



# Crawford Courier



September 2010

www.crawfordtech.com



**Ernie Crawford**  
President, Crawford Technologies

## Ernie's Corner

This week Crawford Technologies made an industry-changing announcement - the release of our newest product, PRO Production Manager.

PRO Production Manager is groundbreaking because it brings down the price point of this state-of-the-art technology. Known as ADF (automated document factory) we have brought down the price range from millions of dollars to pricing that is affordable to organizations not considered "mega" in stature.

In marketing this product, we were afraid to refer to it as an ADF (Automated Document Factory) due to the stigma of this being an unaffordable custom solution that is often priced in excess of \$5-million.

Now in most cases, a complete PRO Production Manager installation (including integrity monitoring hardware and software) can be done for a fraction of traditional pricing.

For the past several decades, large print service providers have been steadily growing larger without much competition from smaller sectors. One of the contributing factors is that until now, large vendors have been the only ones that can afford expensive, multi-million dollar document integrity solutions required in today's heavily regulated market.

Now, with CrawfordTech's PRO Production Manager, everything has changed. Small and medium size shops can now afford to provide the same kind of integrity solutions that larger installations have been using for decades.

Although it's a new product, the technology is an amalgamation of many of our seasoned, solid, robust technology that has been on the market for years and is proven. You can learn more about PRO Production Manager throughout this newsletter, which is filled with exciting articles about what this means for the industry and what it can do for your organization.

Kevin Craine's article discusses the benefits that workflow management improvements can provide to an organization, and the importance of implementing a solution today.

My article on the business case for document integrity discusses how to quantify the benefits of a document integrity solution and put a business case together. Given the major shift in the cost of document integrity from previous years, this should make it much easier for you to put together a winning business case.

The rest of the issue is dedicated to PRO Production Manager and should help you to understand it. As you read through this issue of the Crawford Courier, consider how PRO Production Manager can play a part in the success of your organization.

As always, we look forward to your feedback. We hope you enjoy this issue and please feel free to pass it on to other people who may benefit from the information in it. Thanks, and enjoy! ♦



We're now on Twitter. Twitter users can follow us by visiting this link: <http://twitter.com/CrawfordTechInc> and clicking the 'Follow' button or by using the QR code on this page.

You'll also find an active LinkedIn Group for everything CrawfordTech related. Just visit <http://su.pr/40nldu> to apply for membership.



*Use your smart phone to scan this QR code.*

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# Workflow Management

## *The Path to Savings and Process Improvement*

by Kevin Craine, MBA

From input as a source file to final printing and delivery, the workflow associated with high volume printing and mailing is one that can be documented, learned – and more often than not – improved. Savvy organizations that take the time to thoughtfully examine the sequence of connected resources, roles and information that make up high volume document processing workflow can find a number of important, yet often overlooked benefits.

These include reduced operating costs, more efficient use of machinery and staff, and an increased level of quality and integrity across the entire process.

While the term “workflow” can mean different things to different people, the term often refers to a document that is being transferred from one step to another.

“Workflow management” is a way to optimize the performance of printing and mailing by understanding and improving the real work being done every day by the people, technologies and infrastructures needed to produce high volume transactional documents. Since workflow impacts quality, specifically document integrity, workflow management takes on additional importance in terms of privacy, compliance and information security.

In recent years, the systems and technology associated with producing high volume transactional and member correspondence has become highly advanced and highly specialized.

