



Document Re-engineering

Flexibility, Process Improvement and Savings

Document re-engineering is both an opportunity and a challenge for most organizations.

No matter the market or the industry, companies depend on documents as essential tools to run business everyday and their effectiveness has a direct influence on the bottom line. At the same time, the process of creating, producing and distributing high-volume documents is often burdened with costly inefficiencies. Paper, postage and processing expense take an ever-increasing toll. And with recent and upcoming changes in postal regulations, companies stand to spend even more if they are not attentive to the process.

The Crawford Technology PRO Series of document re-engineering solutions eliminates the obstacles that prevent companies from taking advantage of document re-engineering.

Crawford Technologies' [PRO Series of document re-engineering solutions](#) eliminates the obstacles that prevent companies from taking advantage of document re-engineering. We provide the tools and flexibility needed to achieve substantial savings, exceed customer expectations and optimize the operation of your shop.

What's Document Re-engineering?

High volume document production has traditionally been dependent upon a variety of proprietary "print streams." As a result, making enhancements to large document production runs has also been traditionally problematic. Companies often lack the resources, the ability, or the will to re-engineer legacy programs and mainframe-based applications and subsystems. Newer line of business projects frequently need tweaking when the time or personnel are not available to make the required

composition engine changes. Consequently, important document re-engineering efforts aimed at saving money and improving production processes are placed at the bottom of the "to-do" list or overlooked entirely.

Consider these common document re-engineering enhancements:

- Replace a PostNet barcode with an Intelligent Mail Barcode (4 state barcode) to get a better postal discount.
- Add electronic 'inserts' into a PDF file to match the inserts placed into the envelope.
- Add a new 2D barcode to more efficiently drive your mail inserters.
- Add or modify a custom one-to-one marketing message on an account statement.
- Convert a Metacode print stream to an AFP print stream (or vice versa) so it can be printed on any available printer for better load balancing.
- Add an enhanced hot link into a PDF file to drive your click-through rate higher on on-line viewed statements.
- Take several smaller production print streams, commingle them, resort them to get your best postal discount, and then add appropriate barcodes to the new unified stream.

The benefits of document re-engineering include reduced postal costs, more efficient use of equipment and staffing, better reliability, comprehensive mail piece tracking, and more personalized customer communication. Organizations struggle to obtain these benefits, however, since legacy document applications are not easily or affordably modified.

Regulations frequently drive document re-engineering efforts. The Health Insurance Portability and Accountability Act (HIPAA), the Sarbanes-Oxley Act (SOX) and the introduction of USPS Intelligent Mail Barcode (IMB) are just a few of the reasons companies must tackle document re-engineering

The [PRO Series of document re-engineering solutions](#) from Crawford Technologies changes all that by removing the barriers to document re-engineering. We provide flexible, fast and reliable tools for print stream conversion, document enhancement and process optimization – all without the need to modify existing programs and coding. We help you take advantage of advancements in document technology and optimize your existing operations.

Document Re-engineering Categories

At CrawfordTech, we see three broad categories of document re-engineering. These categories are not mutually exclusive; one line of business application could involve one or more categories.

- Hardcopy - Modifying individual document content destined to be printed.
- Electronic - Modifying individual document content destined to be electronically displayed.
- Print Stream - Modifying one or more production print streams after composition (e.g., sorting, commingling).

Hardcopy Document Re-engineering

The re-engineering of hardcopy documents generally focuses on adding, deleting and/or modifying elements on individual pages. These elements can include anything from text and graphics to advanced barcodes and

Mail stream optimization is the most compelling reason for hardcopy document re-engineering.

modified address blocks. For many organizations, mail stream optimization is the most compelling reason for hardcopy document re-engineering. With postage expense typically representing the highest single cost in any mailing,

trimming those expenses is one clear and present return on investment. And with Postal Services driving new standards and techniques like intelligent mail barcodes and delivery point validation, companies will need to keep pace or pay the price. Inserter efficiency and printer load balancing also prompt document re-engineering aimed at automated factory-like effectiveness.

Electronic Document Re-engineering

The re-engineering of electronically delivered documents typically focuses on adding missing content such as terms and conditions or inserts, removing hardcopy-oriented objects such as barcodes, and adding enhanced marketing messages through targeted URLs. Repurposing legacy printed documents for electronic presentment is perhaps the most compelling reason for companies to take on electronic document re-engineering. The savings in paper, processing and postage are often more than enough to justify the effort. And with customers expecting more and varied communications, many companies seek to leverage enterprise information in new and more dynamic ways. Electronic document re-engineering provides a marriage of data and documents simply unmatched in the paper-only world.

Repurposing legacy documents for electronic presentment is perhaps the most compelling reason for companies to take on electronic document re-engineering.

Print Stream Document Re-engineering

The re-engineering of print streams is focused on enhancing and improving the performance of production process downstream without the need for expensive and time consuming application reprogramming upstream. Even with the awareness that improvements could be made, many companies simply lack the resources needed for the recoding effort or the focus required for truly meaningful improvements. In any case, enhancements for document production systems seem always to fall to the bottom of the pile. But as increases in postal rates continue to challenge operating budgets

The re-engineering of print streams is focused on enhancing and improving the performance of production process downstream without the need for expensive and time consuming application reprogramming upstream.

and regulatory requirements prompt the need for tighter mail piece tracking, companies seek the flexibility and ability to re-engineer existing print streams to meet the changing demands.

Case Studies

Below you will see a series of case studies that demonstrate how CrawfordTech brings about real world document processing improvements in all these important areas of document re-engineering.

Hardcopy Re-engineering

[Case Study – Replace PostNet with IMB](#)

[Case Study – Replace OMR with 3 of 9](#)

Electronic Document Re-engineering

[Case Study – Electronic Statements to Web](#)

[Case Study – Electronic Inserts and Pre-print](#)

[Case Study – Data Mining](#)

Print Stream Document Re-engineering

[Case Study – Print Stream Conversion](#)

[Case Study – Printer Load Balancing](#)

[Case Study – Splitting](#)

[Case Study – Commingling](#)

Crawford Technologies – Built for the Real World of Document Processing

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 re-engineering 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. Crawford'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.

Customers around the globe rely on us for the tools they need to enable mission-critical document strategies.

[Contact us](#) today to find out how Crawford Technologies can make a difference for your organization.

About Crawford Technologies Inc.

Founded in 1995, Crawford Technologies, Inc. (CrawfordTech) is a leader in document manipulation and re-engineering solutions, including data mining of print streams, archiving and retrieval, print stream conversion, and workflow processing. The wide range of robust and flexible CrawfordTech products allows companies to boost revenue, build efficiencies and bolster customer service. Their committed and knowledgeable technical teams provide unparalleled development, design and support, and their flexible transform technology is recognized as the fastest, most flexible and most accurate available.

Customers around the globe rely on CrawfordTech to enable mission-critical document strategies that result in tactical savings and efficiencies as well as strategic improvements in revenue generation and customer service. Their native format archive systems and transform tools work with all print stream formats and make CrawfordTech a highly sought after partner in both the OEM and user communities.

Crawford Technologies, Inc.

130 King Street West, Suite 1800
Toronto, Ontario, Canada, M5X 1E3

Toll-free: 1-866-679-0864

Telephone: +1-416-410-1467

Fax: +1-416-481-4723

info@crawfordtech.com

www.crawfordtech.com

