



Case Study...
Archiving



The Autocall Telecoms application generates and prints data-driven Telephone Billing Statements to a PostScript printer. The output is then archived to a database where pages can be retrieved, viewed and reprinted on demand.



telephone billing with electronic archiving

As the PostScript spool file is being generated, an index file is created simultaneously. Adobe Distiller waits for the completed spool file and distills it to PDF. The PostScript file is passed to the production printer and the PDF files are passed to Program Products' Panorama Archive system. Panorama can then be used to query, view, sort and reprint individual pages and documents from the print run.

The Basic Bill

If an account holder has more than one handset, PReS pre-processes the whole account to produce an Account Summary. This summary is followed by the individual Handset Summaries and/or Call Details Lists. The Call Details List is printed in two columns which are vertically balanced and borders are drawn around the columns.

Accompanying Letters

There is a runtime option to generate accompanying letters, targeted towards specific customers. In addition to standard introduction and validation sections, paragraphs and graphics may be selected depending on values of data fields. The content of the letter is composed in an MS Word document, each 'section' stored as an individual page. The letter may include variable, seamlessly merged paragraphs driven by the data content and

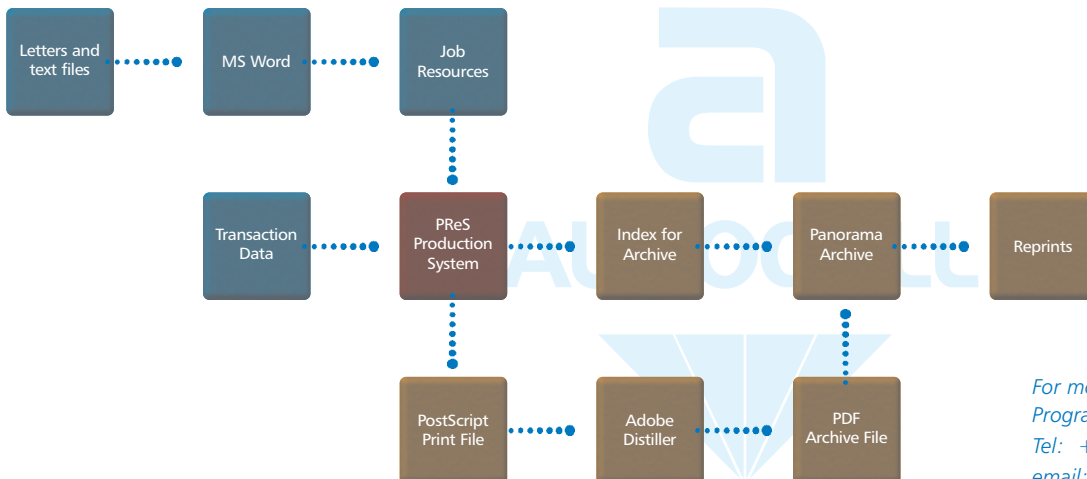
the logic. The document can be edited and submitted to production without ever needing to change the underlying PReS application. Sections are selected by user defined 'logic' held in a separate file.

Registered Office Details and Customer Notes

The 'Registered Office.doc' is a user defined MS Word document printed on the reverse page of each handset invoice. It can be created and amended by staff with no technical skills other than a basic working knowledge of MS Word. The document is then converted to PReS and incorporated into the main production print run.

White Space Management

White space in a bill is a wasted marketing opportunity. The Autocall system incorporates a facility to fill white space with promotional text and graphics – all composed using MS Word. When each invoice or call details page has been built, PReS measures the amount of available 'white space' remaining on the page. The promotional texts are examined to calculate which marketing message(s) will fill the space. Once printed, a promotional text will not be repeated within the same bill.



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