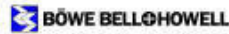


# TRANSACTION OUTPUT e-NEWS



## OutputLinks – Print2Read – eNewsletter – November 20<sup>th</sup> 2007

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## **HVTO Market Leader: DST Output:**

### ***Part One: At the forefront of the HVTO Technology Evolution... delivering 2.6 Billion Customer Communications Around the Globe***

DST Output is a customer communications company. Building on 35 years of experience, the outsource service provider offers integrated print-and-electronic billing, customer care, and customer communications solutions to many of the country's largest financial services, communications, insurance, healthcare and utilities companies. With leading-edge technology, patented systems and a wealth of experience, DST Output designs, produces and delivers statements and other transactional documents of high quality and marketing impact.

"We help our clients get the most value out of their communication from a cost, quality, speed and customer service perspective," says Frank Delfer, executive vice president of technology and chief technology officer for DST Output. "Companies outsource to us because we strive to be innovative in customer communications... both print and electronic."



Reaching out to nearly every home and every business with its technology-driven customer communication solutions, DST Output prints, mails and electronically delivers more than 175 million bills, statements, marketing materials, policy statements, explanations of benefits and other business-critical customer communications per month.

With nearly 31 years of experience and expertise, Delfer leads DST Output's technology organization, comprised of systems development, engineering and maintenance, product management, postal relations and eSolutions. He says the company has more than 3,000 employees, operating revenues in the \$500 million range, and produces more than 2.1 billion print and electronic communications annually in the U.S. alone.

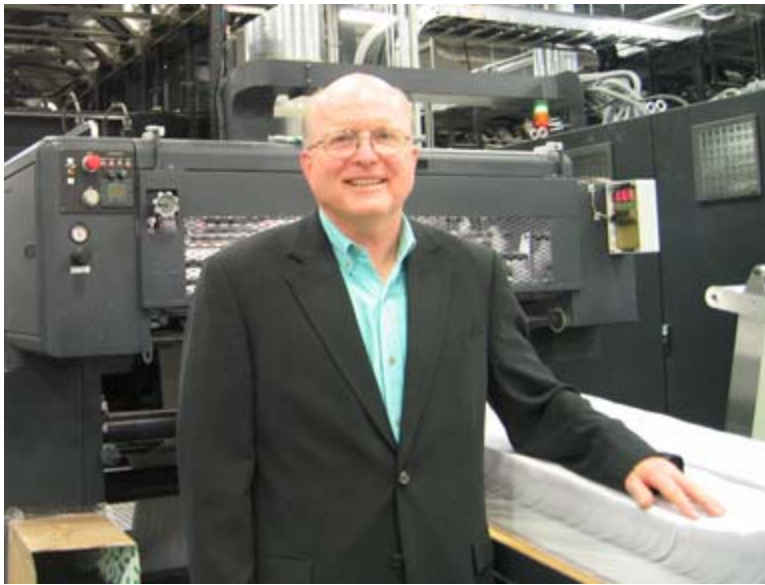
In 2006, DST Output and its affiliates produced more than 2.6 billion customer communications, delivered throughout the United States, Canada and the U.K. "We are the largest third-party First-Class mailer in the United States," says Delfer. "And we have a strong track record of producing steadily increasing volumes every year during the course of our existence."

DST Output provides its output solutions to many of the country's largest companies. "We currently service four of the top 10 wireline providers; five of the top 10 wireless providers; and five of the top 10 multichannel providers," says Delfer. "In addition, we service 33 of the top 50 mutual fund complexes; three of the top 10 brokerage firms; and two of the top 10 defined contribution pension providers."

Overall---while the numbers look good---DST Output's greatest success is in helping its clients create better customer experiences and optimize their monthly communication and dollars invested. "What sets us apart is that we're constantly driving innovations in online and printed statements to help our clients get the most value out of their communication," says Delfer. "Historically, we have been at the forefront of technology evolution."

#### **Digital Press Technology Platform**

Indeed. DST Output is on the forefront of the industry's technology evolution. Recently, the company completed a two-year implementation of its high-speed, color printing and inserting platform called Digital Press Technology (DPT). With this innovation, DST Output became the world's largest inkjet systems printer, propelling the industry forward in a rapid transition from toner-based to inkjet printing technology.



