



Document Re-engineering Solution Brief

IMB, Electronic Inserts and Improving ADF Efficiencies

Document re-engineering, or changing documents and print streams post-composition, is a growing issue among both in-house and service bureau print shops. Document re-engineering applies to all three Transpromo areas – hardcopy, electronic and multiple print streams. Let's examine one application in each area.

Hardcopy

Replacing PostNet with IMB

As part of the USPS's Intelligent Mail and OneCode Visions, the use of the Intelligent Mail Barcode (IMB) will be mandatory starting January 2009. Organizations must adopt the IMB to maintain postal discounts.

IMB is more than just an enhanced ZIP Code barcode; however, it also carries information such as class of mail, special services requests, unique mailer ID, and unique tracking ID, in addition to ZIP code routing information. This means that the IMB offers the opportunity to have each mail piece uniquely identified both before and during the mailing process.

What is required to take advantage of all this information? Some production environments will be able to change their composition step to create an IMB with all the needed data. But many production shops won't be able to push the changes back that far and will need to use document re-engineering to allow them to take full advantage of the IMB. How would this work in practice?

After the transaction print file is created, it is passed to a document re-engineering step. During the document re-engineering step:

- Each document is reviewed and the appropriate document-specific information is extracted – typically, the routing ZIP information.
- A sequence number is generated for the piece – usually sequential and based on the location of the document in the overall batch job.
- The unique mailed ID is known. For this job, other

information such as class of mail and special services are either known for the entire job, can be data mined from each document, or looked up in an external file.

- Depending on what additional information is needed, calls to external third party software (such as CASS or PAVE) or reads to external files (for additional information such as weights for paper stocks or list of inserts) are made and the resulting information returned for each document.
- The existing PostNet barcode is removed from the document.
- The address block is updated, if needed.
- Using all this information, a new IMB barcode is generated and placed on the page.
- One or more records are written to external control file(s)

These steps insure the IMB contains as much information as possible to both meet USPS regulations and to assist in the later processing of the document through the ADF production environment.

Electronic

Adding Electronic Inserts

Electronic presentment is not hardcopy presentment. Simply transforming the hardcopy document into an electronic format is not enough. Other possible electronic enhancements include changing marketing messages, adding individualized hot links and URLs, and removing unneeded hardcopy mail features such as barcodes.

One significant enhancement being used by our customers is the capability to reproduce hardcopy envelope contents electronically by virtue of electronic inserts. Using document re-engineering, three types of electronic inserts are typically added to complete the electronic envelope.

- Using external information, electronic overlays are added to duplicate pre-printed paper stocks. These overlays can be either in black and white or color.

- Back pages, also from pre-printed stock, are added. Typically these back pages contain Terms and Conditions (T&C) and are necessary to meet legal and regulatory requirements.
- Hardcopy Transpromo pieces must use inserts that are mechanically added before the statement is placed into an envelope. Using either data mining or an external file look up as a guide, these same inserts are added to the electronic piece. Alternately, since weight is no longer an issue, more inserts can be added to the electronic document before delivery to the customer.

- In some cases, the document re-engineering process may include splitting the job into multiple smaller files to take advantage of or avoid specific equipment. One such example would be splitting the file by final envelope weight, or splitting the job into smaller files, each capable of being run on a particular set of inserters without having to reload.

This splitting capability can also be used as a precursor to commingle multiple smaller files into larger files which can be more efficiently processed in the ADF environment. These commingled files will have been resorted into an optimum postal presort to minimize the postage costs.

Multiple Print Files

Maximizing ADF Efficiency

Today's sophisticated ADF systems require a high degree of system integration and communication between all the components. This communication is frequently accomplished by exchanging control files between components. However, these control files must be created, and must contain accurate information about each document in the print stream. Additionally, each vendor has its own preferred format and structure. As a result, creating accurate control files to meet different vendor formats can be a challenge.

Flexibility is a must in any production environment with diverse hardware, software and systems. Often, load balancing can require jobs to be shifted between equipment and even between physical locations. Achieving the benefits of an ADF requires true interoperability between systems, and flexible and open solutions that will allow you to optimize your production process.

Document re-engineering allows you to create the control files necessary for each production job as you need them. This gives you the flexibility to use what ever equipment is available to meet the needs of production workflow.

To maximize ADF efficiency a typical document re-engineering process would be run after the determination is made as to which set of equipment the job will be processed on.

- The job is read.
- Data is mined from individual statements.
- Data is read from external files, such as requested insert lists.
- Appropriate barcodes are created for each piece or each page and added in the job's native PDL.
- Control file information is written for each document.

CrawfordTech Document Re-engineering Solutions

Awarded Xplor 2008 Innovator of the Year award for Document Re-engineering solutions and Document Enhancer product. Come see us in Boston in Booth #331.

Crawford Technology document re-engineering solutions eliminate the obstacles preventing companies from making important improvements to high volume document production processes. Document re-engineering can provide many benefits – from saving money and bolstering operating efficiencies, to gaining new customers and adhering to changing postal regulations. CrawfordTech solutions are flexible and agile, and make document reengineering a viable benefit in the real world of document processing.

CrawfordTech document re-engineering products can help you build efficiencies, save money, boost revenue, and bolster customer service. CrawfordTech's deep understanding of not only the technologies surrounding mission-critical document processing, but also the strategic and business implications of information management help customers transform legacy print applications into new and advanced document processing systems.

We provide the tools and flexibility needed to achieve substantial savings, exceed customer expectations and optimize the operation of your shop. Contact us today at sales@crawfordtech.com or 1-866-679-0864 to discuss how we can solve your document re-engineering problems.

Come see us in Boston in Booth #331 and attend the XDU session Document, Statement and Transpromo Reengineering Monday March 3rd.