



Is your ADF adding value today? Are you ready for tomorrow?

Don Dew

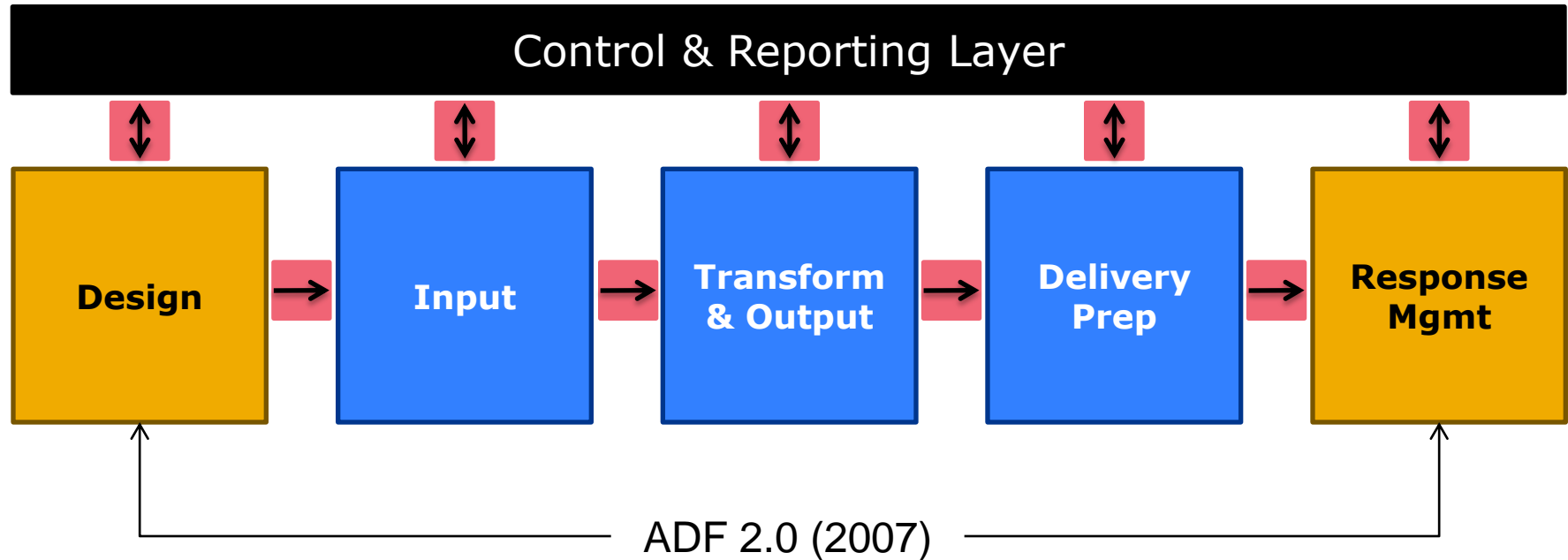
ADF Solutions Manager

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RICOH

CRITICAL VALUE OF INTEGRATION TODAY

The ADF architecture as defined by Gartner



- ADF is a framework
- Modules are tied together with interfaces
- ADF is an ideal state, always evolving

The ADF promise

Save money
(12-18 mo
ROI)

