



Solutions...
Hybrid Mail

Desktop mailing system cuts costs and delivery times

The challenge

While many companies have outsourced the printing of their bills, statements and large direct marketing campaigns, there is typically a significant amount of mail generated on desktop PCs. This includes targeted marketing communications, customer correspondence and support letters that are printed on desktop printers and manually folded and inserted into envelopes. Some businesses report that the volume of this ad hoc, irregularly produced mail is as large as the number of bills and statements they contract out. However, in many businesses there are limited resources for the folding, inserting and enveloping of mail and the costs in staff time and printer consumables can be considerable.

Therefore, it would be ideal if these ad hoc mailings could be outsourced to a service bureau or centralised print production centre for production. However, typically these types of jobs are small volume, originate from different organisations and departments and have various formats that tend to be slow to print. Hence, they are frequently inefficient and expensive for large scale printing centres.

The solution for business mail generators

PrintSoft's new desktop mailing system slashes the costs involved with printing mail, dramatically shortens delivery times and significantly enhances corporate control of the entire mail process. Mailings are created on the desktop and then electronically submitted to a service bureau or centralised print production centre for production and insertion in the mailstream. PrintSoft's desktop mailing system eliminates local printing, folding and enveloping and delivers considerable reductions in cost. Users can send letters without leaving their desks!

Benefits for mail generators

- Reduced mail production time and costs
 - No more printing, folding, inserting or enveloping so you can spend more time on your business!
- Elimination of mail collection, sorting and submission costs
- Automatically receive postage discounts for standardised and pre-sorted mail
- Dramatically shorter delivery times
- Templates can be used to ensure corporate standards

The solution for print providers

PrintSoft's desktop mailing system provides a complete end-to-end hybrid mail system including desktop software for your customers to create documents through to a control engine that consolidates, sorts, routes, batches and manages print output in an efficient and hence profitable manner.

Benefits for print providers

- Create new markets with existing and new customers
- Strengthen relationships with customers, provide new services and increase revenue
- Ability to aggregate, sort, route and batch multiple jobs from numerous clients
- Enables you to offer value added processes such as:
 - Address validation, cleansing, sorting and barcoding
 - Segmenting the mail job to multiple print sites (distributed printing to minimise distribution costs, maximise delivery points and minimise delivery times)

CASE STUDY...

D&B (formerly known as Dun & Bradstreet) is the world's leading provider of business-to-business credit, marketing and purchasing information and receivables information services.

An important part of D&B Australasia's operation is an end-to-end collections service provided on behalf of its clients for current and past due accounts receivable. This function is carried out by D&B's Receivable Management Services (RMS) – an area that has been growing rapidly according to D&B's strategic operations manager, Chris Richardson.

Richardson has recently overseen the implementation and roll-out of Post eLetter, the Australia Post version of PrintSoft's desktop mailing system, which currently sees around 10,000 letters a day in Australia being electronically sent to Australia Post for printing, folding and mailing. Approximately 6,000 letters a day are handled by Australia Post in Sydney and sent to New Zealand for distribution by New Zealand Post.

The letters are part of RMS's collection service which enables customers to collect their overdue accounts and thus maximise their cashflow. "These are critical steps in the accounts receivable process" says Richardson.

Previously, mail was printed by D&B and sent to an independent company for folding and insertion into envelopes, then lodged with Post for mailing.

With Post eLetter, D&B sends an electronic file daily to Post. This file is automatically split into postcode groupings and sent to Post in each State or Territory for printing, folding, insertion into envelopes and lodgement. D&B as part of this overall solution can now also avail themselves of Post's bulk mail letter services, further reducing costs to this business process.

The benefits of using Post eLetter are already evident for D&B...

"We've reduced the internal resources needed to print letters and also reduced printing costs" says Richardson. "There's also a reduction in the time between the letter being printed and the debtor receiving it."

And, with the postage price per letter being fixed D&B finds it much easier to control costs.

Because D&B provides the service for external clients, the letters must be able to be printed on D&B letterhead or co-branded with client letterhead.

"Post eLetter provided the flexibility for us to set up templates with clients' logos and branding and also make changes to letter texts when needed" he says.

The implementation took three weeks. "It was much easier and quicker than we thought it would be" says Richardson.

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Over 70 companies used this PrintSoft service in 2004 to produce 10 million documents.