"The DPT platform enables DST Output to offer a variety of color and graphics printing options, including highlight color, select area color and full/anywhere color," say Delfer. "These color variables let DST Output clients choose how much and where to place color to increase readers' attention to a particular area of the document. Further, DST Output's DPT provides an option for forms color, which allows the simultaneous color printing of a client's corporate logo, banner and form along with monochrome bill and statement data. This eliminates the need for preprinted forms because both the color and monochrome images and text are applied as the paper passes through the high-speed press, creating the finished color document from blank paper in one integrated continuous process."

When combined with DST Output's Campaign Manager software, DPT enables affordable TransPromo capabilities---integrating transactional printing with proactive promotional marketing offers based on customer demographics and buying habits.

"DPT creates a more cost-effective process and enables TransPromo documents that can replace marketing and promotional materials that traditionally are sent separate from transaction documents," says Delfer.

DST Output expects to print approximately 785 million statements and 10.5 billion images on the platform this year.

***To be continued...***

***In part two, read more about DST Output and get additional insights from the OutputLinks interview with Frank Delfer, executive vice president of technology and chief technology officer, DST Output.***

## **Conference Spotlight: ADF 2.0 and the “Googlization of Print”**

### ***Preview Next-Gen Trends & Technology At [Gartner Print & Imaging Summit](#)***

Next generation print technologies and trends are creating brand-new revenue streams for the nation's top companies.

Intrigued by both the profit and cost-saving opportunities created by these technological advances, corporate print buyers are eagerly accepting their invitations to Gartner Print & Imaging Summit, Dec. 2 - 4 in Tucson, Ariz.

Here's a sneak preview of some of the breakthrough insights the Gartner Print & Imaging Team will offer from their most recent client engagements worldwide:

**ADF 2.0:** It's likely that you've implemented a version of Gartner's universally accepted “Automated Document Factory” or several critical components. But now it's time to “close the loop” with the next-generation ADF 2.0 to save money and generate new revenues. At the Summit, you'll learn which major technology providers have key ADF 2.0 tools available now.

**“Googlization of Print”:** Learn how to apply Google's successful advertising concept to serve up relevant print communications to your prospects and customers. Gartner analysts will show you how to revitalize your transaction documents, direct mail campaigns and more.

**Have you received your invitation?** If you're an office or production print professional who is planning to invest in new print and imaging technology within the next 18 months, there is still time to apply for one of the remaining Complimentary Summit Packages by visiting <http://www.print-imagingsummit.com/us/participate/>

***Technology providers interested in hosting a Private Case Study Appointment should contact Aramis Jordan at [aramis.jordan@gartner.com](mailto:aramis.jordan@gartner.com) or 603.471.4209.***

## **Product Spotlight: Cut Communication Costs with Barr**

In today's environment of electronic billing and online statements, many customers still prefer to receive paper statements and reports via US mail. Unfortunately, as the volume of mailed pieces continues to grow, so companies are sending more mail pieces and paying more for each piece. It is particularly commonplace for companies in high-volume service fields (banking, brokerage, credit lenders, insurance, etc.) to provide service to customers who have multiple accounts. For the best customer service possible in such scenarios, businesses have been looking for a way to combine all those documents into a single mail piece, thus instantly saving thousands of dollars in wasted mail costs.

Look no further. BEPS 5.0 can do all that and more. By utilizing our householding solution, you can institute modifications upstream of the actual printing stage and streamline all relevant data to the relevant customer. Put simply, instead of mailing each statement or correspondence piece individually, householding combines all information into a single envelope; instantly controlling mail generation and postage costs. All of those processes that create invoices, reports and statements can now be updated without interrupting the system you have relied on over the years.

If you would like to know more about how to cut communication costs with Barr, we are always happy to answer any questions or comments you may have. Contact us today: 1-800-BARR-SYS; 1-352-491-3100; [info@barrsystems.com](mailto:info@barrsystems.com)

## **Elixir Offers Dynamic Archive Search and Retrieval**

Documents provide value across a myriad of processes throughout the organization and records storage, management and retrieval is the focus of Elixir's Blue Ocean product.

Facilitating this "second life" of the document is as important as the printing and production. Those phases when the documents become part of the company's retained records archive, and can be used for reprinting, customer support, datamining, marketing analysis, evidence in lawsuits, and other uses.