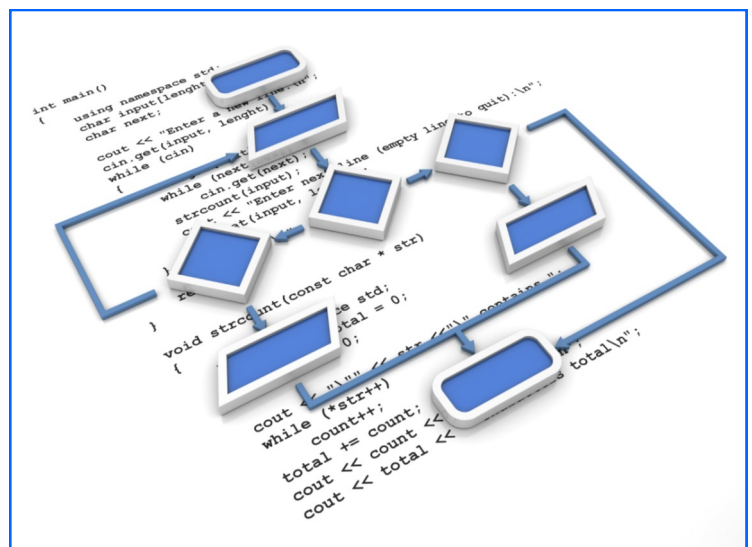
New systems and approaches have developed rapidly, yet have not always been adopted by users and suppliers with a holistic or strategic approach. As a result, inefficiencies and sub-optimal performance can result over time without a periodic and well-thought reassessment of the current workflow.

Since the 1980’s successful organizations from all industries have adopted workflow-oriented assessment methodologies to facilitate business process improvement. And while the names have changed the fundamental approach has not.

Everything from Deming’s Total Quality Movement to the current excitement over Business Process Management has one foundational element: workflow. And in the case of high volume document processing, workflow assessments can uncover significant performance gaps that can be re-engineered and streamlined in order to reduce printing and postage costs, improve inefficient production steps, and improve the quality and integrity of the final pieces.

Mail piece integrity and security are at the heart of regulatory compliance for any organization. Workflow management makes sense as a disciplined approach to ensuring document and mail piece quality and integrity.

The implications across major industry markets are noteworthy – the Health Insurance Privacy and Portability Act (HIPPA) in healthcare, the Sarbanes-Oxley Act (SOX) in public accounting, and the Gramm-Leach-Bliley Act (GLBA) in the financial sector are just a few. Workflow management helps organizations meet the increasing need for document integrity, quality, tracking and reporting by guiding the adoption of well thought out verification and control systems.



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In the manufacturing industry, the notion of "super efficient" processing is one where internal workflow proceeds with very few interruptions or errors. Manual processing is minimized and shop supervisors track and adjust workload in real-time.

In the transactional printing and mailing industry, organizations can look to end-to-end workflow management as a way to lower costs through the ability to optimize the performance and manage the diversity within the various document processing components – data formats, print protocols, and barcode specifications, for example – and apply manufacturing-like precision across the entire document production process.

The future of printing and mailing will demand that organizations be aggressive in cost containment and forthright in regulatory compliance, and enable ongoing improvements to customer-facing documents. Workflow management is an important step to reaching those goals.

Workflow management makes sense also as an approach to make existing resources “smarter” and more productive.

By virtue of print job and mail piece tracking, supervisors gain the ability to visualize and analyze production workflow in real-time and plan workload according to immediate processing demands.

As a result, organizations make more pointed and profitable decisions regarding productivity, staffing, and equipment.

Once companies have examined their print/mail workflow and identified gaps in the performance of the process that must be overcome, a number of capabilities are needed in order to move forward with changes in the process and improvements to the workflow. Here are a few to consider:

**Flexibility** – the ability to define different workflows for different types of jobs or processes

**Independence** – the ability to move data streams and resources freely between all computing platforms.

**Re-engineering** – the ability to manipulate, transform and enhance print streams and final output without the need for application reprogramming.

**Management** – the ability to automate data manipulation, application transformations and print stream re-engineering while concurrently routing the output files to dynamically assigned destinations such as printers, folders and FTP sites.

**Tracking** – the ability to monitor and track every step of the workflow to verify the accuracy and integrity of the various activities and work performed. Historical reporting is required for compliance and resource planning.

End-to-end workflow management is an important tool for companies that produce high volume transactional documents. Despite inroads to “go paperless,” organizations continue to rely on printed documents to drive revenue and satisfy customers through evermore complex and personalized statements, bills and correspondence.

Companies can no longer afford to build strategies in isolation from their documents and the systems that create, produce, and deliver them.

