Taking Control of Customer Communications

ADF and Beyond

Xplor® is celebrating our 30th year with the best value and program in the electronic document industry!

Xplor Document University

ISIS PAPYRUS
22 Years of Excellence

OASIS SPONSOR

AFP Consortium

Founded 1988

Austria

Privatly Owned

United States

Document Software

Germany

>5000 AFP Designers

Asia Pacific

>2000 Customers

England Italy

2050 Papyrus

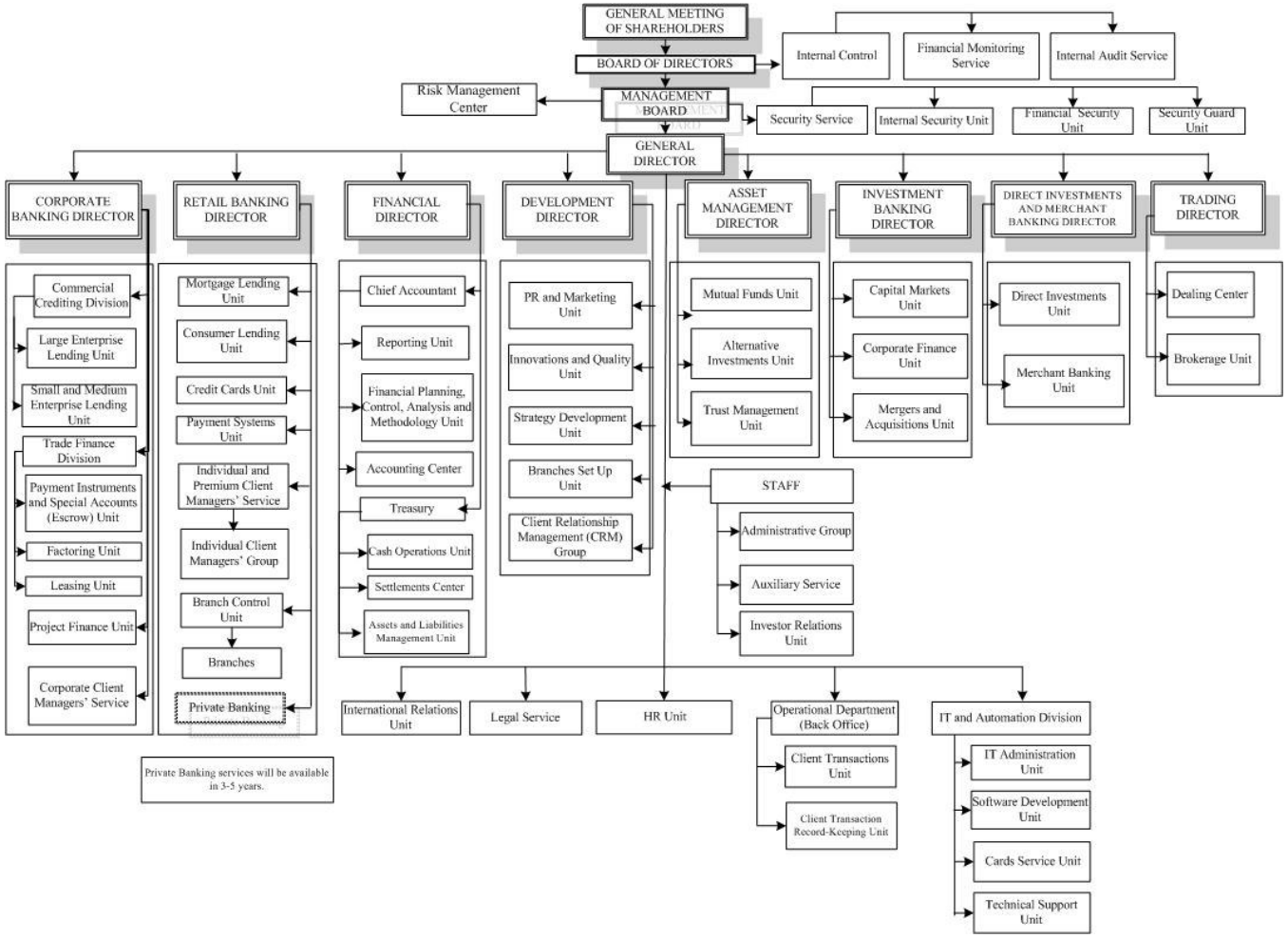
The Netherlands

310 Employees

Spain France

In 2009 EUR 59 M

Where are business documents created, received and handled?



What **type** of business documents?

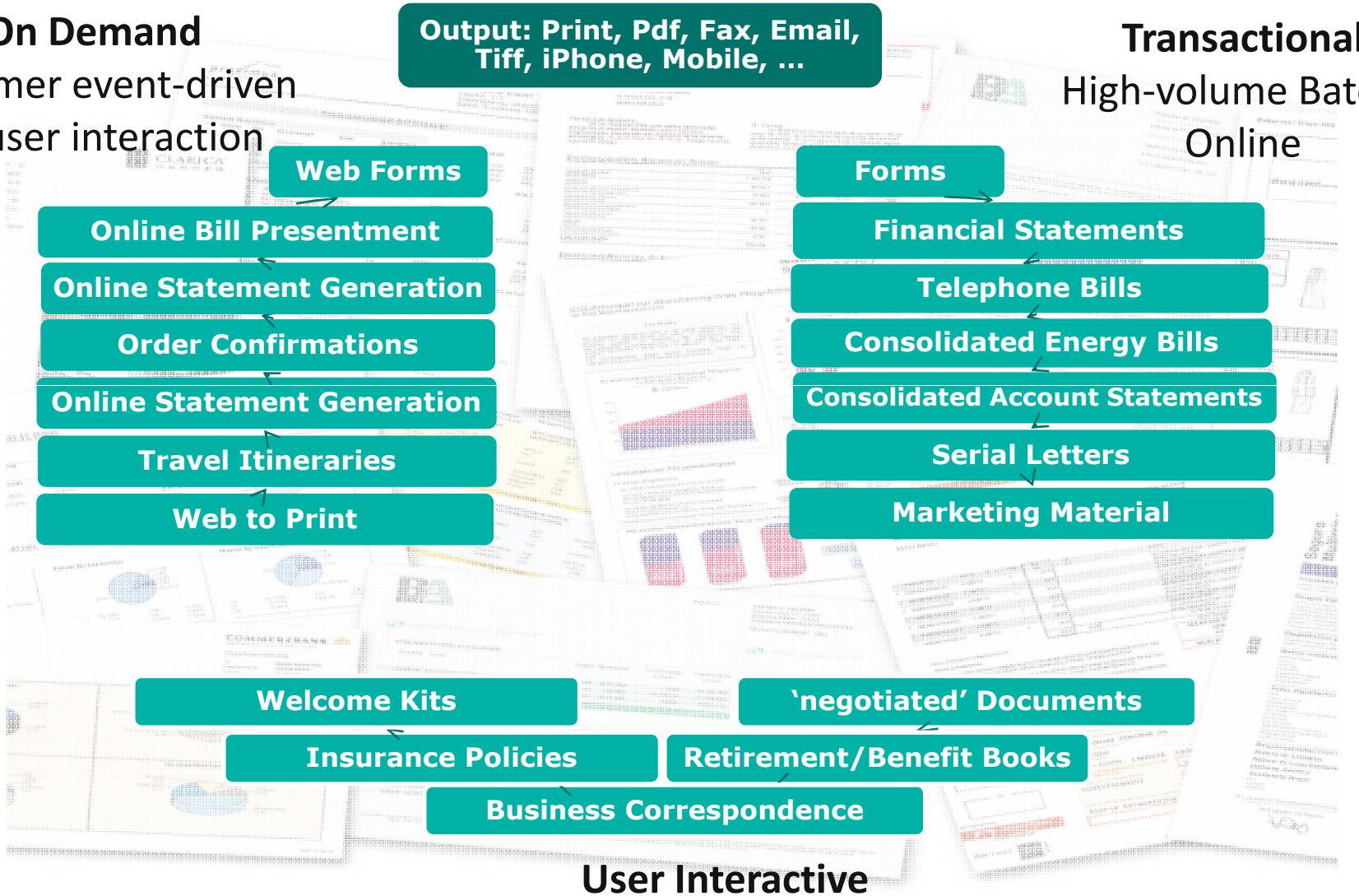
On Demand

Customer event-driven

No user interaction

Transactional

High-volume Batch / Online



User Interactive

Business correspondence with user interaction

Is it **multi**-platform, multi-device and multi-channel?

Host Applications

Mainframe

JES → LINE MODE

PSF → IPDS

Wintel Workstations

Microsoft Office Window Applications

Web Applications Java Applications

Unix Applications Java Applications

Spool Manager

Transform

Linux, AIX, HP-UX, Sun Solaris

Look at **today**, the past and future and ask your self…

- What Document Applications are in use?
- What equipment is in use?
- What hardware is in use?
- What formats are in use?
  - Input: line-data, xml, csv, rdi, mixed
  - Formatting: PPFA, ASF, XSL-FO, Word, RTF, AFP
  - Print: I(J)PDS, Postscript, PCL, Metacode, PDF
  - Paper Output: Letter, A4, A3, A5, Double-sided, n-up
  - E-Output: PDF, TIFF, XML, SMS, JPG, SVG, PNG
- One location or multiple locations?
- What are the trends?

How many **Island** solutions do you have in your company?

Island solutions **increase cost**

- Lack of central control
- Limited utilization
- SW licenses
- Maintenance
- Hardware & OS
- Integration
- Lack of re-use
- Print/Output formats
- Quality & Consistency
- Labor duplication
- Compliancy

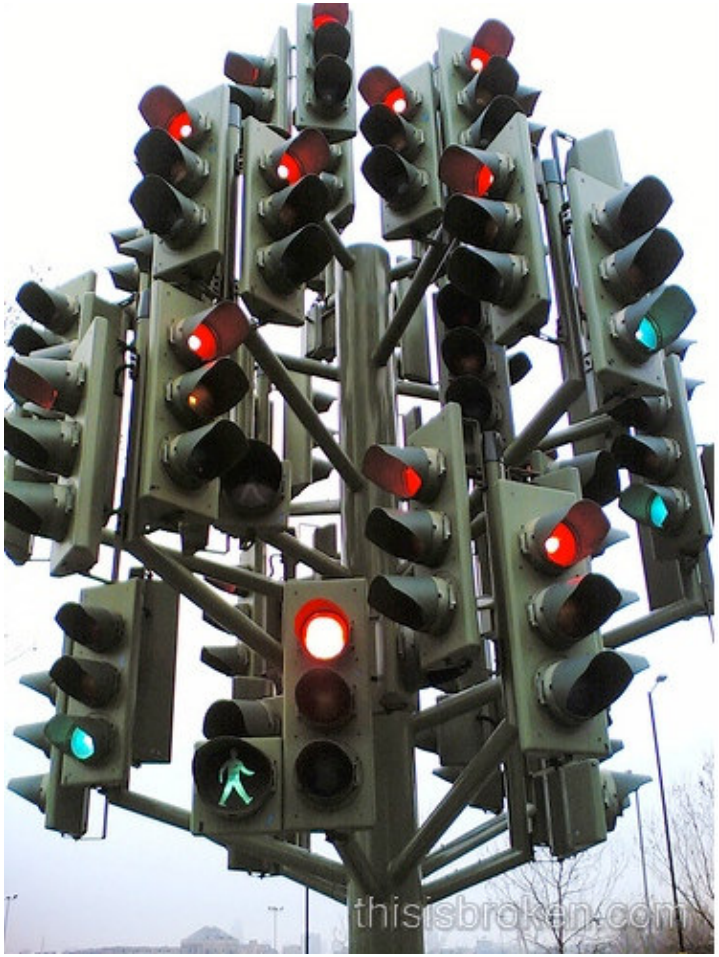
Some **trends** coming from the "Innovation in ADPM" document

