



SEFAS Production Management



THE ADF PRODUCTION COMMAND CENTER

OPTIMIZE WORKFLOW - TRACK AND MONITOR PRODUCTION - ENSURE DOCUMENT INTEGRITY

Sefas Production Management solutions give you the ability to effectively manage your customer communication distribution process to maximize your operational investment, reduce costs and expand service capabilities in new and profitable ways.

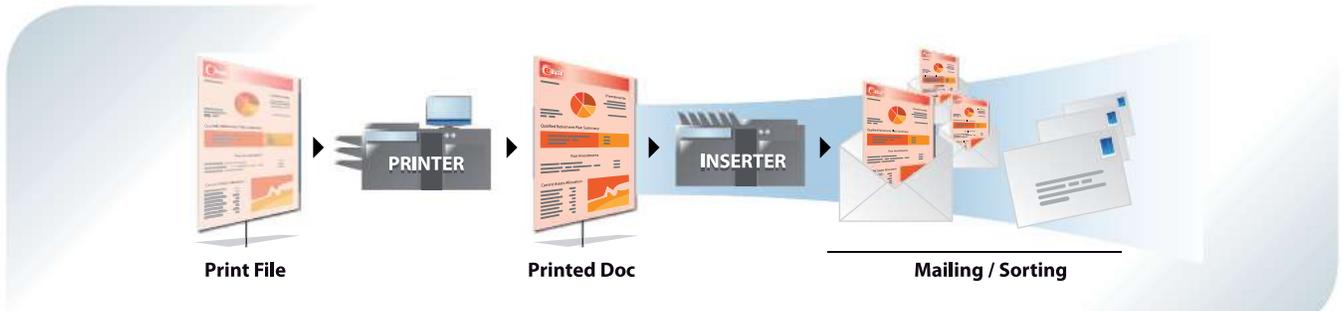
Print and mail operations are under tremendous pressure to stay competitive. Diverse business applications, ever-shrinking budgets and tightened service level commitments, combined with the daunting task of coordinating production across a mixed bag of equipment, make meeting production requirements a challenge. Add to this the demand for new services, the constant threat of outsourcing, and the watchful eye of the compliance organization, and concerns mount. Sefas Production Management solutions help you get your arms around these issues and position your operation for greatness. Using straightforward tools, you can tame even the most complex environments by providing end-to-end visibility into the production process, automation to optimize throughput, and comprehensive audit capabilities to track activity. As a result, you get the most out of your existing equipment, people and infrastructure while adding undeniable business value.



OPTIMIZE WORKFLOW



Do you have lots of jobs coming through your production center that don't fit normal processes and require manual steps, ad hoc procedures or custom equipment configurations to run? Even if 80% of your jobs are streamlined for maximum operational efficiency, the remaining 20% can eat up your resources and prevent you from gaining expected and much needed efficiency benefits. Sefas Production Management solutions offer a centralized view into your production operation to enable better management and control of your production processes, so you can gain every possible efficiency advantage. Our straightforward and simple approach provides the necessary automation and integration to take your print and mail operation from good to great and from reactive to proactive.



SYSTEMS INTEGRATION

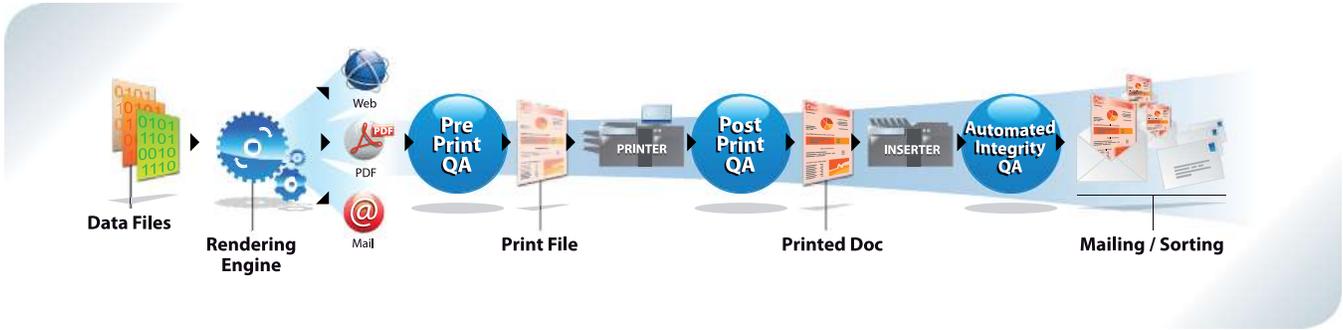


Gain visibility and control over the various parts of your print and mail operation so you can finally exploit the full potential of your existing production investments. Managing a mixed environment doesn't need to be a burden or fraught with manual processes and workarounds, nor do you need to rip and replace your existing infrastructure to make significant efficiency improvements. Sefas Production Management provides the necessary integration to link your existing production systems, as well as centralized

