

Case Study



2014

Leading Service Bureau Applies Vision to New Document Factory

Prepared for:



Introduction

Faced with increased price pressure, more stringent compliance requirements, shorter turnaround times, and a shift to multi-channel delivery of communications, the business strategies of today's high-volume transactional document operations are being tested like never before. While some have been reluctant to make the necessary investments to keep pace with these industry developments, others have risen to the challenge. One such company is Incepture Print Solutions (IPS), an outsourcing service bureau with strong ties to the healthcare market. IPS leadership had the vision to re-engineer its document process to deliver critical communications in a faster, more relevant, and more cost-effective manner. The following study explores the challenges IPS faced, its vision, approach, as well as the savings and opportunity that it is now positioned to realize.



FIGURE 1 – Incepture system analyst using Sefas Designer and Producer

About Incepture and IPS

Founded in 2001, Incepture is a Jacksonville, Florida-based staffing, consulting, and managed solutions firm. IPS was launched in January, 2012 as a commercial print-to-mail business within Incepture, a wholly owned subsidiary of Florida Blue. Previously a cost center within Florida Blue, IPS is now one of the largest commercial print-to-mail operations in north Florida, mailing over 100 million mail pieces last year.

The Challenge

With the decision to move from a Florida Blue cost center to an outsourcing service provider with revenue from commercial clients, IPS needed to think differently about how it would approach the document production and distribution process. IPS chose to reconsider its strategy from the way the company processed data,

to how it printed and inserted communications, and sorted mail pieces. With new technology offerings on the market that could help revolutionize the way that customer communications were produced, IPS knew that it needed to make changes to its core document processing architecture if it planned to fully leverage these technology advancements. IPS took inventory and noted that, while it was successfully processing more than 450 jobs per day, there were high costs in onboarding new customers, and it was dependent on too many different tools and processes to scale and grow. In order to re-engineer its document process, IPS needed to assess its current state. Some of the hurdles included:

- Onboarding new clients was too slow and dependent on resource expertise and availability
- Incoming client “print ready” files were in a myriad of formats, and sometimes lacked complete resources
- Legacy applications would need to be altered to benefit from any new infrastructure investments
- Jobs would need to be merged and combined to maximize throughput
- Conversion of legacy applications would require a quality control process that would ensure zero defects

To overcome these challenges, IPS needed to:

- Standardize its application onboarding process using a common product and architecture
- Identify technology that would support job and document optimization short term with no burden on the customer, and support better use of the mail piece as a communication tool
- Invest in new printing and insertion technology to streamline its customer communications manufacturing and distribution process

With its initial assessment complete, IPS began the search for potential partners.

The Solution

After careful consideration, Incepture Print Solutions chose Open Print from Sefas Innovation to help re-engineer its document process. This decision aligned well with the company's preference for hardware independence.

According to Ted Hagan, Senior Director of Incepture Print Solutions, IPS chose Open Print from Sefas Innovation for two reasons:

1. The flexibility of the post composition environment that enabled collaboration by a team of skilled resources, and that could handle any print stream format
2. The ability to manage business rules and monitor job status from a central processing platform that would readily integrate with existing systems

“As a captive print shop of Florida Blue, our software was dated but manageable,” noted Hagan. “Ingesting and interpreting other organizations’ data streams would be a different story and our software was not going to get the job done. We chose Sefas Innovation’s Open Print because it offered the most versatile solution of the software providers we reviewed.” Criteria used for comparison included compatibility with partners, productivity increases, total cost of ownership, speed of implementation, and professional services. With Open Print in place, Incepture was able to take on the most challenging of client needs. Ted commented that “one client had 95% of its legacy code maintained overseas. The Sefas solution was able to ingest the data and normalize it into a format that could be pushed through Incepture’s standardized workflow. Some of this code would have been unrecoverable without the new software.”

From a hardware perspective, IPS selected Pitney Bowes for high speed color inkjet printers and mail piece “wrapper” technology. This solution enabled IPS to reduce its number of printers, inserters, and sorters to a few high throughput systems capable of placing variable messaging on the customer’s envelope to better leverage the communication channel.



FIGURE 2 – Incepture Print Services staff at Jacksonville print and mail operation

The Result

As a result of these investments, IPS has delivered on what it set out to achieve.

Increased the speed at which it converts clients onto its new platform. IPS reduced one recent client onboarding process by 33% using the new technology.

Deployed the new infrastructure and converted to a White Paper Factory™. The efficiencies gained from implementing the Pitney Bowes White Paper Factory™ have resulted in a streamlined manufacturing footprint and eliminated unnecessary costs.

Taken advantage of the full value a mail piece can deliver. With the new hardware and software in place, IPS can now offer its clients the opportunity to add promotional and informational messaging to the envelope, as document “onsets” (TransPromo), as well as applying householding to ensure that clients are only paying for postage when needed. In addition, IPS is leveraging software to help customers take advantage of all five-digit postal automation discounts.

By assisting its healthcare customers with creation and delivery of consolidated statements, as well as householding of communications, Incepture has driven savings of \$6-7M per year in postage and materials since implementing the solution.

Regarding the partnership with Sefas Innovation, Hagan only had good things to say. “Sefas has been a great partner for us. Not only have their products performed as expected, but they have supported us with additional resources and training in order to ensure we can deliver on our promise to our customers. Their professional services have been better than we could have ever expected.”

Within the first two months of the relationship, Sefas helped IPS deploy a Medicare householding application and rescue a sister company after its print operations were devastated by Hurricane Sandy. Without the Sefas solution in place, IPS would have never been able to provide this support within the necessary timeline. Needless to say, the decision to re-engineer its document process to deliver critical communications in a faster, more relevant, and more cost-effective manner started paying off on day one.

InfoTrends' Opinion

Incepture Print Solutions' strategic decision to maintain and grow its print operations by offering its expertise and services to external clients appears to be paying off. Without making the necessary technology upgrades—including updating its software—it would have been paralyzed by a laborious workflow and inefficient technology. IPS now has the technology and strategy in place to be highly competitive on cost and value proposition as it continues to expand its market reach. Captive print centers and document outsourcing providers should take note of this transformation and assess where their own document processes could use some re-engineering! ■

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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., U.K. and Spain. Sefas solutions offer unparalleled levels of flexibility and performance. Many of the largest financial institutions and Fortune 500 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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