Connect silos

Operate more
efficiently

Demonstrate
integrity /
avoid penalties

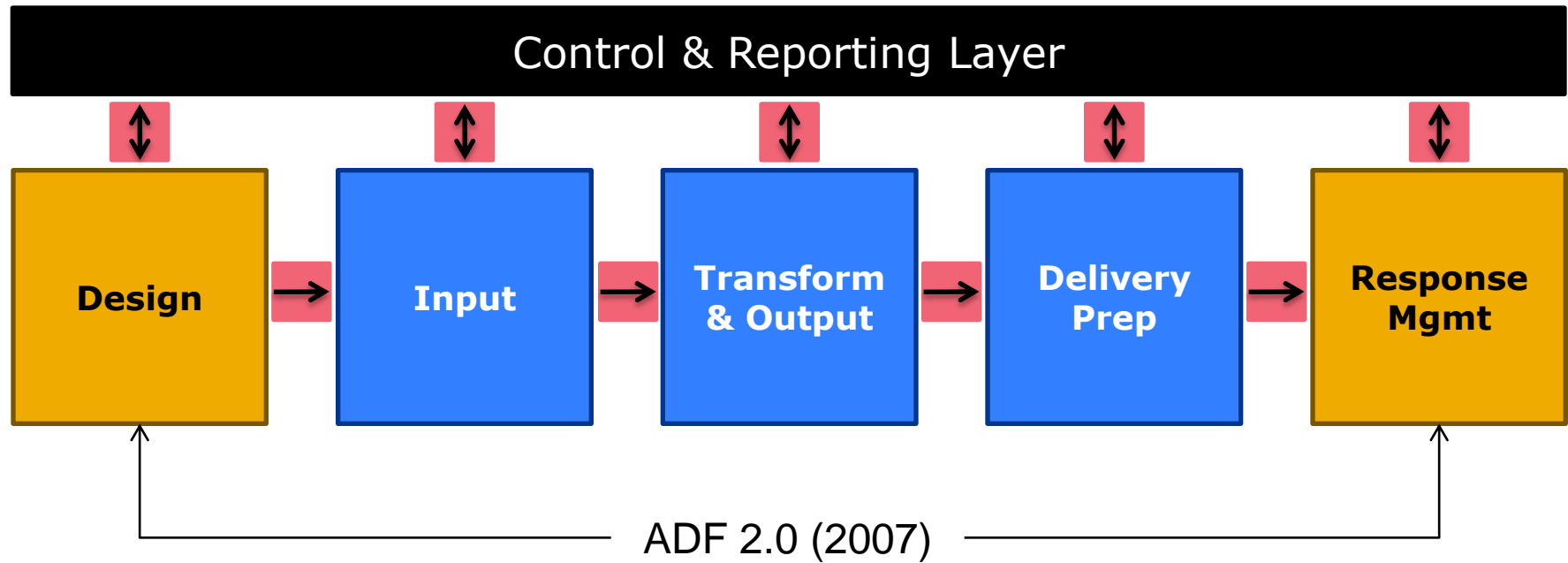
Execute
TransPromo

Automate
Reprints

Sales & marketing broke the promise

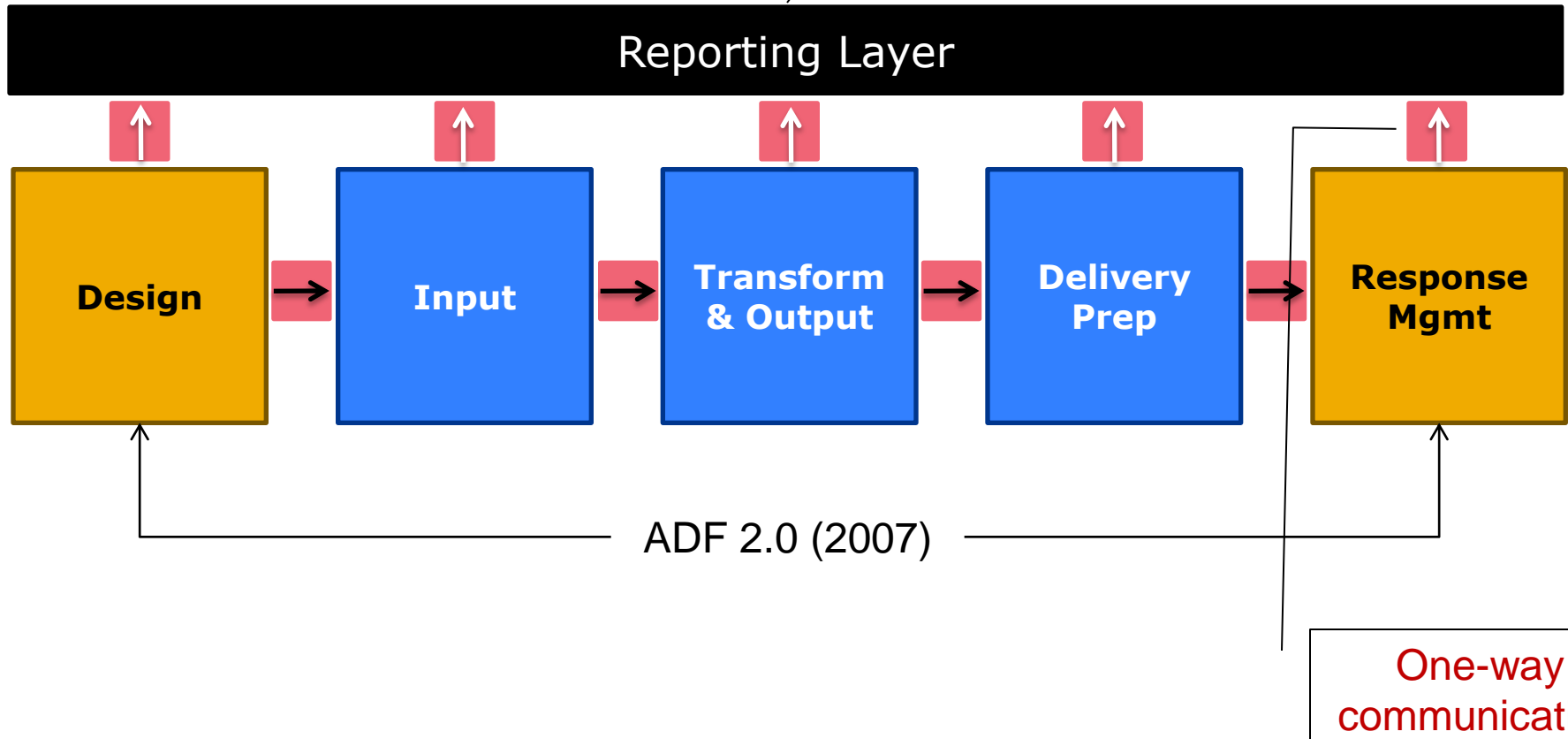
- Somehow ADF became a lot of things
 - synonymous with inserter integrity
 - whatever collection of software is in use, regardless of its level of connectivity or automation
- ADF's vision as a workflow utopia became discrete chunks of technology available from many vendors
 - In the market's defense, they sell technology that can be plugged into the ADF vision – but it is a limited subset