- Optimizing back-office processes
- Lower cost
- Personalization
- Digital printing
- Green
- Color
- TransPromo
- Compliancy
- Document Management

Oscar Dubbeldam
Master EDP

STRATEGY PARTNERS

There is a clear need to **reduce complexity**



Solve the root cause

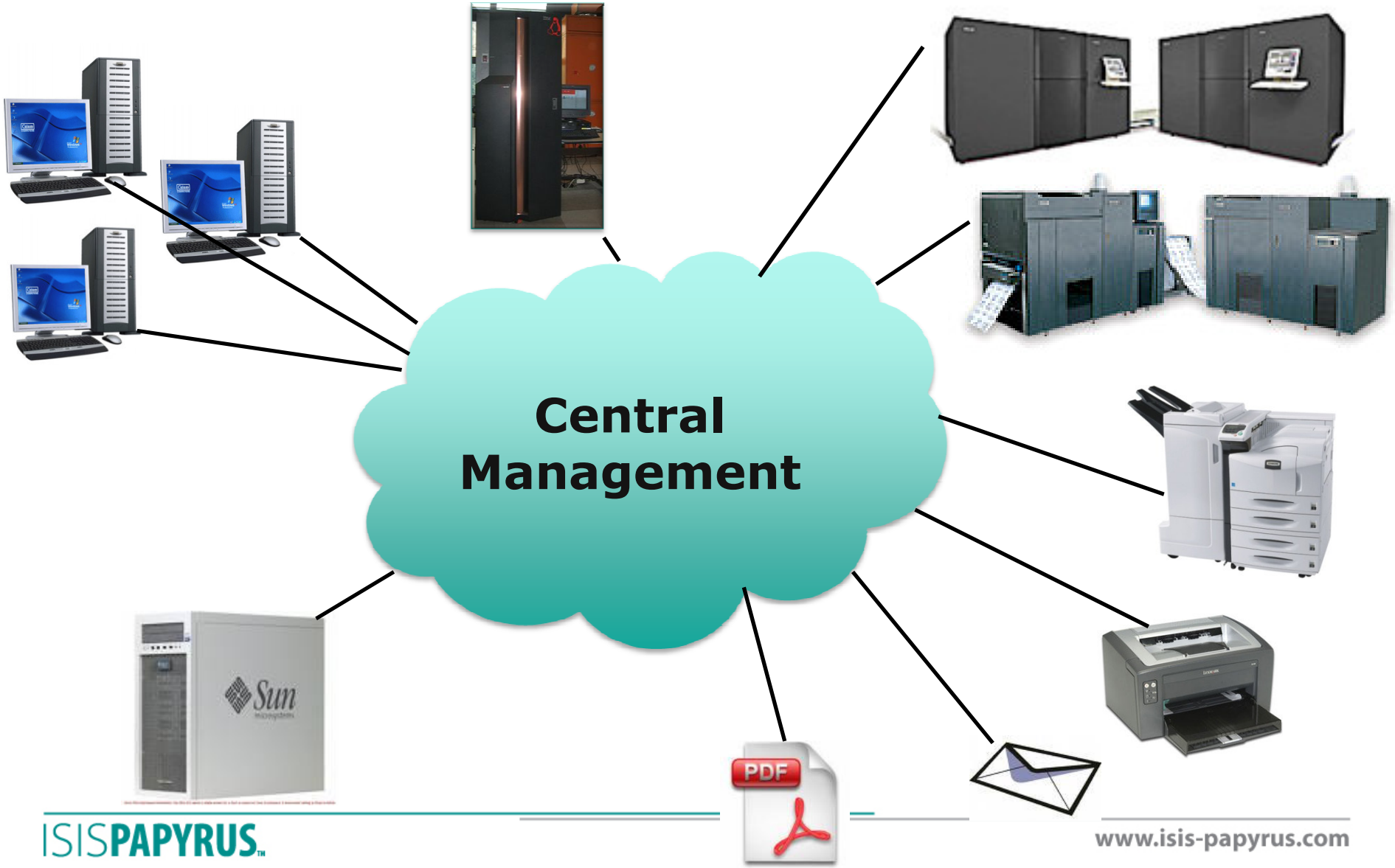
"Begin with the end in mind"

- Define document communication strategy
- Standardize on document architecture
  - AFP for print and archive
  - PDF for e-delivery and archive (PDF/A)
- Create index at time of formatting
  - **Page** and group (**document**) indexes using **raw**-data
- Convert at time of print
  - Include the versioned resources in the right resolution
  - Change from/to simplex/duplex, add finishing info
  - Apply barcode and OMR at time of print
- Interface loose-coupled and non-intrusive
  - Raw data instead of pre-processing data

Standard software
what should it offer?

- Single document development tool
  - Batch/Online, User Interactive, On Demand, TransPromo
  - Wysiwyg, native fonts, charts, barcode, OMR, QR-code
  - Strong capabilities to handle all kind of input data
  - Versioning, change and release management
- Central management of
  - Applications, users, security and processes
  - Resources & content, interfaces and devices
- Single source multi-channel delivery
  - AFP & PDF as internal format
- ADF 2.0 & Bundling & Postal optimalisation
- Platform & Device independence

Standard software should offer **Single point of control**



Print process management

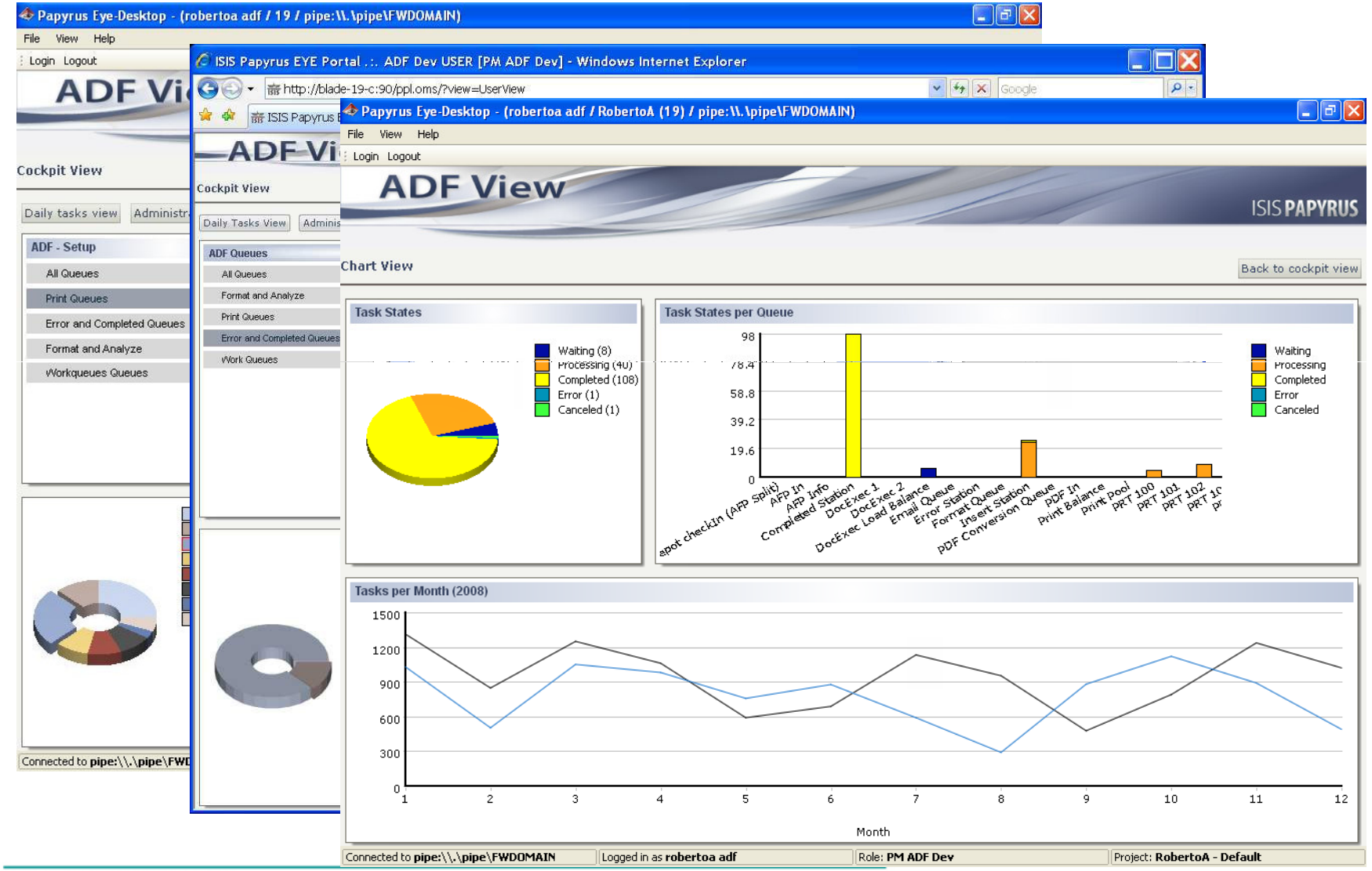
Questions

- How do you manage your mixed environment?
- How are print jobs handled when device is unavailable?
- Do inefficiencies impact your ability to meet SLAs?
- What is your process for job accounting?
- Is resource management a challenge?

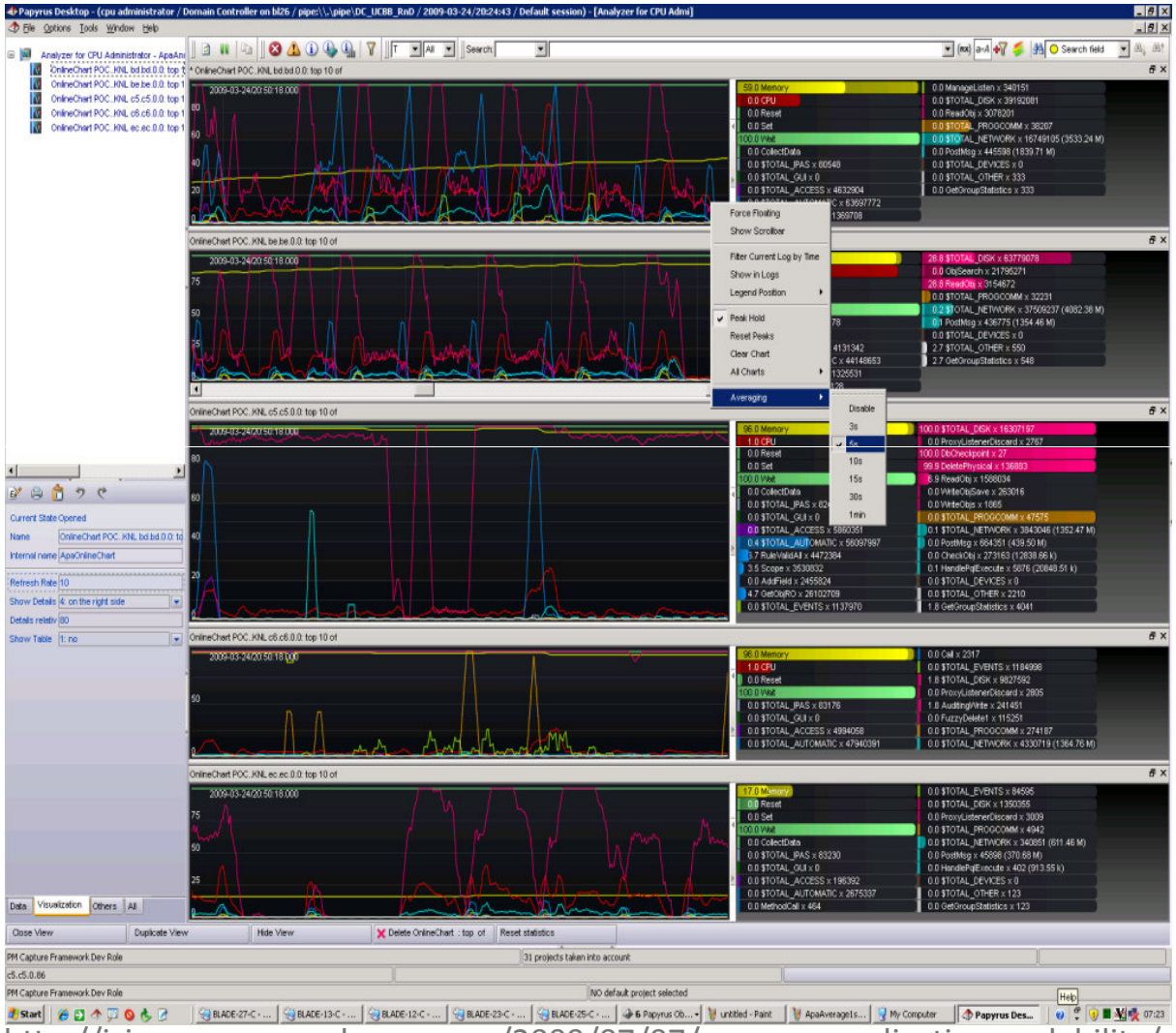
PAPYRUS –ADF Solution

- Single point of control
- Transparently (re-)routing jobs to available printers
  - Best match
  - Automatic loading of resources
  - Automatic change form-def
- Capture accounting data
- Tracking
  - Job, Page and Document
- Central Resource Collection
  - Variants
  - Versioned