command and control capabilities, to easily guide incoming jobs through the various steps of your distribution process. Sefas Production Management allows bi-directional sharing of information to effectively balance and manage workloads in real time, across multiple devices and sites, and automates the collection and consolidation of production level information to maximize the efficient utilization of your production environment.



PROCESS AUTOMATION



The key to effectively managing a production environment is having automation at every stage, combined with status and requirements knowledge so you can make operational decisions on the fly. Many operations, however, are configured with vintage systems supplied by multiple manufacturers, making them difficult to link or automatically trigger as production moves from one step to the next. Sefas Production Management solutions provide a seamless layer of integration with automation to move production tasks through the various steps of the distribution process. This eliminates the need for proprietary operator knowledge and ad hoc processes to

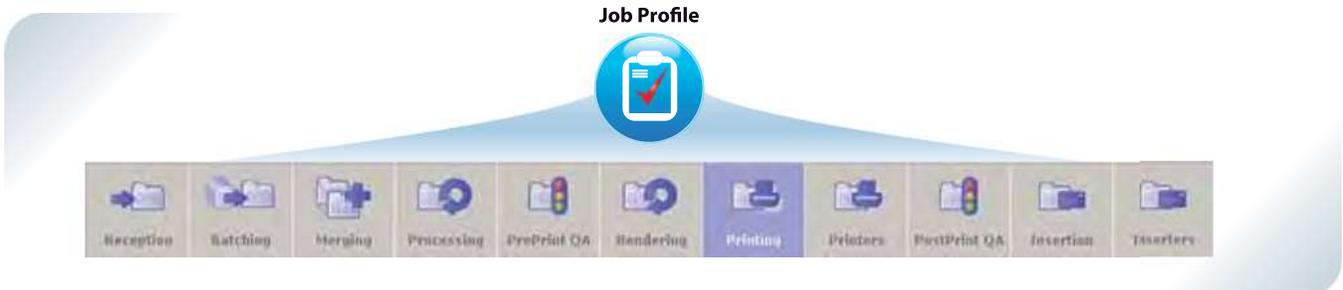
effectively manage your production workflow. Sefas exploits user-defined job profiles and automation layers to guide production from file reception through final distribution, passing data and resources to designated production platforms and allowing operations staff to adjust priorities on the fly. Automation simplifies the production process, ensures accurate and timely operational data is recorded, and takes the guesswork out of managing and prioritizing hundreds of jobs per night. Automated, streamlined processes result in higher throughput, fewer errors and reduced labor-intensive tasks.



JOB VISIBILITY

While integration and automation go a long way toward improving production efficiency, having visibility into job level status throughout the production process and the ability to manage and prioritize workloads based on service level commitments is even better. Operations are measured on their ability to achieve service level commitments. Most, however, manage their services in silos, with very little status communication or strategic coordination as jobs pass from one step to another. Sefas

Production Management solutions provide end-to-end visibility into each step of the production process, allowing team leaders and operations staff to view the status of any job at any point in the distribution process and to make on the fly workload balancing decisions based on up-to-the-minute information. Knowledge is power, and with this unparalleled level of production detail you can proactively manage people, equipment and processes for efficiency and operational success.





TRACK AND MONITOR PRODUCTION



Do you manage critical performance metrics and service levels with error-prone manual processes and hand-written control sheets? In the just-get-it-done environment of the production center, this isn't uncommon, but relying on these manual processes opens the door for problems and can undermine confidence in your reporting and statistics. Sefas Production Management builds centralized automated tracking into all phases of production, reducing risk, enabling real-time adjustments, and ensuring service levels and regulatory compliance goals are met, while reducing dependency on proprietary operator knowledge and ad-hoc workarounds.



