and warranty as new equipment at significant savings.

Rival™ Productivity Series inserting system: Enjoy performance and flexibility in a smaller footprint with compliance options that include file-based processing and closed-face envelope printing.

Clients manage risk and compliance with help from Pitney Bowes

Client and solution	Challenge	Benefit
Avaloq Outline • Mailstream Productivity Series • Mailstream Evolution™ inserting system • Print+ Messenger™ Color Inkjet System	The company experienced high costs, complex logistics and inefficiency in its production environment while also facing more stringent security requirements in the financial services industry along with zero tolerance for errors.	• Won new business with private Swiss banks requiring the strictest privacy requirements • Is equipped to handle new compliance mandates as they are announced • Increased efficiency by approximately 200% • Reduced operating costs substantially, saving customers up to 300%
Change Healthcare • IntelliJet® 30 Printing System • Production Intelligence® solution • Mailstream Productivity Series	To maintain industry-leading status and HIPAA privacy requirements, the company has to continually improve services, including production of customer statements, which was a cumbersome, costly multistep process that did not serve customers well.	• Gained a real-time, end-to-end view of each mail piece, ensuring integrity • Improved accuracy with tracking of each statement page • Improved operational efficiency by 15% and reduced costs
Fedopress • IntelliJet 20 Printing System • Print+ Messenger color inkjet system • Mailstream Productivity Series	Tasked to efficiently create up to 30 million secure tax documents and government communications per year in three languages — Flemish, French and German.	• Gained the flexibility to print multi-language versions of several documents in one run • Increased compliance and data security by ensuring each mail piece is addressed correctly • Reduced cost per mail piece by .20€ with integrated solution
Print Provider • Presort Services • IntelliVIEW®	With customers that demanded delivery on time, within a certain timeframe and to the right person, the print provider needed to find a more reliable, predictable business model for its mailing services.	• Gained end-to-end process visibility and tracking • Delegated need to manage complex USPS regulations to Pitney Bowes • Can now offer the precise, accurate, in-home delivery critical to customer profitability

"Pitney Bowes is the only company today that can help us fulfill our compliance requirements. The solution provides an unmatched level of security. We need to prove to clients that we can comply, and now we can offer them an absolute assurance of security."

**—Rene Felder, CEO,
Avaloq Outline**

Pitney Bowes Mailstream Productivity Series and Mailstream Evolution inserting systems
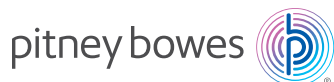
How Pitney Bowes can help

When it comes to risk and compliance, Pitney Bowes has taken a long-term view. We've designed our equipment and solutions not only with accuracy and precision, but with compliance features built in. Our hardware and software can be flexibly retooled to keep pace with compliance mandates as they evolve over time. What's more, our solutions are designed to help reduce overall costs and won't compromise speed and productivity across your entire print and mail process.

Learn more about managing risk and maintaining compliance with Pitney Bowes solutions crafted for midsize providers:

- AcceleJet™ and IntelliJet® printing systems
- Pulse™ inserting system
- Rival™ Productivity Series inserting system
- Epic® and Epic® Select inserting solutions
- Clarity™ solutions

- Presort Services
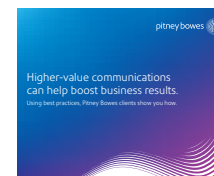- DFWorks® solutions and MAIL360™ solution
- Watch our client videos

You might also be interested in:

E-book: Achieve operational excellence with intelligent print and mail

E-book: Higher-value communications can help boost business results

White paper: Success by design

Technology roadmap: Take the road to world class

For more information, visit us online: pitneybowes.com

[1] InfoTrends, *Annual State of the Transactional Communications Market Survey,* September 2016.
[2] http://www.hipaajournal.com/triple-s-salud-hit-record 6-8-million-fine-hipaa-breach/
[3] USPS, *UAA Mail Study Rollup,* 1998-2015.
[4] InfoTrends, *Annual State of the Transactional Communications Market Survey,* September 2016.

pitney bowes