Single point of control
Output management process



Single point of control
Hardware, network and application



http://isispapyrus.wordpress.com/2009/07/07/papyrus-application-scalability/

The following measurements are used to define the quality of scalability:

IRT – Initial Response time from request to first usable feedback

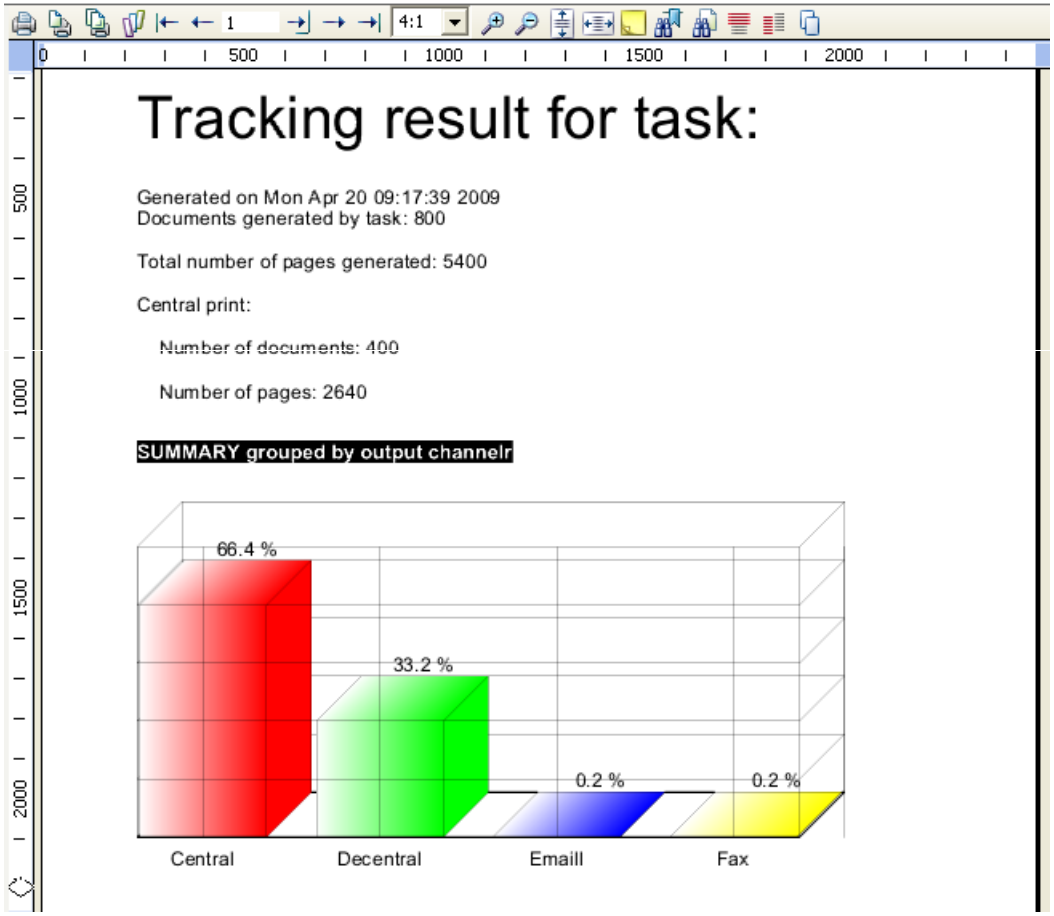
TRT – Total Response Time from request to completed function

SRP – Service Processing Time the time the request is actively being processed

SQT – Service Queuing Time the time the request waits for processing

ATT – Average Transaction Throughput transactions performed in a time window

Print process management
Tracking reports



Integrity and compliancy

Questions

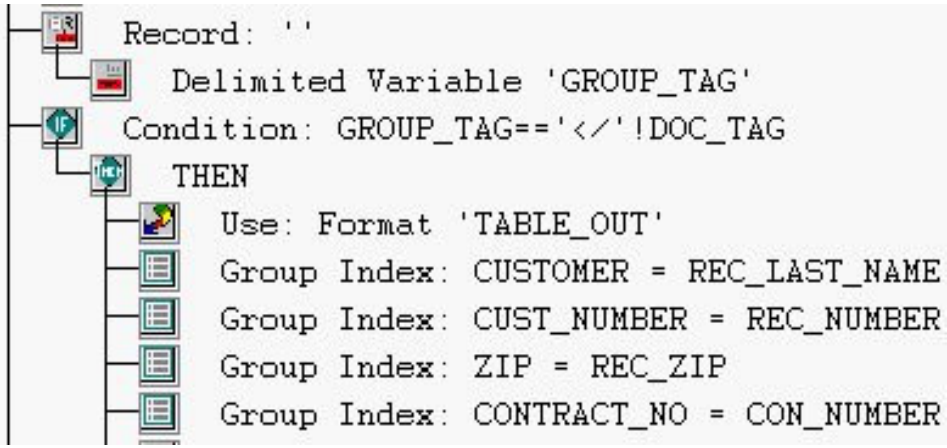
- How is integrity handled in your operation today?
- Is any of the process dependant on manual operations?
- What challenges have you experienced relative to regulate compliance?
- What integrity related issues keep you awake at night?

PAPYRUS –ADF Solution

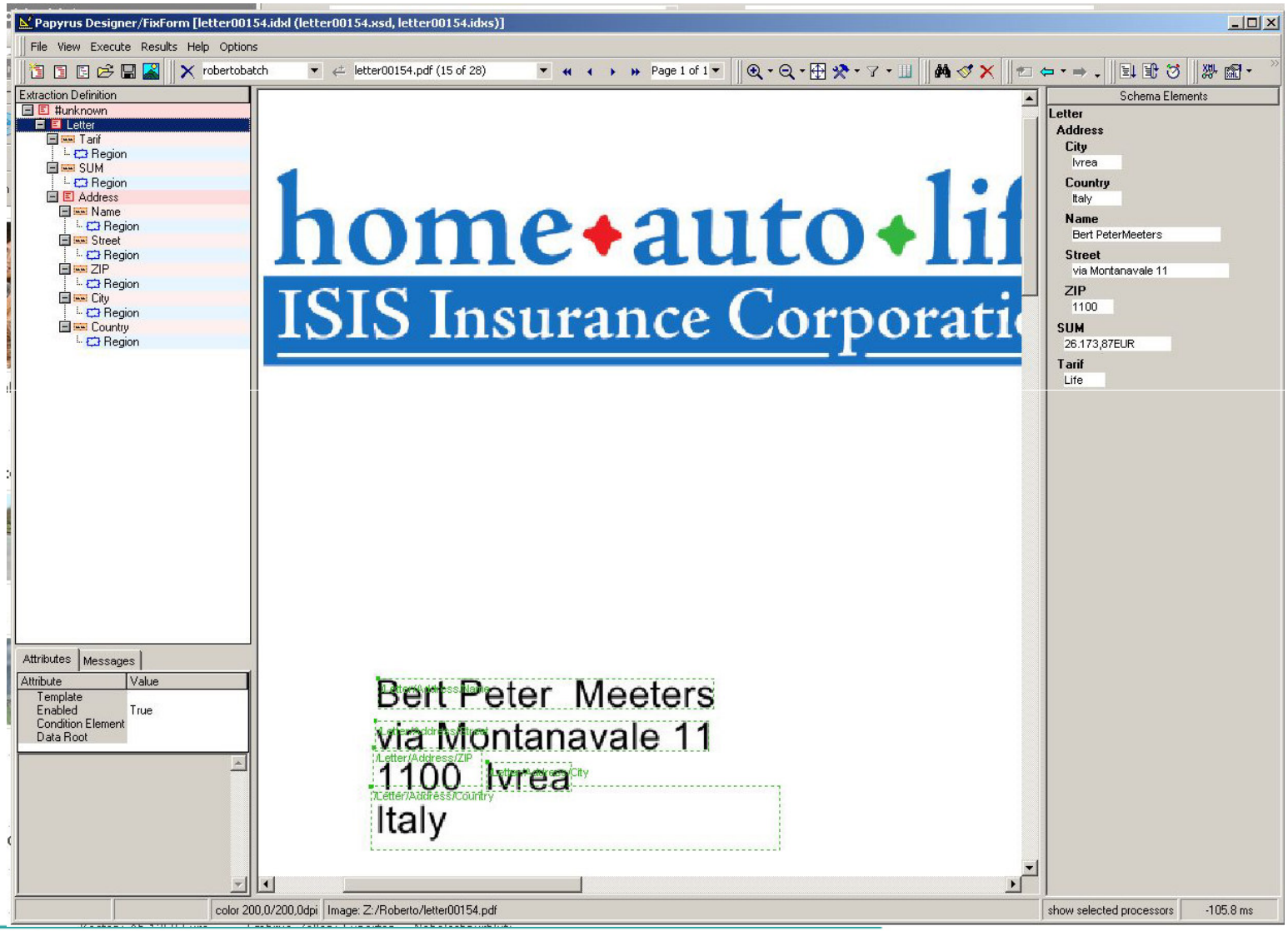
- Formatter creates index
- Capture extracts index
- Merging documents on index
- Automated "**closed loop**" reprint
  - SNMP, COM or File adapter
- Tracking and reconciliation
  - Job, Page and Document
  - Data received, formatting, print, envelope
  - E-Delivery, Archive access
  - Bouncing mail pieces

Indexes, defined in the designer and created during formatting

- Indexes are created during formatting out:
  - Input data
  - Computed data
  - Concatenated data
- Each index can be defined in DOCDEF
  - CUSTOMER
  - CUST_NUMBER
  - CUST_EMAIL
  - CASE_ID
  - CHANNEL(s)
  - TRANSPROMO INFO



Extract indexes of AFP, PDF, TIF using Papyrus Capture



Barcode to allow investigation

Required for document investigation after printing:

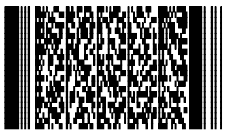
Dynamic generation during formatting
Unique job ID & document ID

Barcode examples

Position	Content
1 - 8	Inserter control
9 - 10	Host ID
11	Reprint ID
12 - 17	Job ID
18 - 23	Mail piece number
24 - 26	Page number
27 - 29	Total number of pages