SERVICE LEVEL TRACKING

To effectively manage print and mail operations with maximum credibility, you need visibility into your distribution process and the ability to record real-time, accurate production statistics. Using manual processes to assemble business-critical production statistics risks missed service level commitments and inaccurate reporting. Sefas Production Management solutions provide live production visibility to improve operational reporting and enable real-

time workflow decisions based on in-flight service level statistics. Automated alerts are issued for jobs in jeopardy of missing an SLA. Dashboard real-time reporting lets you proactively manage job priority based on service level commitment and adjust workload balancing to ensure you are in control and can prioritize work and meet service levels.

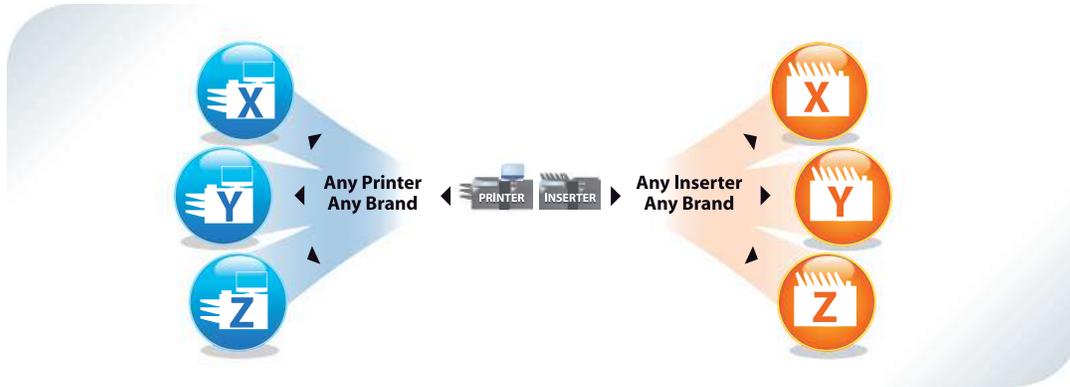




EQUIPMENT MANAGEMENT

Even with workflows optimized, achieving maximum equipment utilization can be a challenge. You need to know not only that jobs are being processed efficiently, but how long jobs take, how full the queues are, and how to best plan equipment deployment against time-critical deadlines. With Sefas Production Management, you manage all of your production equipment from a central system regardless of what brand or type of equipment you have.

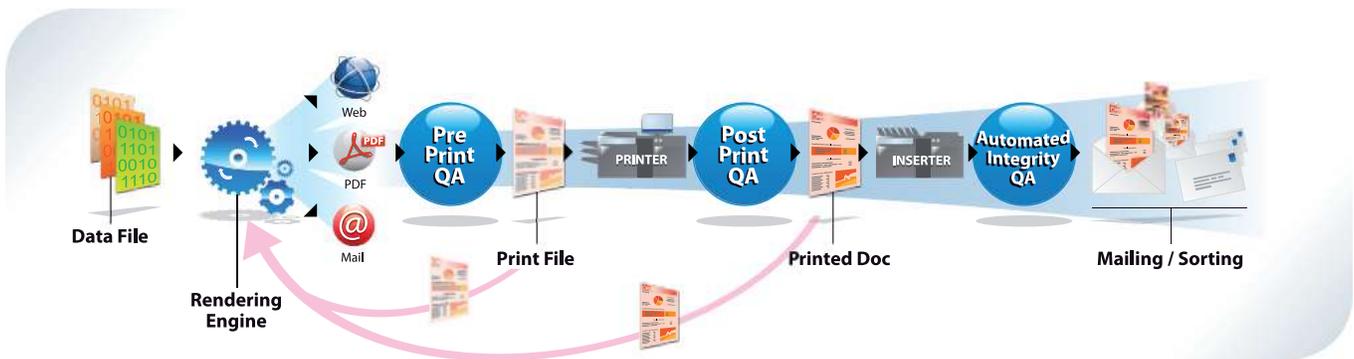
For each device, the dashboard shows the current status and percentage completed for each activity in real-time, and you can perform queue management and prioritize jobs regardless of the number of locations or machines being managed. Finally, the solution automatically records device statistics for throughput reporting and historical performance analysis, further enabling effective production planning.