The future of printing and mailing will demand that organizations be aggressive in cost containment and forthright in regulatory compliance, and enable ongoing improvements to customer-facing documents.

Workflow management is an important step to reaching those goals. ♦

# The Business Case for Document Integrity

by Ernie Crawford, President of Crawford Technologies

Document Integrity is a term used in the transactional customer communications industry to describe production errors that breach privacy. When part of the content from Jane Smith's envelope is somehow delivered within Frank Jones's envelope, Jane Smith's privacy has been breached.

These types of errors are known as document integrity errors. To say they get a lot of negative attention would be an understatement. And yet, many organizations have not yet implemented the systems and processes that are known to significantly reduce these types of errors. The reason is pretty simple – the business case to approve the purchase of such a solution does not get approved internally.



In this article we will highlight techniques that will help you get a document integrity solution approved and implemented in your organization.

## Two Key Approaches to Improving Your Business Case

### Minimize the Costs

The costs problems associated with acquiring a solution to your Document Integrity needs can be summarized as follows:

1. The initial cost of such a solution is quite high.
2. Often, equipment upgrades or replacements are 'required' to implement a solution.
3. The professional services fees to implement, integrate and install these solutions have traditionally also been very high.
4. The ongoing maintenance fees, based upon a percentage of the original licensing fees, are quite expensive.
5. Due to the complexity of some of these systems the ongoing professional services to bring on new applications or adjust the system for new equipment also requires vendor professional services.

You must use every effort to reduce the costs in every one of these categories to minimize the costs in your business case, thus improving the likelihood of its acceptance.

### Maximize the Benefits

The benefits associated with greatly improved Document Integrity, can be summarized as follows:

1. The costs associated with apology letters, production costs, mailing costs etc. are avoided.
2. The costs associated with reproducing mail pieces with document integrity errors are typically shown to be \$5 for each mail piece – these costs are avoided.
3. Reduced labor costs associated with manual reconciliation.
4. Reduced labor costs associated with manual reporting.
5. Reduced costs associated with manual tracking.
6. Reduced performance penalty costs if you are a service provider.
7. Reduced costs associated with customer refunds required to retain customers due to Document Integrity errors.
8. The reduction of potential costs due to regulatory and other fines associated with privacy breaches.

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Additional benefits that have not traditionally been included in the business case for Document Integrity solutions are related to the value of customers.

The methodology used to quantify the monetary value of customers is called customer lifetime value.

You should consider integrating these values into your business case.

Your marketing department already uses these values in their project business cases, so you should have ready access to this information.

Here are some useful Customer Lifetime Value facts that may be helpful to you:

- “It costs a wireless phone company at least \$300 to acquire a consumer client and upwards of \$60,000 to acquire a corporate client” - Peppers & Rogers.
- “A 5% increase in customer loyalty can translate to a 75% increase in profitability” - Gartner Group.
- “It costs 5 to 10 times as much to get a customer than to keep a customer” - Harvard Business School.
- Customer Lifetime Value for the banking industry runs at between \$140 to \$220 per client (profit) - Database Marketing Institute.
- Customer Lifetime Value for the insurance industry runs at around \$5,500 per client (profit) - University of Groningen.



If you can prevent customers from leaving due to a Document Integrity breach, you can see that the monetary benefits above can quickly make a significant difference to your business case.

You may also wish to incorporate lost revenues associated with disgruntled customers that no longer recommend your company to their family, friends and acquaintances.

You must use every effort to quantify all of the monetary benefits of a Document Integrity solution to maximize the quantifiable benefits of your business case, thus further improving the likelihood of its acceptance.

## Finally, a solution that makes sense

Crawford Technologies has recently announced PRO Production Manager. This system provides the end-to-end process automation, tracking and reporting of all electronic and physical production processes in your environment.

It will also automatically add the bar codes required for document integrity cameras and it will also automate the reprint process for detected errors.

This great news and the fact that many providers of Document Integrity solutions such as Kern, Inspectron, Ironsides and others are now very cost effective and integrate easily with PRO Production Manager to meet all of your Document Integrity, process automation and end-to-end compliance reporting to meet your needs.