Document-ID PP-Controlcharacters

Hans-Ulrich Galm

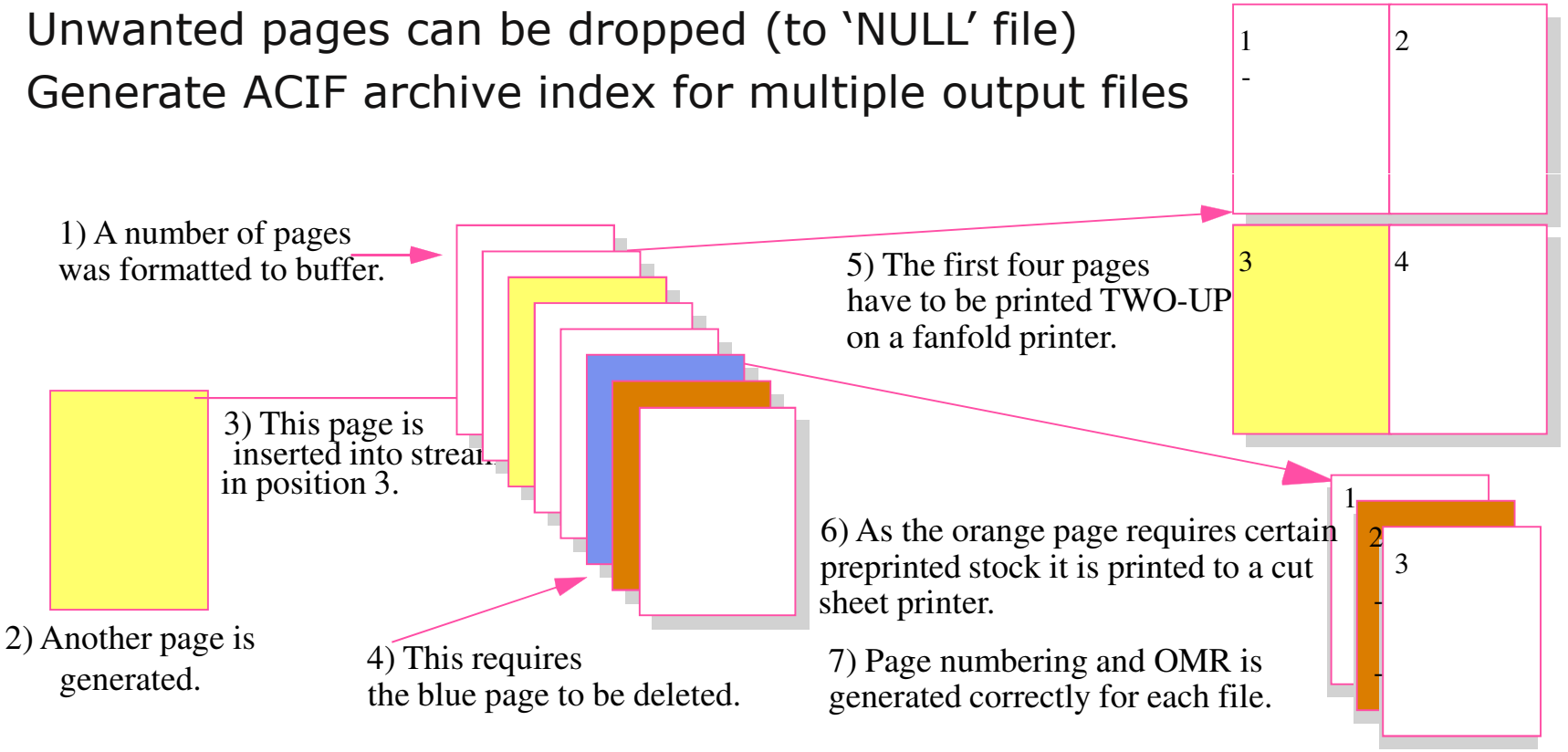


Characters in address field

Job ID
Mail piece number
Page number
Total number of pages

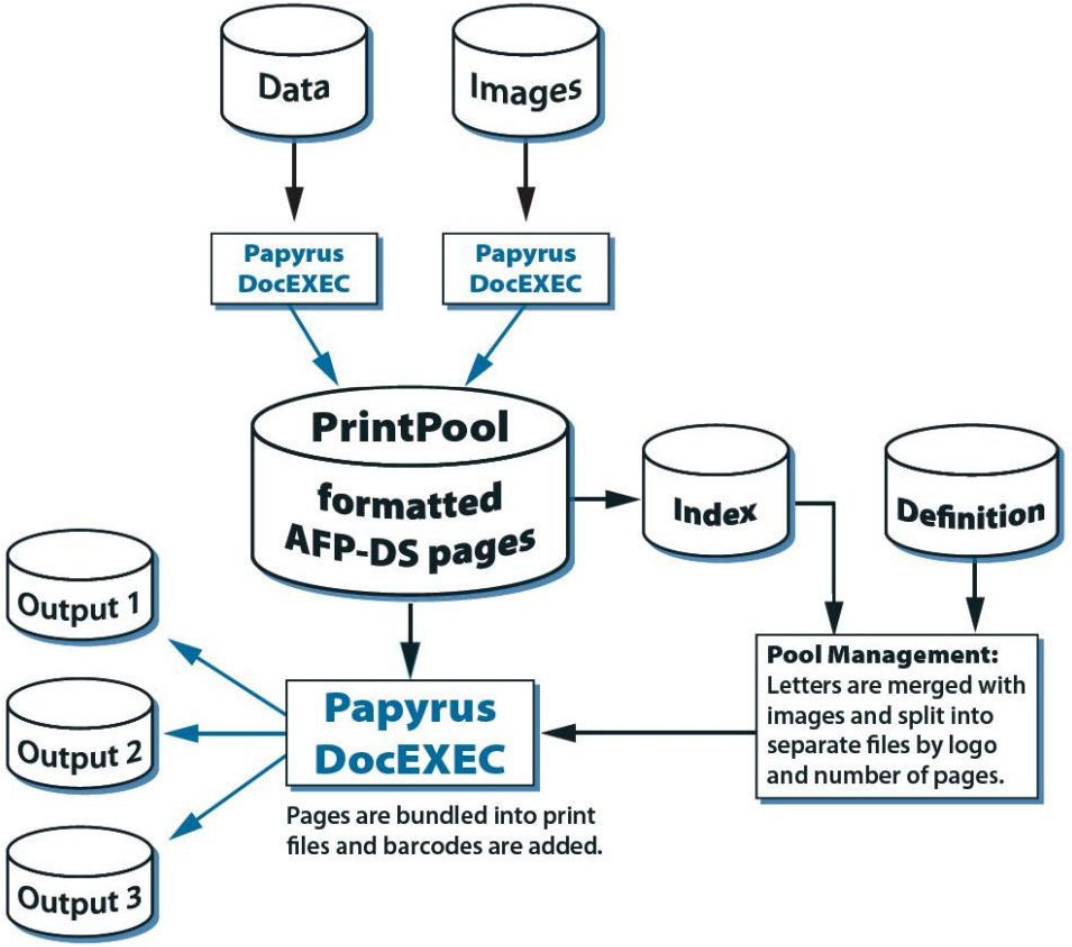
Post processing within the formatting step (DocEXEC)

- Every logical page is explicitly addressable
- Page formatting to buffer enables one-step INLINE page re-ordering
- Page sequence can be changed after all pages are done
- 'Page 1 of 7' numbering and OMR controls at end of document
- Unwanted pages can be dropped (to 'NULL' file)
- Generate ACIF archive index for multiple output files