Most "ADF"s then went from this ideal state

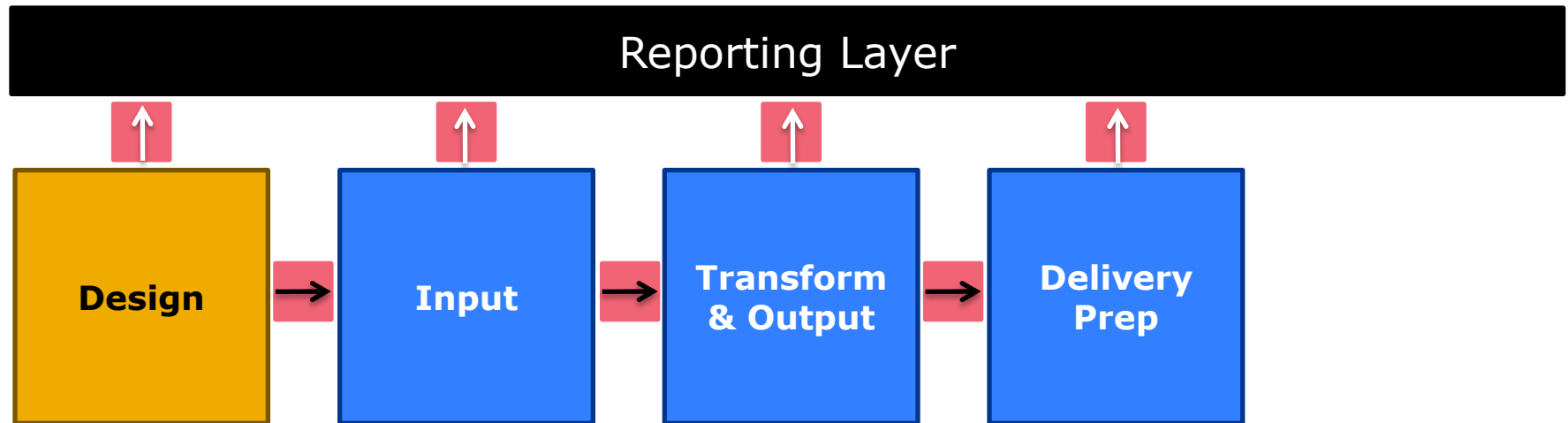


To something like this

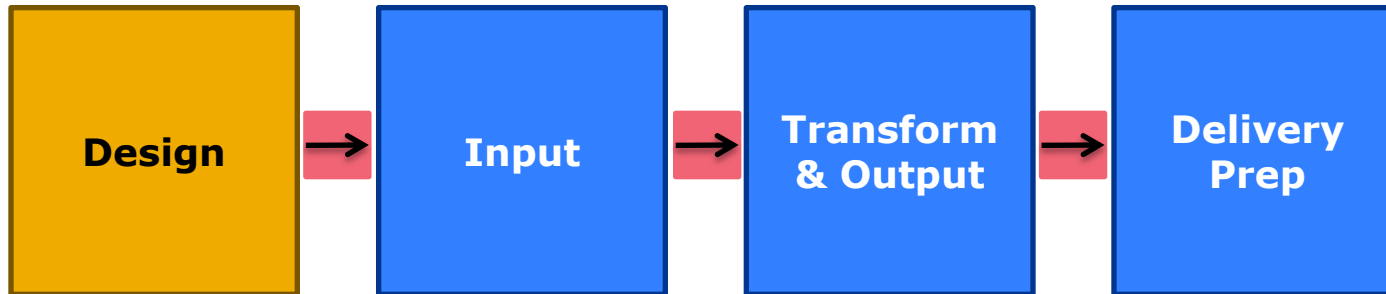
Originally "Control and Reporting" -- this is a big loss!



Or this



Or this

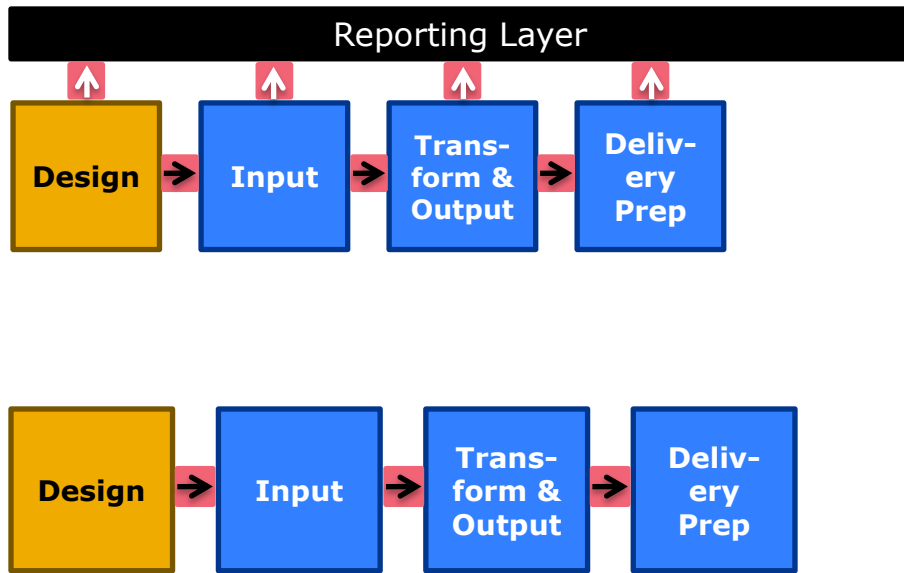


Why?

- Lack of understanding of the vision
- Vision was kept narrow to sell a piece of software
- Vision was tied to a piece of hardware
- Lack of budget
- Inability or failure to execute
- Lack of sponsorship for internal change
- Other

What does all this mean to the average
transactional mailer?