### **Visit link below for Blue Ocean process diagram**

[http://www.outputlinks.com/go/http://www.elixir.com/prodblueocean\\_frm.htm](http://www.outputlinks.com/go/http://www.elixir.com/prodblueocean_frm.htm)

Elixir lets you utilize your documents completely for archive from AFP, images, LCDS/DJDE, line data/3211, Metacode, Microsoft® Office® documents, and PDF. Blue Ocean accepts all these formats, indexing everything, storing it all securely, and waits to deliver information on request. More than a passive repository Blue Ocean is a revolutionary database that can serve other applications—and other archive systems—handling the mountains of retained records and delivering them programmatically as required.

Blue Ocean is a low-maintenance program that does not require a team in lab coats to manage it. Blue Ocean enables a dramatic reduction in hardware and infrastructure investment, even when it is scaled to enormous sizes. Because Blue Ocean indexes everything on the page, including the positions of all information, you can find what you're looking for with incomparable ease.

Search speeds start fast and stay fast —no matter the size of the database, in contrast to competitive document-archive systems: SQL cannot handle hundreds of billions of rows, and a multi-terabyte full-text

database can take many minutes to return a search. Blue Ocean's performance is fast: across the size spectrum.

By viewing a customer statement, for example, and drawing virtual-index rectangles around areas of the page, the search space is dramatically limited so that you can ask "find account numbers starting in 447 that appear at this location on the page." You don't have to know in advance how you're going to use your document database—you can design on the fly, make painless changes, and search without rebuilding or other delays.

Blue Ocean's powerful automation feature can initiate file ingestion and other processes based on user configurations. Printstream conversion to Adobe® Acrobat® PDF provides 100% fidelity to the printed versions. Documents are stored securely and these archived originals can be located, then printed, routed, annotated, saved, combined, or delivered to other programs.

For more information on Blue Ocean and other Elixir products: [www.elixir.com](http://www.elixir.com)

## **Industry Forum: SuperSaver Rate Now Available for the 2008 Financial Communications Forum!**

*April 15-16, 2008 ... Princeton Club ... New York  
– Save 40% off the Regular Rate! –*

Save 40% when you register for the 2008 Financial Communications Forum! The SuperSaver rate of \$717 is now available and is the lowest non-group rate that ever will be offered. So don't let the clock run out on you – register today!

If you are involved in the design, production, or distribution of documents that communicate financial information, then this event is for you!

Information and registration are available online at <http://www.insightforums.com/fcf2008.php>. Come join us and improve your ability to communicate financial information!

(Have a group of 3 or more who want to attend? Call 617-646-4100 and receive one of our extra-low Group Rates!)

**Financial Communications Forum: Creative Strategies for Expert Execution  
April 15-16, 2008 / The Princeton Club of New York**

**Hot News:**

**Range Printing Opens Doors to New Business with Digital Printing, Web to Print and VDP Solutions from Kodak**

[http://www.outputlinks.com/html/news/kodak\\_range\\_printing\\_111907.shtml](http://www.outputlinks.com/html/news/kodak_range_printing_111907.shtml)

**Adobe Launches LiveCycle Production Print ES**

[http://www.outputlinks.com/html/news/adobe\\_luanches\\_livecycle\\_111607.shtml](http://www.outputlinks.com/html/news/adobe_luanches_livecycle_111607.shtml)

**HP Introduces Enterprise Printing Solutions for Financial Services and Public Sector Markets**

[http://www.outputlinks.com/html/news/hp\\_enterprise\\_printing\\_111507.shtml](http://www.outputlinks.com/html/news/hp_enterprise_printing_111507.shtml)

**Visioneer and BÖWE BELL + HOWELL Sign Strategic Development Agreement**

[http://www.outputlinks.com/html/news/bbh\\_visioneer\\_111507.shtml](http://www.outputlinks.com/html/news/bbh_visioneer_111507.shtml)

**Metavante Announces Eleventh Member Of Its Board Of Directors**

[http://www.outputlinks.com/html/news/metavante\\_board\\_member\\_111507.shtml](http://www.outputlinks.com/html/news/metavante_board_member_111507.shtml)

**Kodak's One Magazine and Printambassador.com Earn Top Awards from the League of American Communications Professionals**

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**Pitney Bowes' Group 1 Software Partners with Siperian to Offer Integrated Data Quality and Master Data Management Solution**

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**GMC Software Technology Showcases Personalized Communication Applications at Gartner Print and Imaging Summit**

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