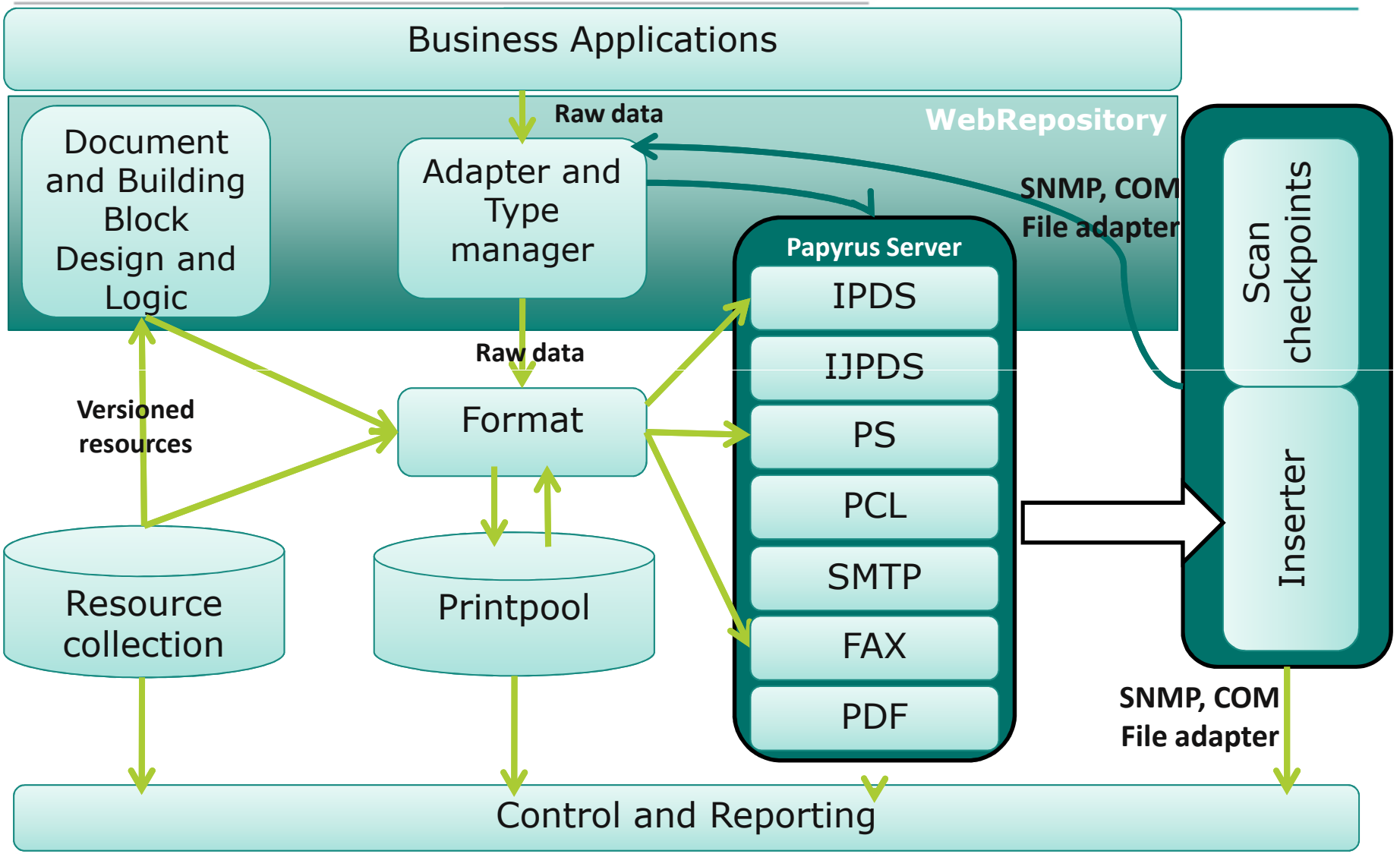


Post processing
bundling different documents

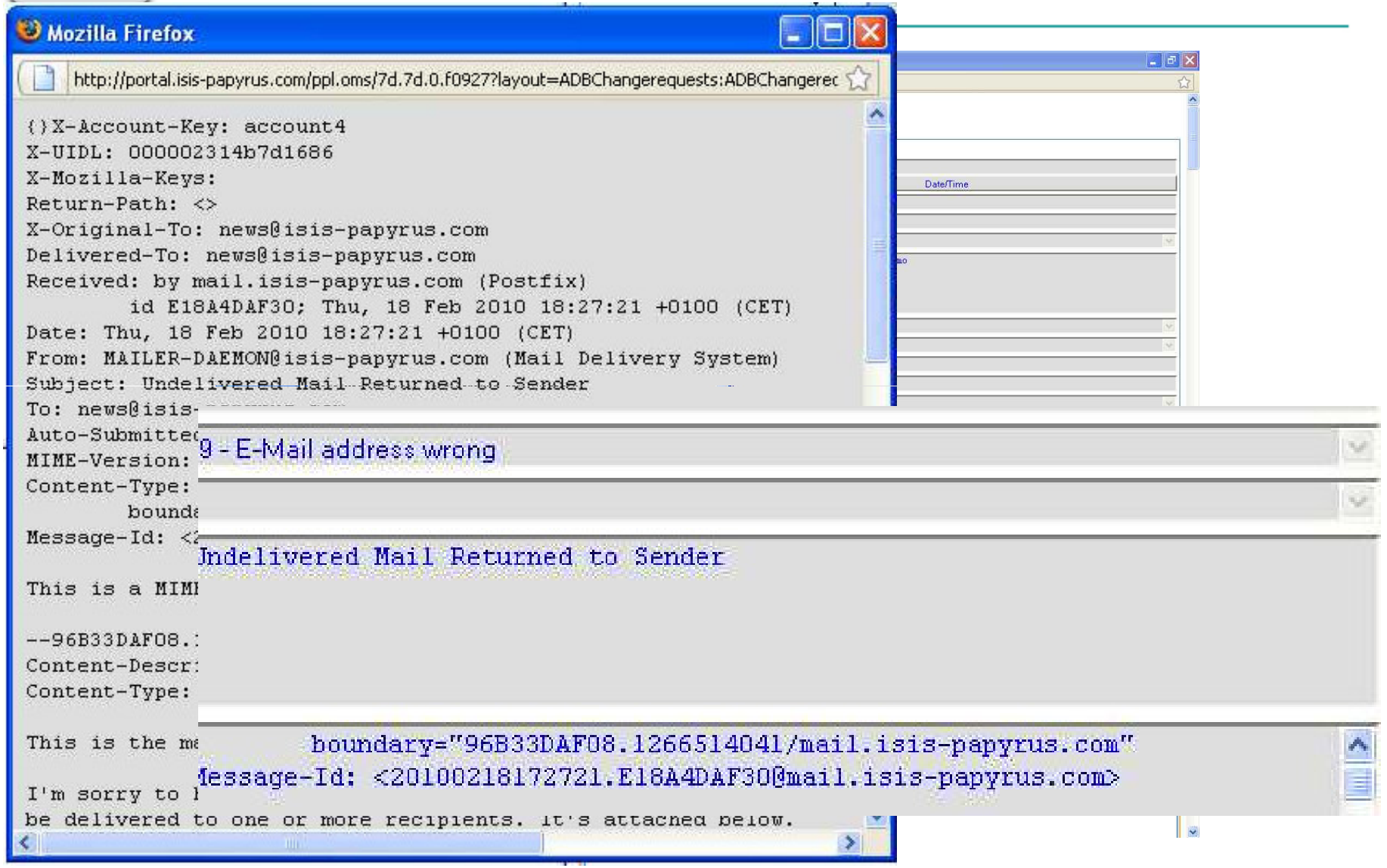
- Store all output types
- Reprint from archive
- Sorting & bundling
- Page numbering, ToC
- Generate cover page
- Add electronic inserts
- Postal optimisation
- Mail piece reduction
  - Envelope merging
  - Householding
  - Frequency
- Add OMR & Barcode



Closed loop reprint
to ensure integrity & compliancy



Mail bounces are captured, extracted and result in todo`s



Postage management

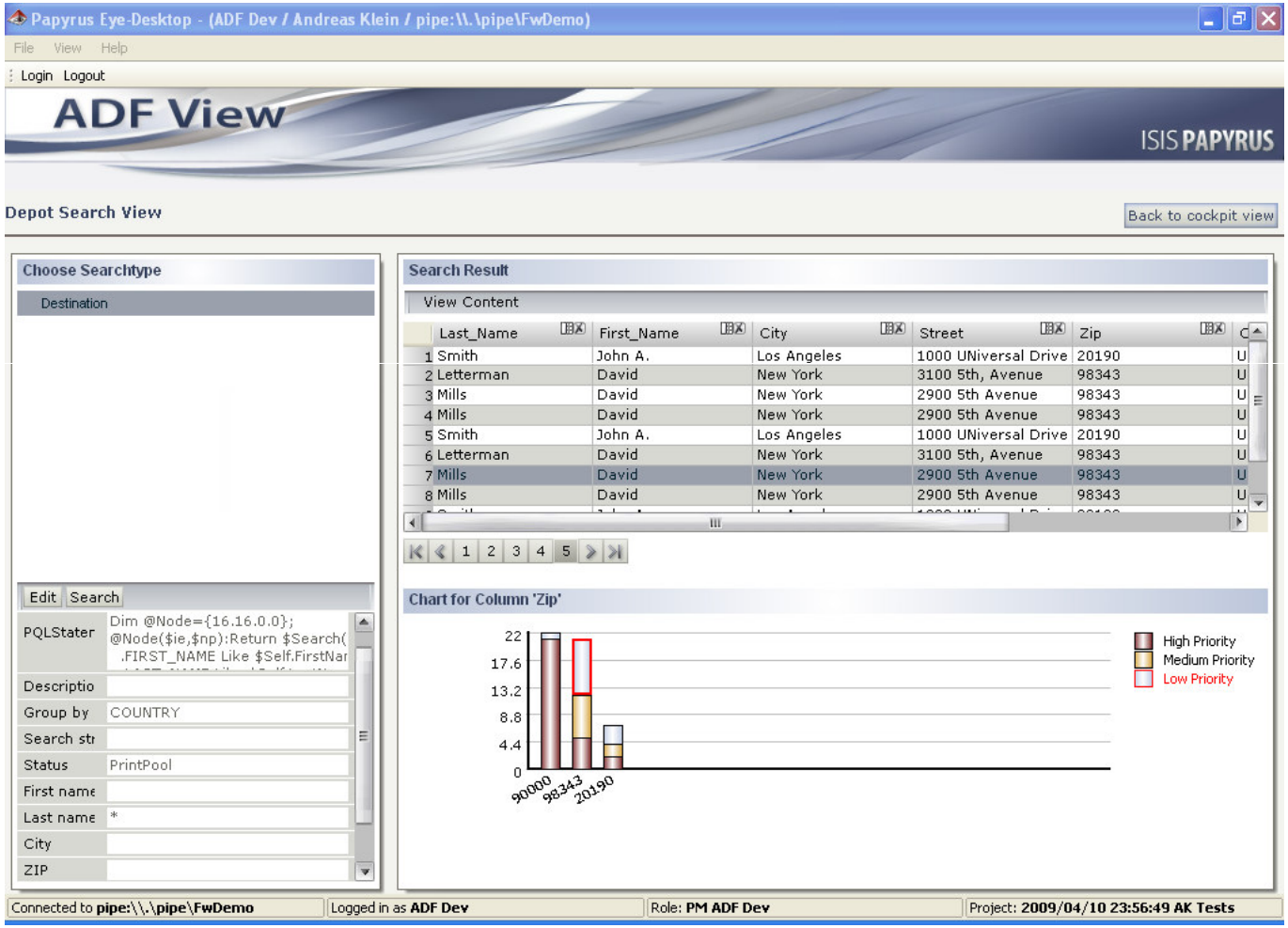
Questions

- What is your current procedure for tracking and reporting postage cost?
- How much of the process is still dependant on manual intervention and management?
- What areas and opportunity do you have for improving efficiency and accuracy?
- What level of postage accountability can you provide to your clients?

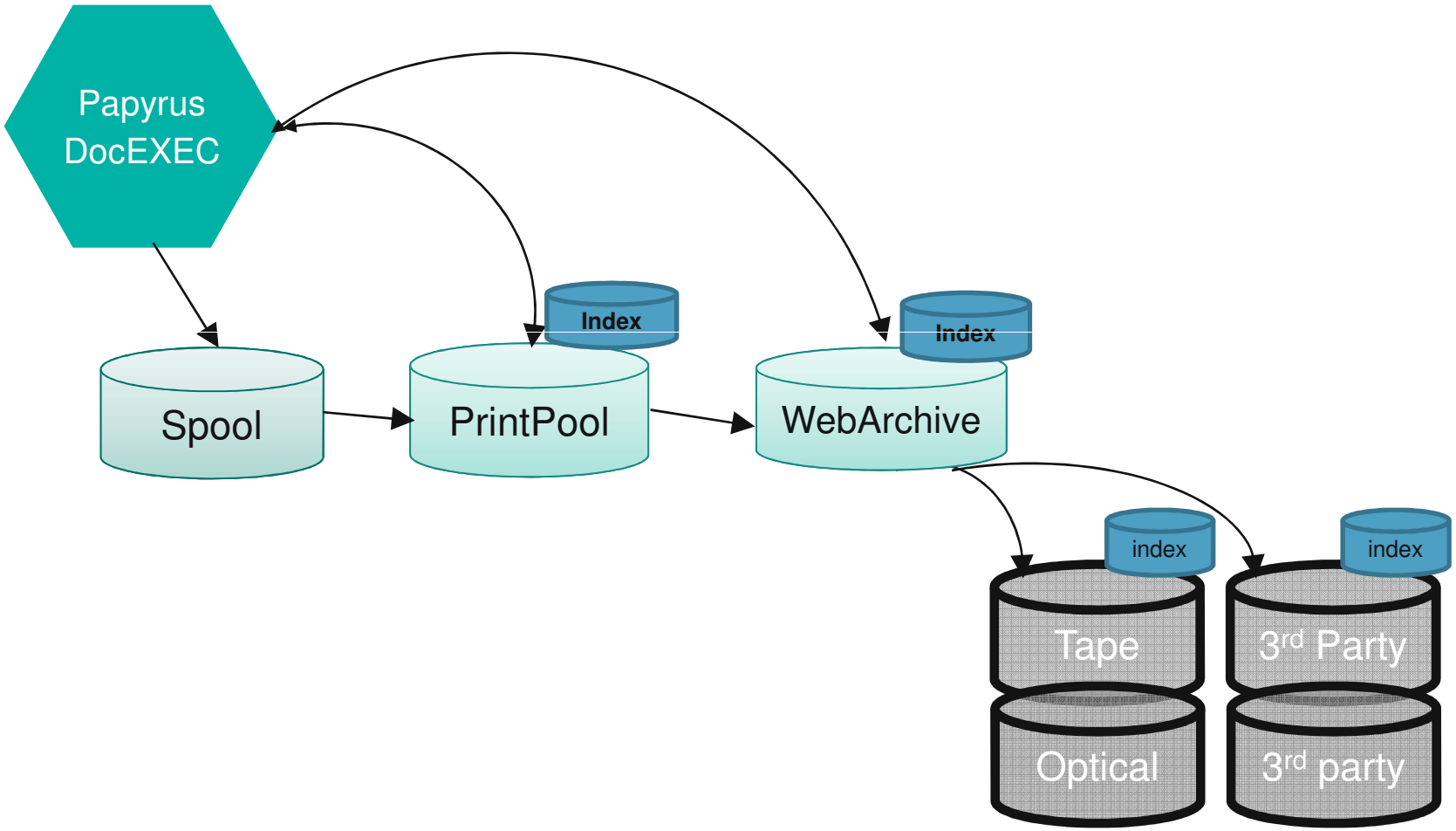
PAPYRUS –PostCalc

- Optimize your postal cost
  - Intelligent bundling
  - Intelligent adding Inserts
  - Print list per Class
  - Print list for manual handling
- Integrates with PrintPool e.g.
  - Mail piece reduction
  - Data cleansing
- Certified by postal's
- Integrate with 3rd party SW
- Tracking and reporting