If your production workflow looks like this

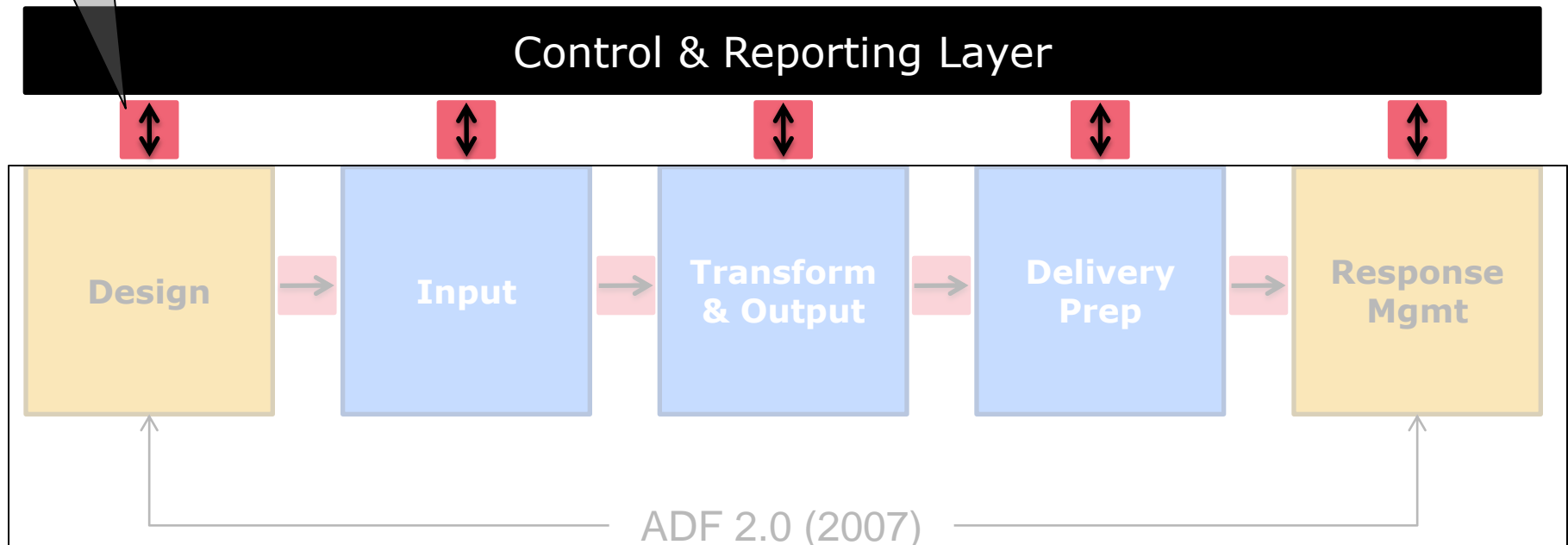


- Operations aren't as efficient
- You don't have a single point of control
- It is more difficult to add new work or technologies
- Harder to comply with audits

Then you are a target for outsourcing (or insourcing)

Integration is the key

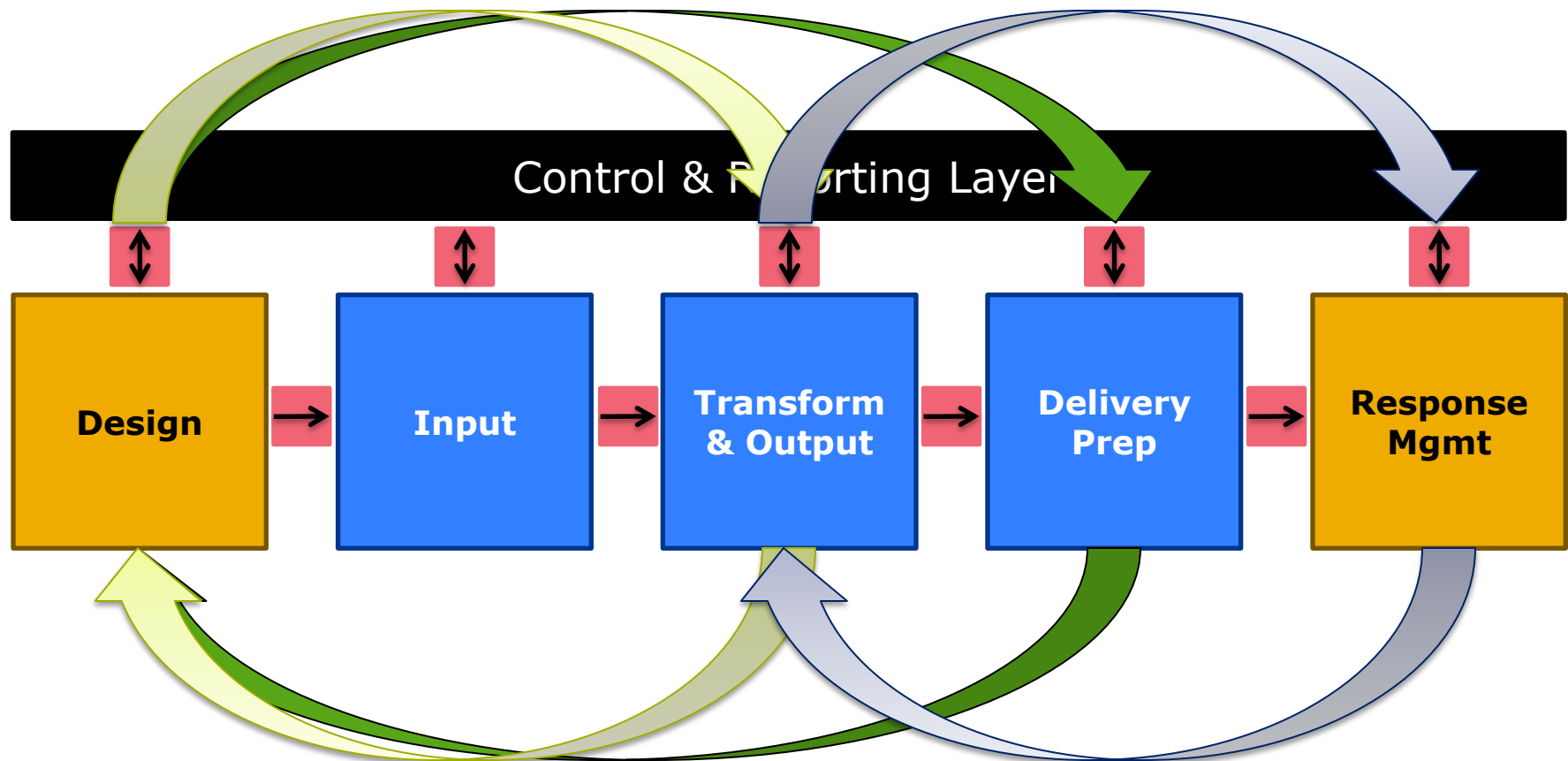
 **2-way connection = Control** *and* Reporting