COMPLIANCE & REGULATORY SUPPORT

With regulatory compliance and risk mitigation a driving force in today's business environment, it's more important than ever for print and mail operations to ensure privacy and other regulatory commitments are met and that assurance of compliance relies on stringent management practices and accurate data. Sefas Production Management ensures accuracy and integrity in the application of regulatory compliance tracking, including real-time and historical

statistics, job level and document level production tracking through the complete distribution process, and complete audit trails. Additionally, by tracking at the job, mail piece and document level, the solution effectively tracks individual business transactions, resulting in granular production data that can be passed back to business customers to complete the business transaction workflow.

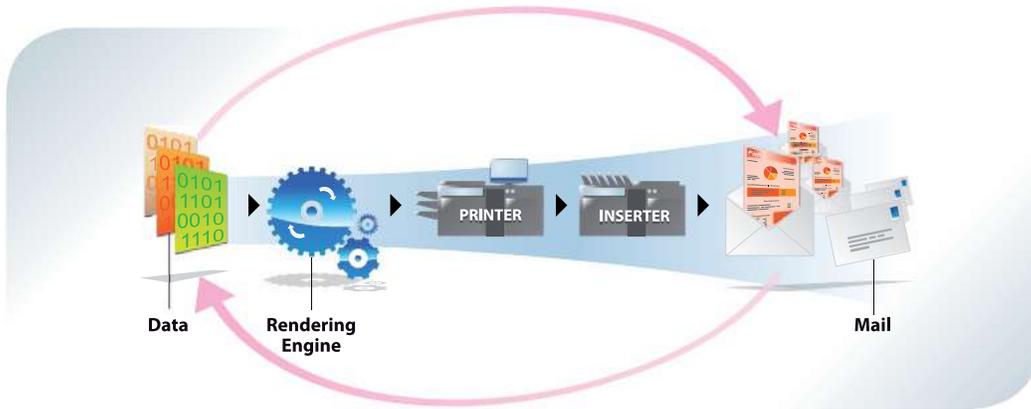




ENSURE DOCUMENT INTEGRITY



The production center mandate is to complete every job and ensure that every piece gets out the door. This can be a challenge when production anomalies occur – a reality in every production center. Selected documents need to be pulled out, a few documents get mangled requiring reprint, and efficiency optimizations such as house holding add new dynamics to integrity-checking routines. Sefas Production Management solutions enable you to handle these exceptions with ease, while automatically closing the loop on production tracking, so your statistics report 100% complete and accurate results and the integrity of every document and mail piece is assured.



PRE-PRINT QA

Production centers routinely manage pre-print quality checks utilizing ad-hoc manual procedures with little control, automation, or security. Sefas Production Management solutions enable trackable processes and elevate the level of control so that business users who are the document stakeholders are directly involved in security-controlled pre-print processes. For jobs that you know will need special handling or review, you can build automated custom steps into predefined workflows. Where business users are involved, you can provide online document

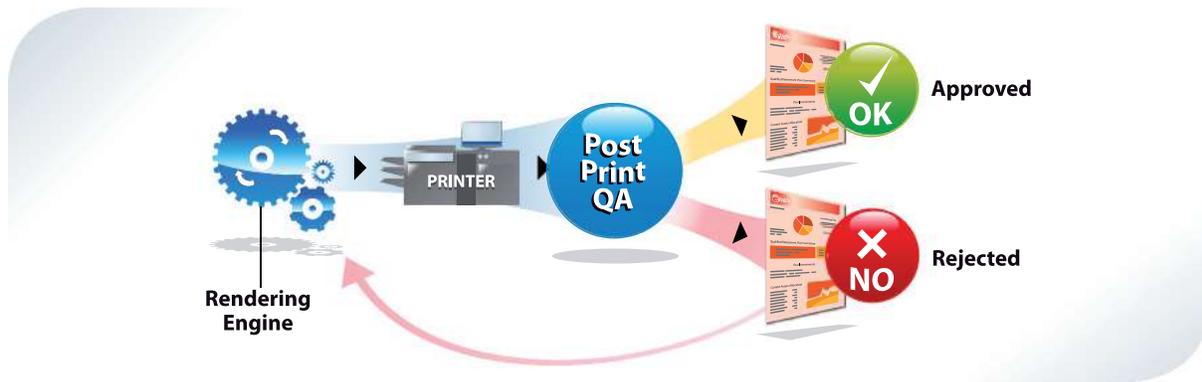
previews to speed review and balancing. You can also enable selected users to electronically pull documents by adjusting user privilege profiles. Every change is tracked so you have a complete audit trail, and job statistics are revised for accurate tracking through the rest of the distribution process.