Postage Management / PrintPool

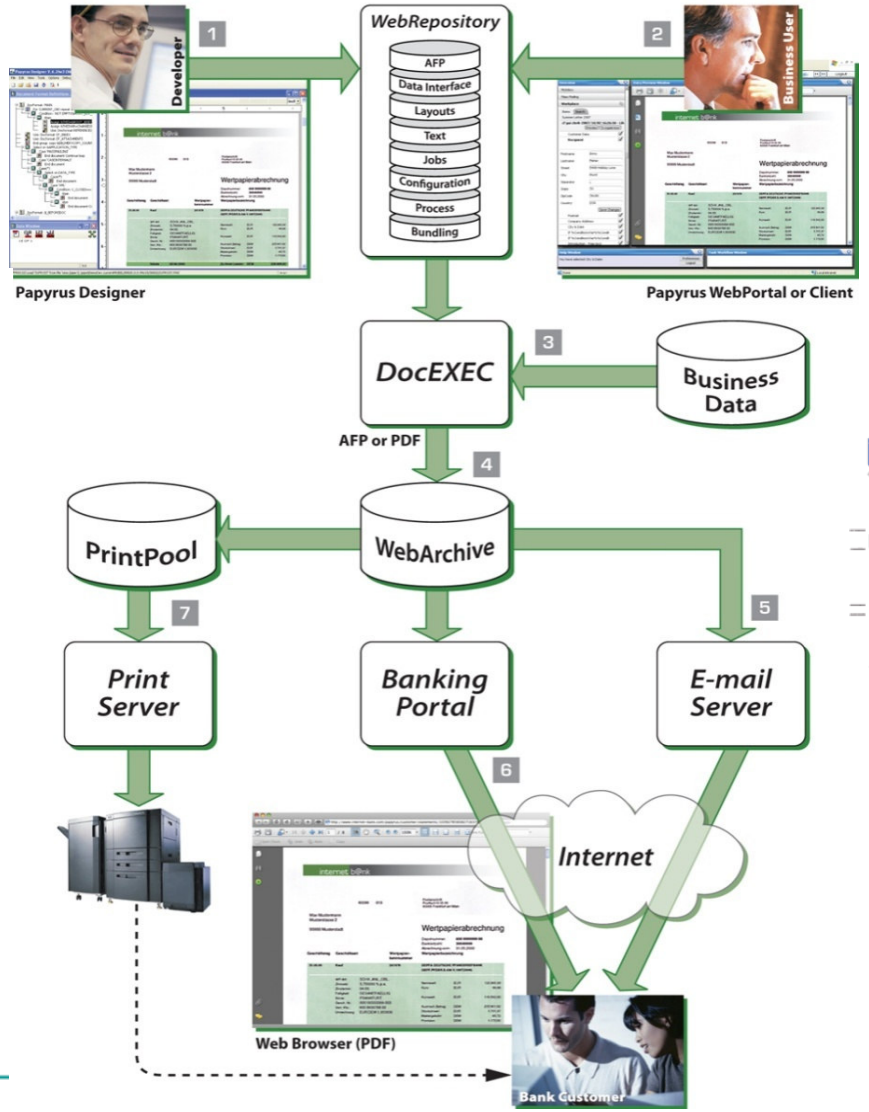


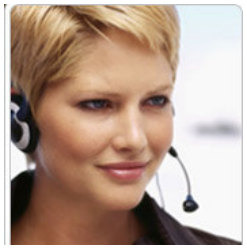
Papyrus Output Management
Archiving



Papyrus WebArchive and PrintPool
Internet B@nk

AFP Tuner, Color to Black & White



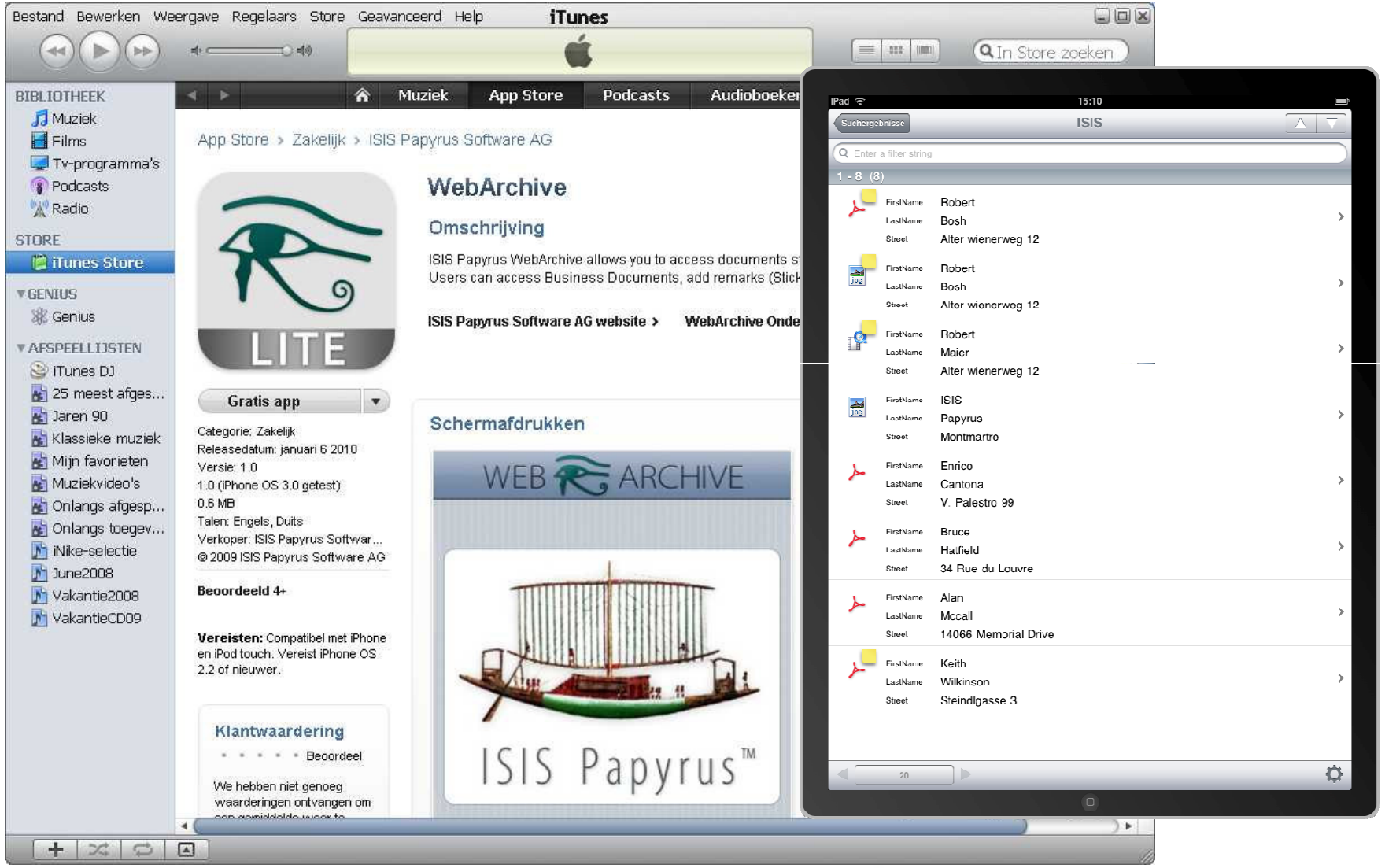


TransPromo, part of Campaign

ISIS PAPYRUS

www.isis-papyrus.com

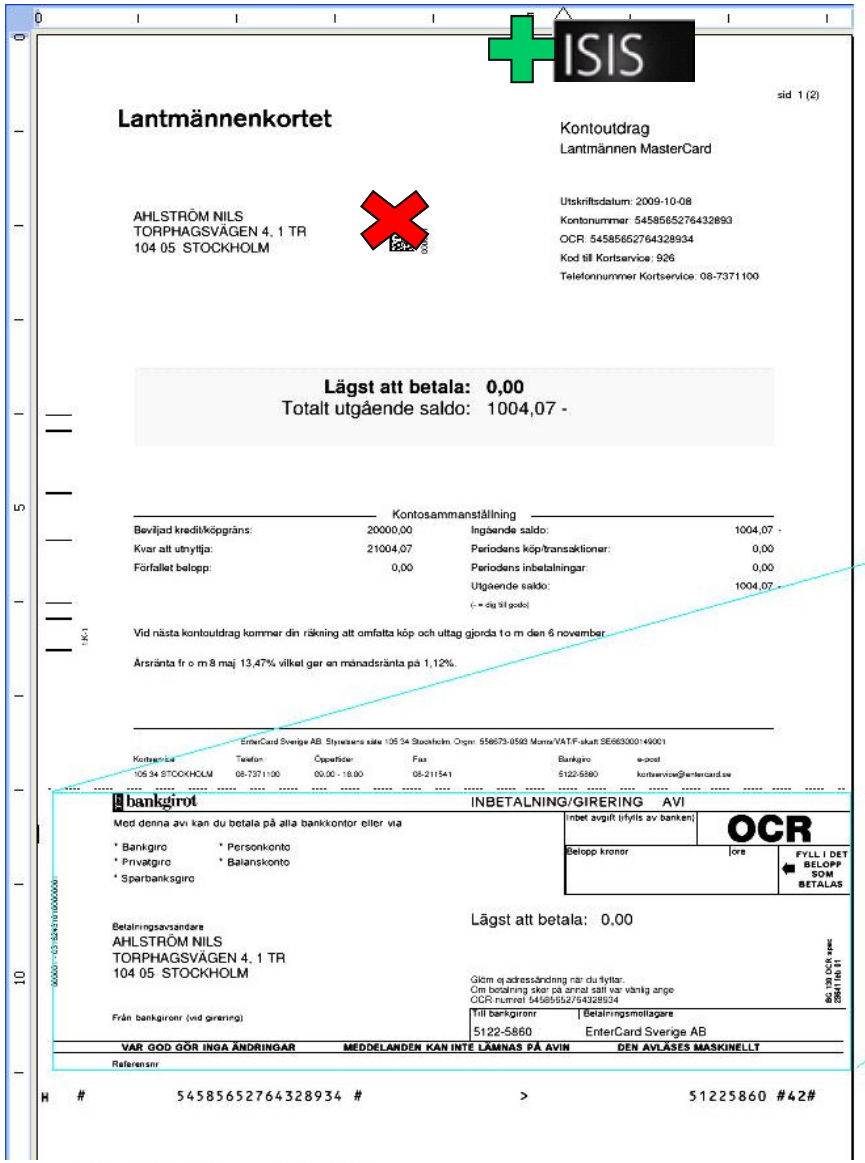
Papyrus WebArchive **Mobile**
iPhone, iPad and all Flash devices

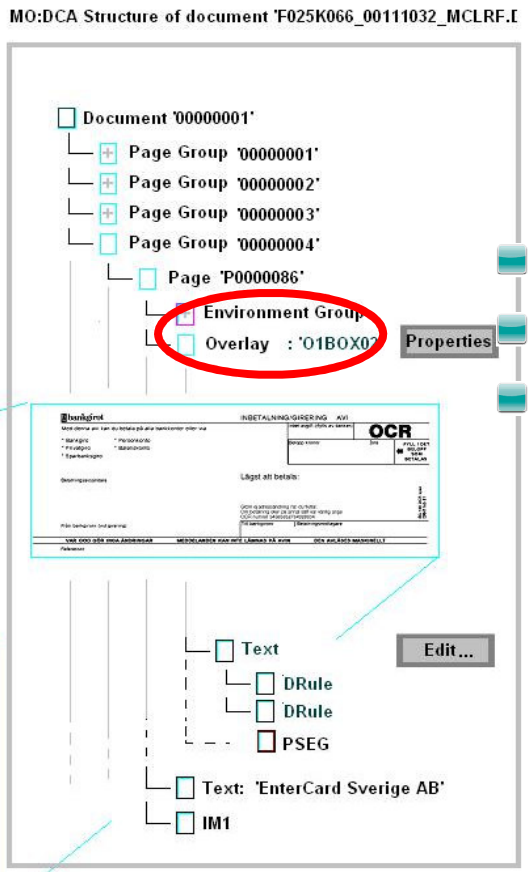


A Customer output management project

- Switch from continuous form to cut sheet
- Add color
- Add marketing messages (white space)
- Accept various input formats like:
  - PCL / PS
  - PDF
  - AFP Linemode
  - AFPDS
- Postal optimalisation
  - Bundling & remove duplication
- Archive and Web Access