Integration is the key



Functions are **not independent** of each other



Integration and its benefits

Integration Point	Benefits
End-to-end tracking with rolled up reporting	<ul style="list-style-type: none"> •Greater accountability •Less time (money) spent isolating source of problems
Workflow automation and rules enforcement; direct invocation	<ul style="list-style-type: none"> •Adherence to business process •Less operator intervention (which is costly and adds risk factors)
Insertion control file generation, reconciliation, reprint	<ul style="list-style-type: none"> •Less-to-no operator intervention •Less time to generate reprints •No time hunting for double-stuffs, etc. •Accountability and penalty avoidance
Data normalization and properties assignments, commingled datastreams	<ul style="list-style-type: none"> •Better process / equipment utilization •Better postal sorts / lower postage costs •Optimal SLA management
Postal sortation and net manifesting	<ul style="list-style-type: none"> •Optimal postal discounts •Sorter pass reduction or elimination •Mail the best, (pre)-sort the rest •IMB and response follow-up
Direct-to-archive	<ul style="list-style-type: none"> •Manual step/risk/time elimination
Multi-site management and failover	<ul style="list-style-type: none"> •Visibility and control reduce management time/expense •On-demand backup reduces exposure to penalties •Output closest to destination

Integration...

- Is organizationally challenging
 - Business transformation
 - IT architecture
 - Time consuming

- Depends on great project planning and communication

- Worth it!!
 - Minimize risk and exposure
 - Achieve Return On Investment*
 - Extracts maximum value from investments