## Conclusion

The time has never been better for you to justify a Document Integrity solution in your organization. The costs to implement have never been lower. The benefits have never been greater. ♦

# Crawford Technologies reveals PRO Production Manager at Graph Expo

**New product offers end-to-end workflow management and reporting within any transactional or POD document production environment, at a fraction of the usual investment and integrates with Inspectron, Kern and Ironsides integrity systems.**

Crawford Technologies Inc. is delighted to announce the latest addition to the CrawfordTech suite of products; PRO Production Manager.

To be shown at Graph Expo 2010, PRO Production Manager offers end-to-end workflow management and reporting within any transactional or POD document production environment including full proof-of-process reporting.

Where PRO Production Manager differs from existing solutions is in its openness and the level of investment required, enabling any organisation or print service bureau to take advantage of technologies usually reserved for those with 7-figure budgets.

This product has been designed to be managed and implemented using customers existing staff and skills thus avoiding those large vendor professional services costs.

Developed in concert with Inspectron, Kern and Ironsides, this product provides an effective bridge between host applications, the printers that print them, post-processing inserters and the mail stream.

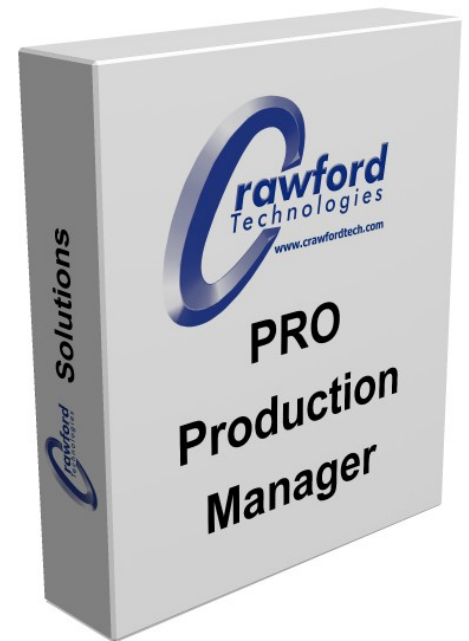
Among its many features, PRO Production Manager is able to manage the receipt of raw data, print-ready files and invoke document compositions processes as well as integrate with document integrity systems and enable automatic reprint functionality.

Seamlessly working alongside other CrawfordTech products and modules, clients can re-engineer print jobs on-the-fly and transform them to most output formats, including AFP, PDF, PDF/A, Xerox Metacode/LCDS/DJDE, PCL, PostScript and image formats.

In addition, PRO Production Manager supports JDBC-compliant databases such as Oracle, DB2 and MySQL. Proof-of-process reporting and SLA management and reporting are also fully supported through integration with the industries best of breed solutions such as those provide by Inspectron, Kern and Ironsides.

“Inspectron is excited to work with Crawford Technologies to provide a turnkey, open architected, vendor independent, affordable document factory solution. The combined solution provides total tracking and reporting from data receipt and composition to print stream to reprints for today's complex compliance requirements and tight SLAs. Two great companies are showcasing their individual talents to provide a scalable, modular solution for all sizes of production enterprises,” states John Harvey, President at Inspectron.

“Ironsides have enjoyed being a part of the development of PRO Production Manager. Combining our solutions for up-to-the-second accurate production and SLA tracking information for full HIPAA PHI, SOX and PIPEDA compliance with CrawfordTech's unique and cost-effective approach to production workflow means that customers, large and small, can finally benefit from systems that are right-sized to their needs, which would previously have been too difficult to fund,” adds Bill Riley, President at Ironsides.



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Ernie Crawford, President at Crawford Technologies, adds:

“The industry has been looking for these capabilities in an affordable solution that is easy to implement and manage. Now, we can finally deliver what everyone has been looking for, and the timing of this launch couldn’t be better under the current economical conditions.”

### About Inspectron

The logo for Inspectron features the word "Inspectron" in a bold, red, sans-serif font. Below it, the tagline "ENSURING DOCUMENT INTEGRITY" is written in a smaller, black, all-caps font.