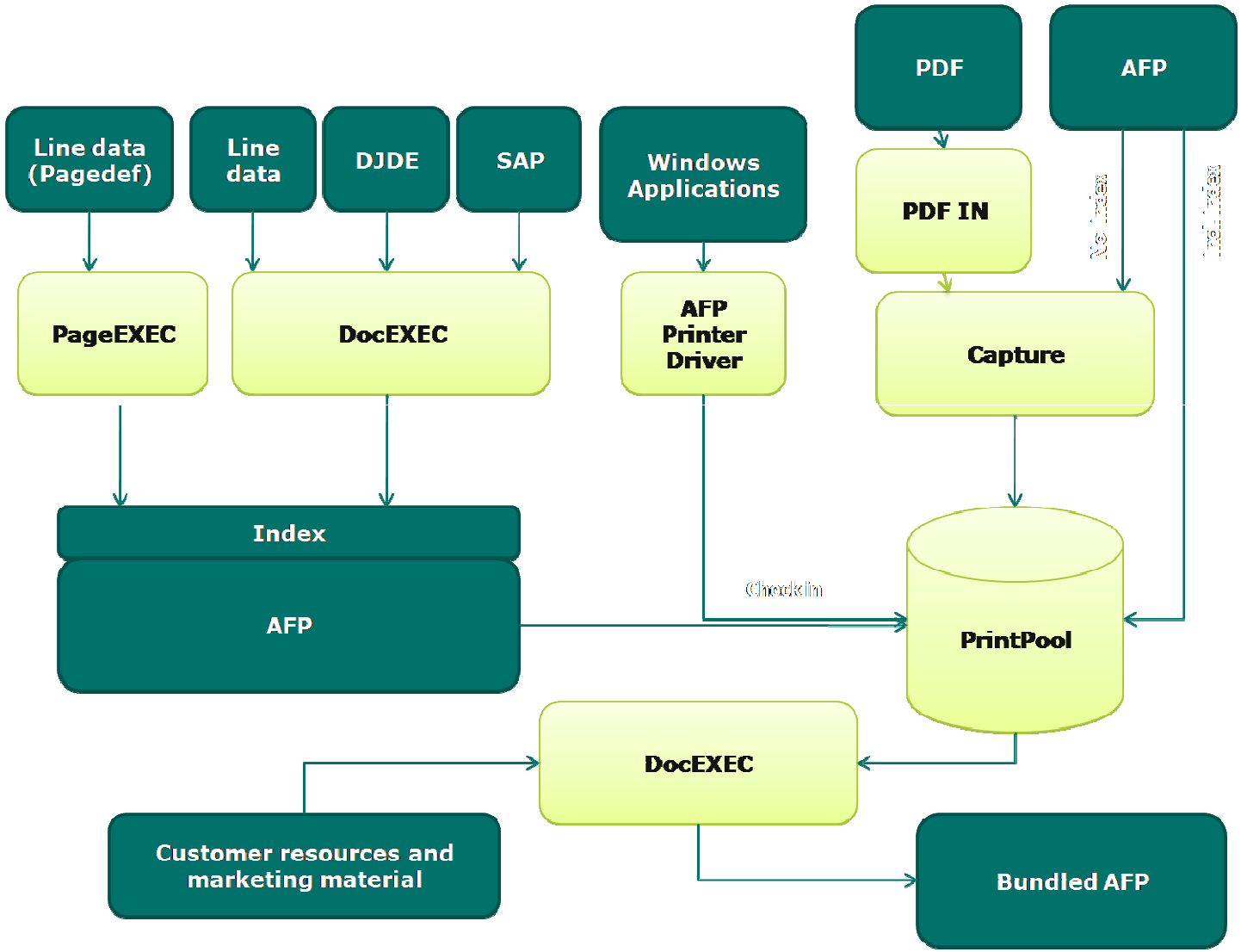
Modifying AFP documents



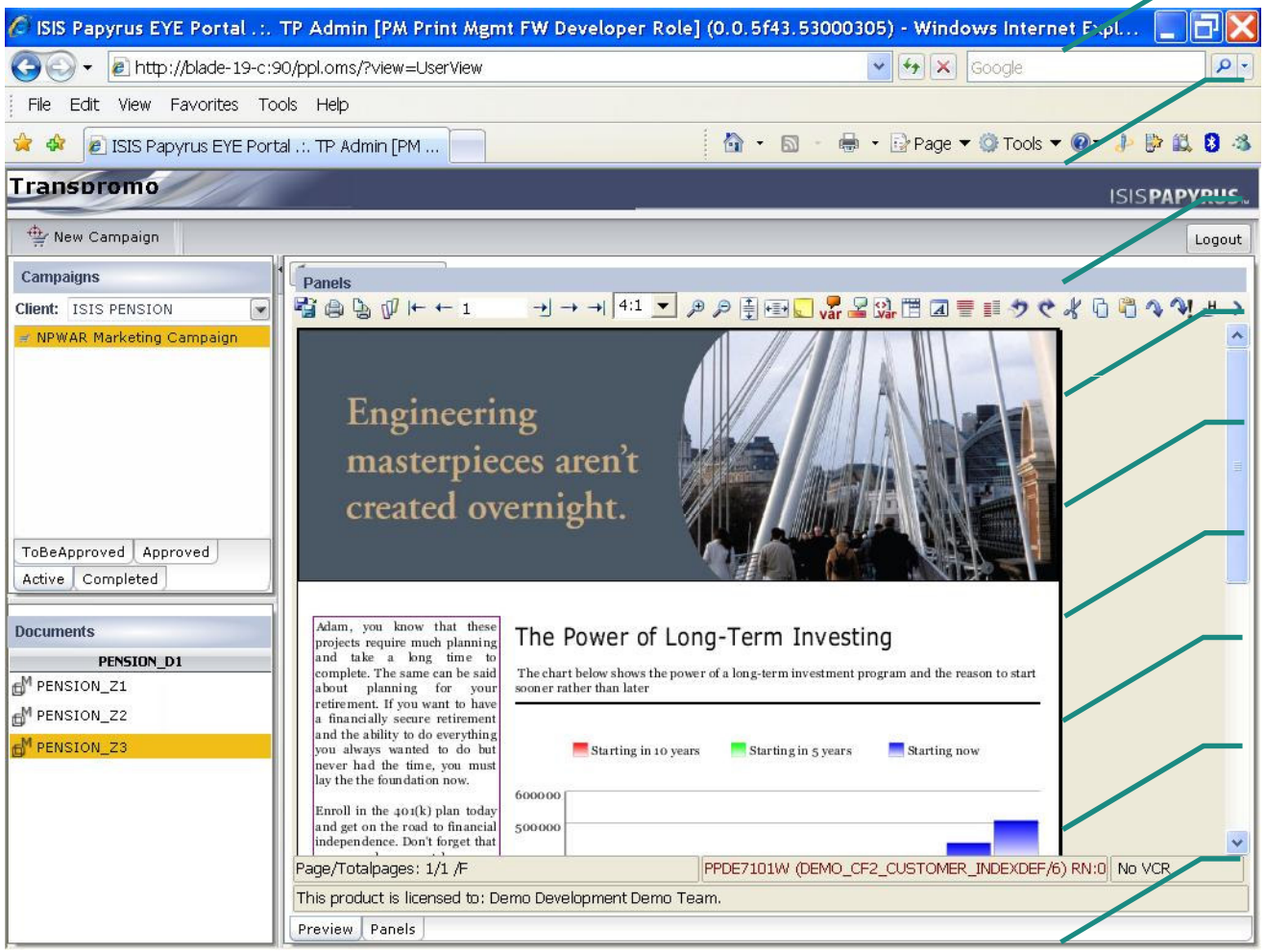


- Select MO:DCA objects
  - offset, rotation,…
  - remove elements
  - add element
  - change resource
- Remove Barcode
- Remove OMR
- Add Color Logos