*every business case is unique and contains many variables

Extracting maximum value

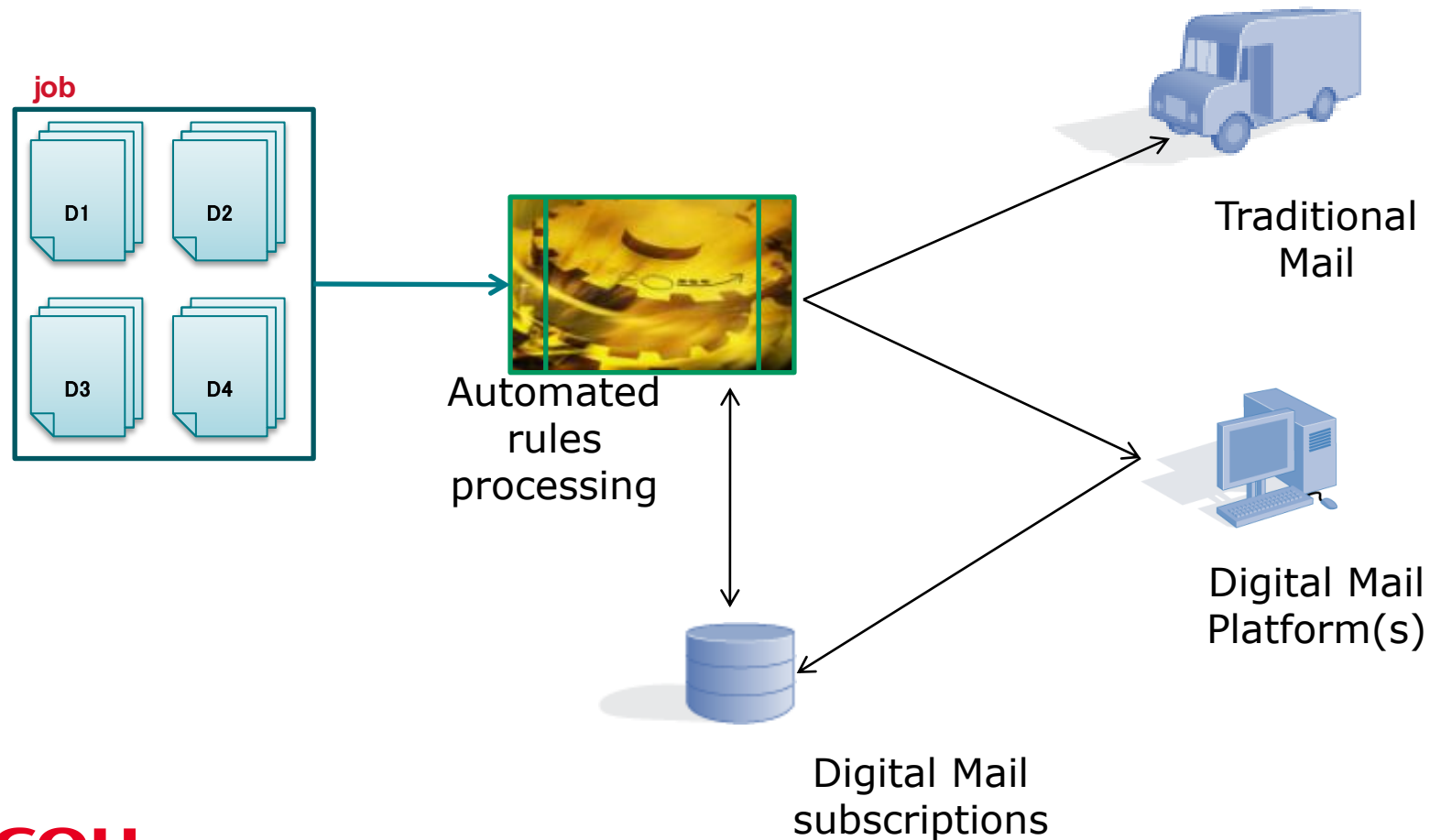
YOUR ADF TOMORROW

An integrated ADF has unique data capabilities

- Critical to enablement of:
 - Digital mailboxes
 - Self enveloping inserters
 - Multi-site / disaster recovery policies