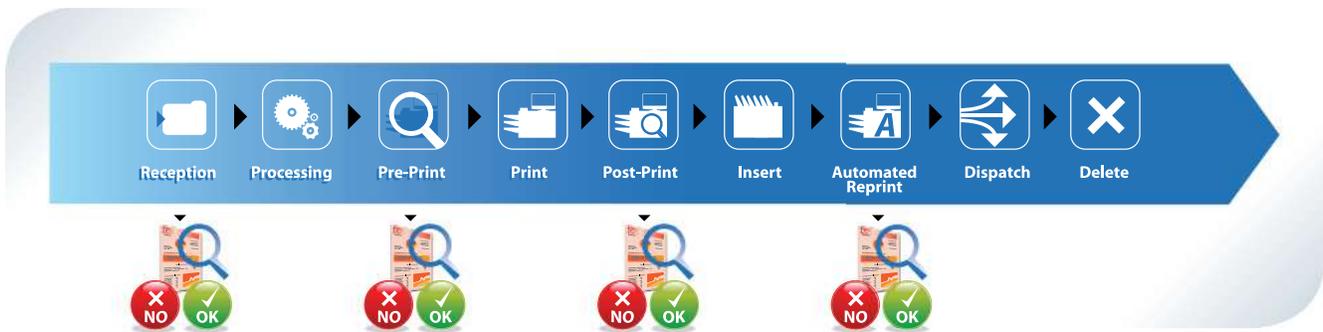
AUTOMATED REPRINTS

Reprints typically involve operator intervention and cause delays in job completion, while also introducing the risk of lost or mishandled information. With Sefas Production Management, reprint processing is automated in a closed loop system. The bi-directional sharing of information that enables production tracking across the disparate equipment in your production center also enables the system to know exactly which documents did not make it through production and to automatically submit documents for reprint, ultimately ensuring the completeness and integrity

of the entire job. You can further speed job completion by defining automated reprint workflows that complement on-going production. For example, you can issue immediate reprints at a local printer so operators can quickly recover damaged pieces and close out an entire mailing run without delay. You can also merge like-processed reprints and direct them to production printers based on volume, color, or finishing requirements. Once reprints are completed, job and SLA statistics are automatically revised.



DOCUMENT TRACKING



Business situations often arise that require knowledge of the exact location and status of a document. Sometimes intervention is called for, as when business users request documents be pulled out of a mailing, and sometimes the need is for verification, such as to confirm document delivery. In many production centers, finding this information is a time-consuming interruption. Modern distribution workflows, such as house holding and e-delivery, add complexity to the task and feedback often lacks precision and immediacy. With Sefas Production

Management solutions, document-level tracking is built into every process, so you can find any document instantly and report immediately on its status. Once through the distribution process, you know exactly what envelope a document went in or whether it was redirected for e-presentation. Whatever business requests arise, you have the document-level data at your fingertips. Further provide business value by feeding data back to business units to complete business workflows.



PRODUCER

Production Management



Producer Production Management puts you in control with a fully centralized and powerful ADF workflow capability and a front-end interface that's flexible and easy to use in any production center. Utilize your operational knowledge to implement your production vision, leverage existing equipment and systems for optimal results, enforce compliance standards, and deliver business value without the need for specialized programming skills or lengthy IT initiatives.

Production Management is part of the Sefas Producer solution suite and gives you a vendor-neutral command console to manage your production center. The dashboard provides real-time production management, with modules for each capability and each type of equipment you might have in your production center, regardless of its manufacturer. This unique ability to manage a myriad of equipment types gives you the instant ability to leverage each one more effectively. Achieve immediate impact with a single module for a targeted production improvement and expand the solution later with additional modules, as needed, to gain further efficiencies. All modules work seamlessly together in the same command console, making it easy to learn and maximizing staff efficiency in making impactful production management improvements.



About Sefas

Sefas Innovation is a world leader in document production technology. The company is headquartered in Paris, France, with operations in the U.S. and the U.K. Sefas solutions offer unparalleled levels of flexibility and performance. Many of the largest financial institutions and Fortune 500 leaders rely on Sefas Enterprise ADF technology to produce complex, high-volume and mission critical transactional documents. For more information about our products and services, please visit www.sefas.com.

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