Project Result – 2 man weeks



Papyrus **Transpromo**
enabling existing documents in hours



Browser Fat-client

WYSIWYG Papyrus Designer

WYSIWYG Marketing Panels & Zones

Variables in Marketing text

Variables for Message Selection

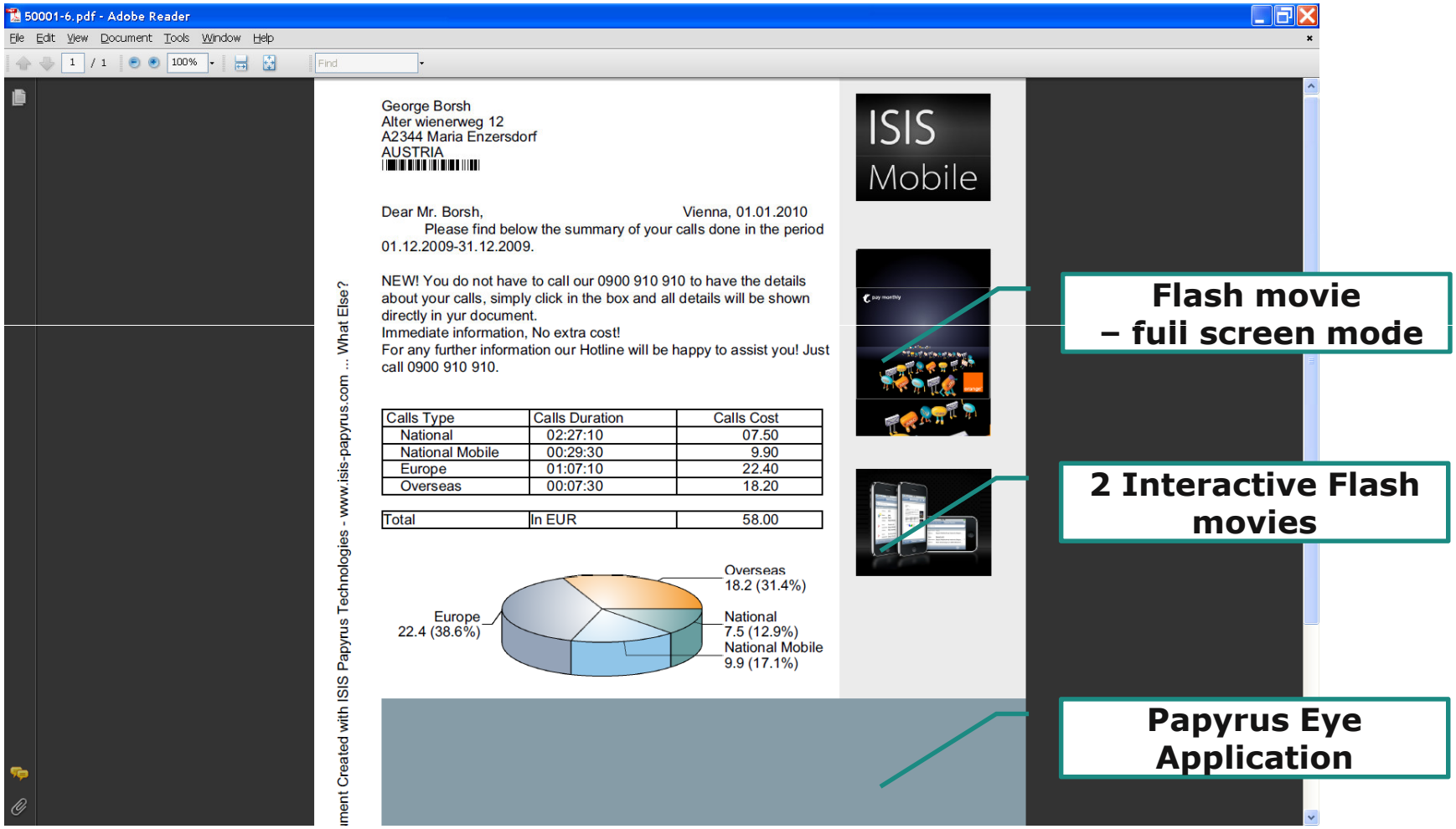
Personal URL Response URL

Campaign Outbound Tracking

Campaign Inbound Tracking

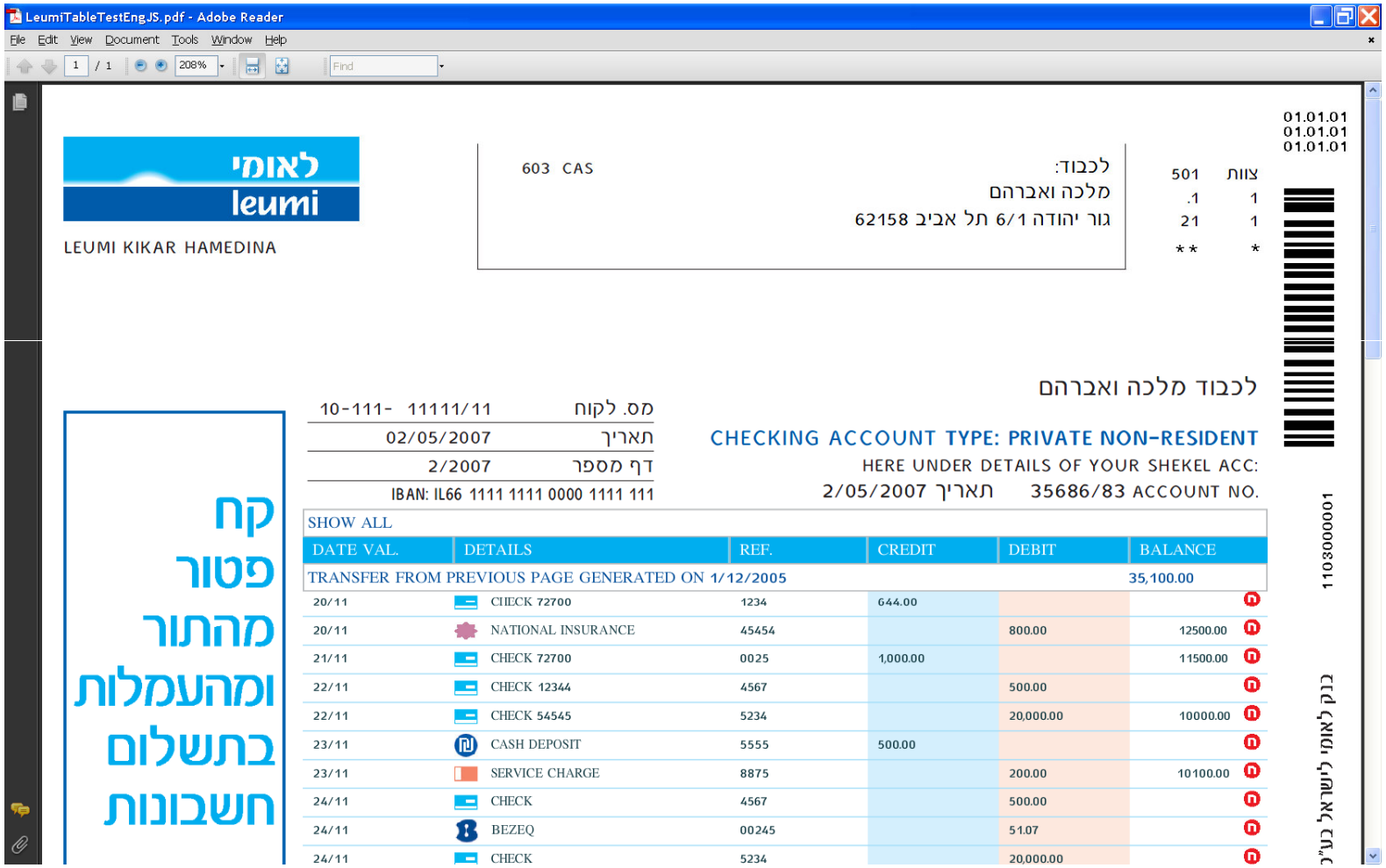
Business Process Management

Papyrus Interactive PDF with Interactive Flash movies



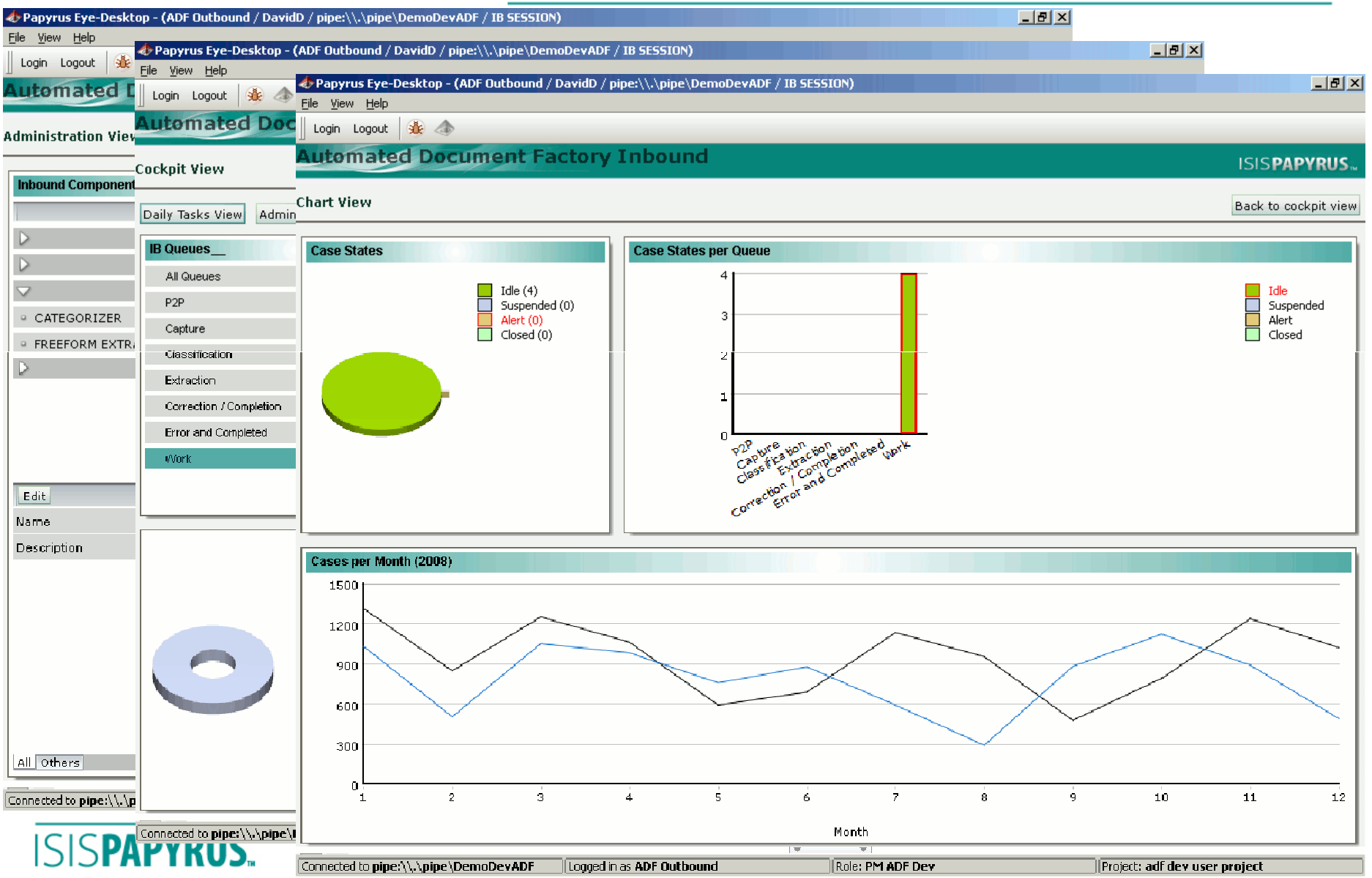
Flash movie in Full screen

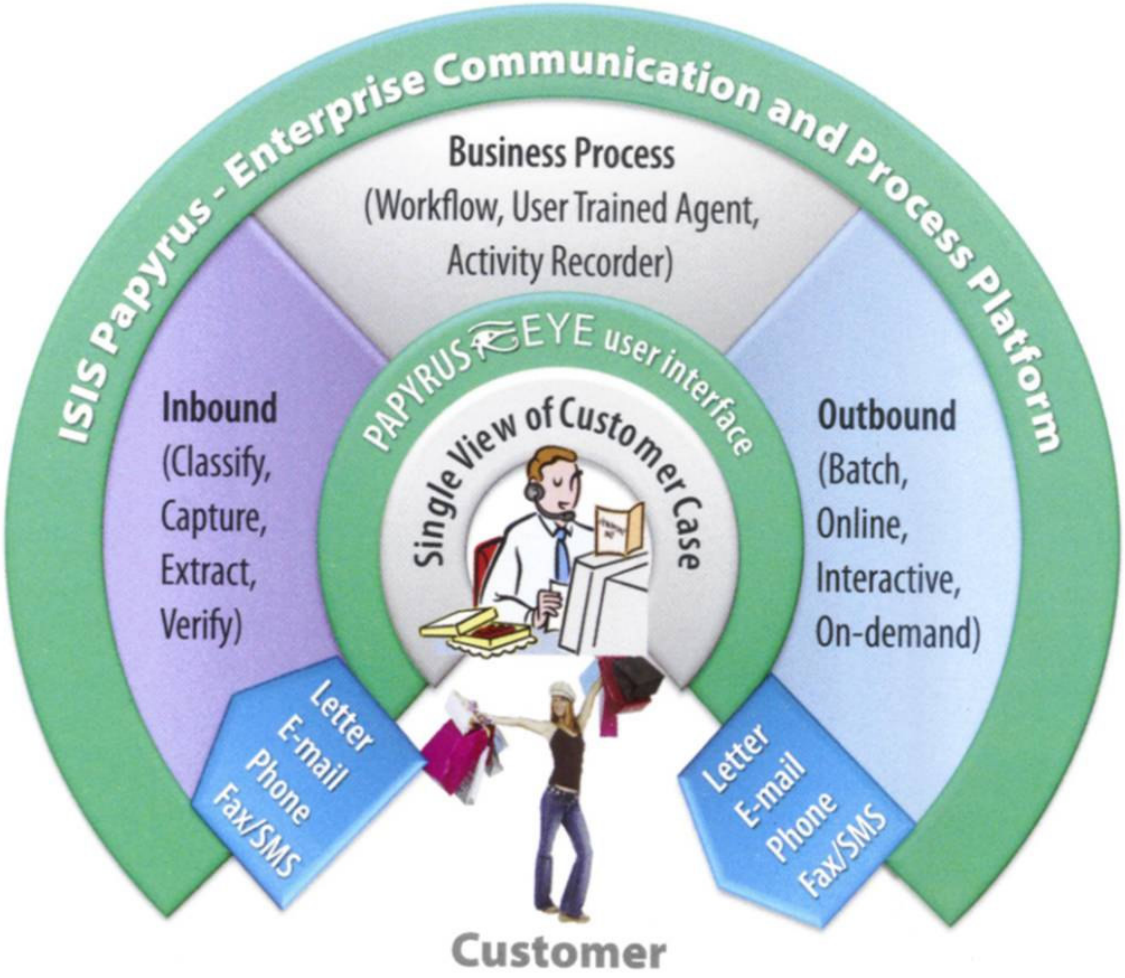
Papyrus Interactive PDF
Table sorting and selection



And why not an ADF for Inbound?

ADF for **Inbound**
Managing devices and processes



ISISPAPYRUS

Provide a Superior Customer Experience by Closing the Communication Loop