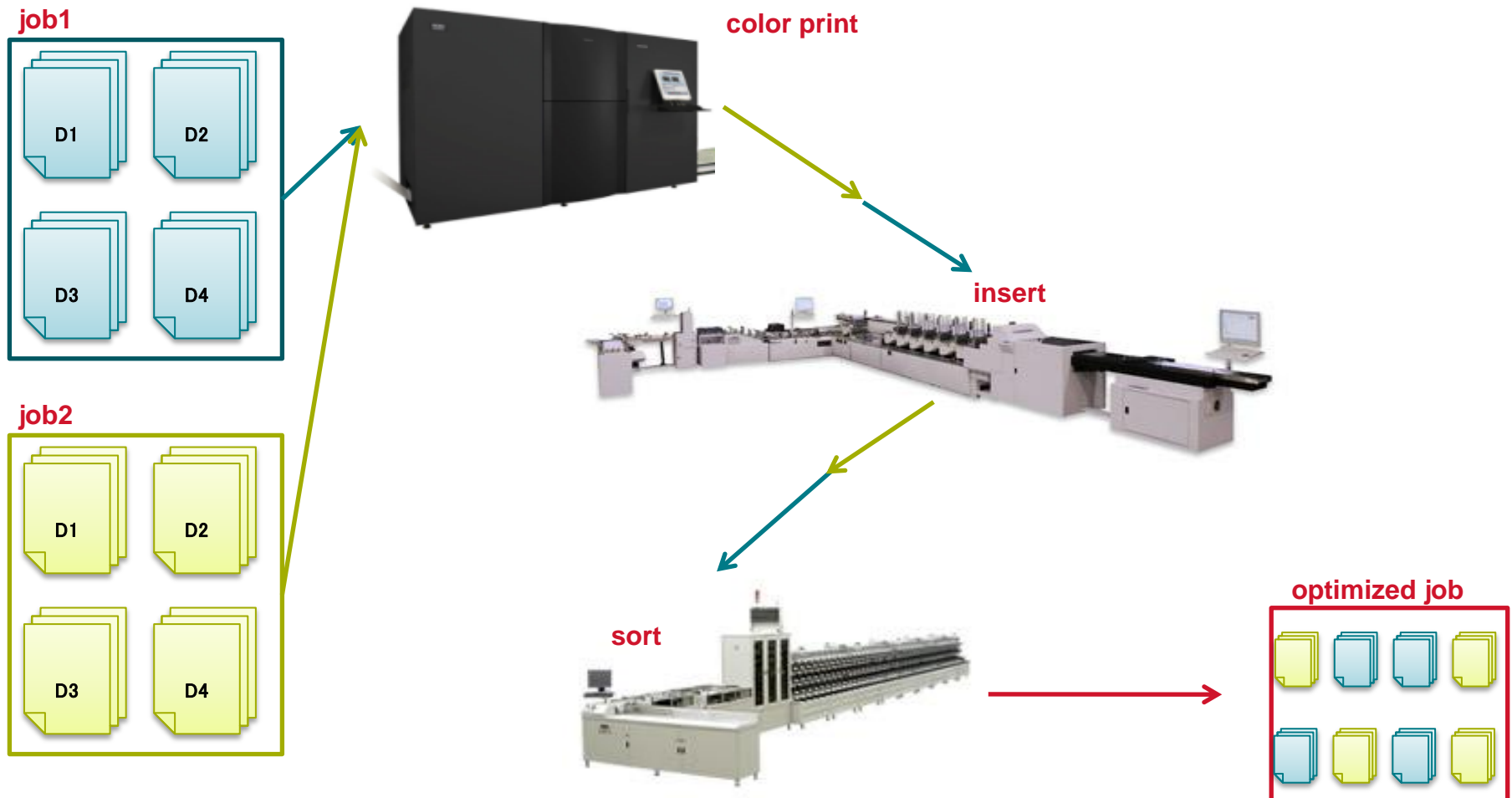
Digital Mailboxes

- ADF acts as a delivery decision hub



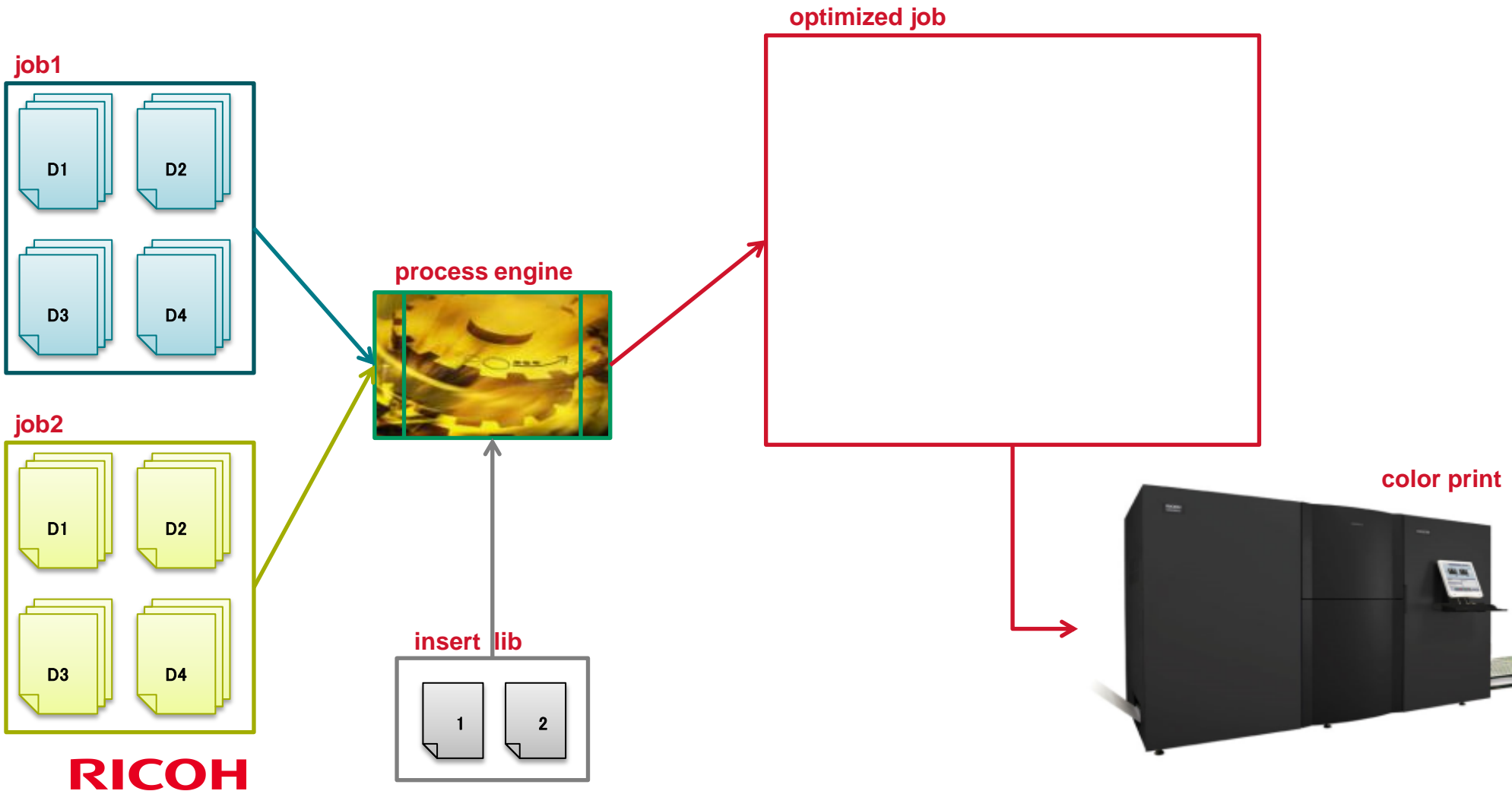
Self-enveloping inserter and "whitepaper" factory

- Traditional processing doesn't extract the value of these major investments



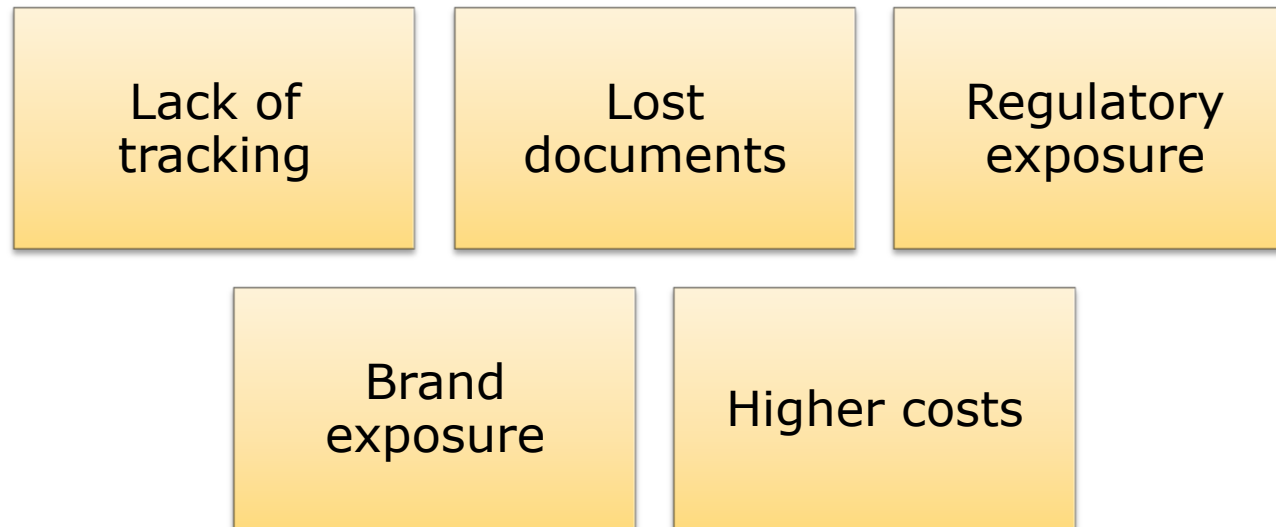
Self-enveloping inserter and “whitepaper” factory

- ADF enables commingling and batching for large, efficient runs
- Enables separate reprint process with its own rules

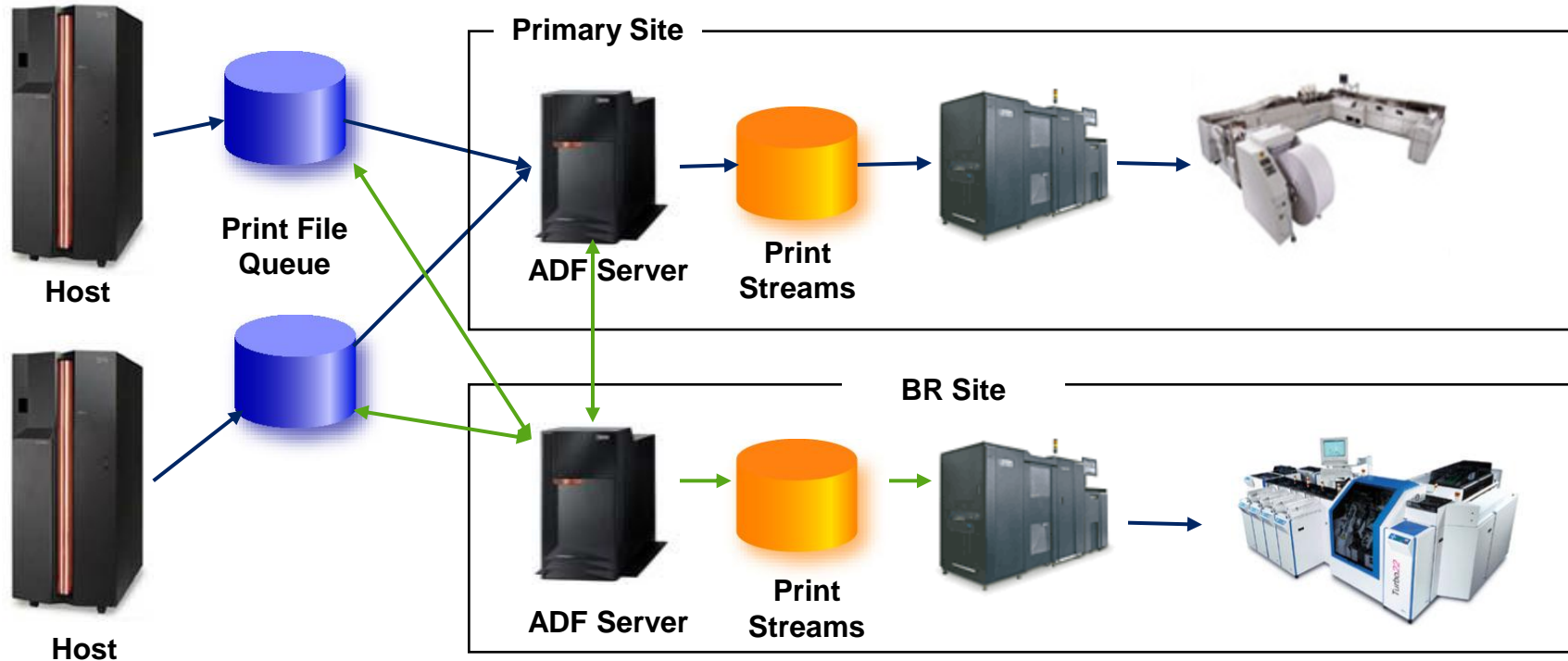


Disaster Recovery

- It is estimated that only ¼ production environments have comprehensive continuity plans
- Many existing plans are susceptible to:



Well-designed ADF optimizes disaster recovery



Disaster Recovery – put to the test

- Feb 11, 2011; [Dallas Warehouse Fire destroys presort facility](#)
- Millions of mailpieces

Now what?

- Which mailpieces were lost?
- How do we reprint them all and still make our SLAs which are regulated?
- How do we process today's work while fixing yesterday's?
- How do we present to USPS?

Multi-site ADF Delivers

- Multiple organizations impacted
- Some Ricoh/InfoPrint sites had multi-site enabled ADF's with robust continuity plans
- Used their ADFs to divide and conquer:
 - issued a massive reprint
 - re-directed to alternate locations
 - worked locally with USPS which took on additional sorting

Conclusion

- Integration is the synergy point, where $2+2 = 5$
- Newer technologies on the market are reducing the costs / barriers to achieving tight integration
- An integrated solution performs so much stronger it becomes difficult to outsource (or in-source)
- Integration is key to efficiently enabling advanced functionality, including digital mailboxes, transpromo, self-enveloping inserters, and disaster recovery
- Integration is also key to maximizing investment utilization

Questions

RICOH