ENSURING DOCUMENT INTEGRITY

Since 1976, Inspectron has delivered tracking and verification systems for transactional mail, direct mail, secure printing and e-passport production facilities.

Based in Frome, England, the company also has a North American location in Chelmsford, MA. Operating subsidiaries across the United States provide additional sales and support.

Inspectron has installations around the world, and has provided customers with document integrity for more than 30 years.

Directly to customers and through partners, the company offers the latest technologies for mail verification, plastic card integrity inspection, billing and statement processing, print quality verification, and e-passport production.

For further information, please visit Inspectron’s website at [www.inspectron.com](http://www.inspectron.com).

### About Ironsides



Ironsides Technology is a software development and integration firm which provides standardized products for managing document production in real time automatically across many production devices.

Ironsides’ Automated Production Tracking (APT) is an open, modular work flow suite that helps industry leading end users to better manage their daily output and fulfilment challenges across multiple production devices of any type, brand or age; and, APT is scalable from just a few to many managed devices.

APT standard reports provide automated reprint files; real time work in process progress with auto-notifications; time stamped piece level audit trail data for HIPPA, SOX, GLB and SAS 70 Regulatory Compliance; and multiple levels of best practices measurement of shift, job, operator, SLA etc comparative metrics.

APT in smaller environments can act as a robust stand alone system for effective and economical real time SLA management and multiple line reconciliation.

As an open system APT specifically complements existing in house and other 3rd party management systems, including larger ADF enterprise systems.

For further information please visit Ironsides Technology’s website at [www.ironsidestech.com](http://www.ironsidestech.com). ♦

# PRO Production Manager Q & A

## What does the PRO Production Manager (PRO PM) announcement mean to the industry?

PRO PM is the only open-architecture and cost-effective complete mail management and tracking system. It can manage output from applications from the moment a print file or raw data file is received (whether from a mainframe or other operating system source) through any and all processes needed to get customer communication documents to customers, whether electronically or via physical mail.



PRO PM is designed to plug into shops to work in concert with existing applications, processes and hardware. In conjunction with products from vendors like Inspectron, Ironsides, Kern, Pitney Bowes and Bowe Bell & Howell, mail pieces can be tracked through printers and inserters. By adding Enterprise IMB® Mail Tracker, mail pieces can be tracked to their recipients, and the return documents can be tracked back to the mailers processing facility. All of this is provided for a fraction of the cost of previous solutions.

## This sounds like a major game-changing event. Why is it so important?

Firstly, this product and many of the compatible components are cost-effective enough that almost any print and mail shop can business case it, not just the large super high volume shops.

Second, the implementation costs and timeframes are low, as it is a product that requires simple configuration as opposed to a tool kit with lots of vendor provided professional services being required to make it work. Thirdly, it is open so that it can fit into virtually any shop and can plug into most existing hardware and software components from most vendors.

Fourth, it can manage virtually any print and mail software components providing a single cohesive management, tracking and reporting system. Fifth, it can handle applications from any print architecture, be it AFP, Xerox LCDS/Metacode, PostScript, PDF or PCL without the need to convert them all into a single format. Sixth, the level of compatibility and integration with host spoolers such as JES2 far surpasses any other product in the market, allowing smooth transparent implementations.

## What is the scope of PRO PM and its optional components?

PRO PM provides the ability to capture application output and the associated metadata from any system including z/OS spoolers like JES2 and well as Linux, AIX, Solaris, Windows and HP-UX systems. The metadata can be used at any point in processing and reporting. The processing workflow for each application can be uniquely defined.

Workflows can include processes such as print file verification, duplicate checking to ensure print files are not printed multiple times, document re-engineering, message management, document composition, print stream transforms, printing, inserting, print suppression, loading archives, last minute hold and divert request processing, commingling and many others.

Virtually any process that may be a part of a print and mail operation can be managed by PRO PM. The beauty is that all of these processes do not need to be done by CrawfordTech products. PRO PM can manage processes that have been home grown or built by third party vendors.

As processes are executed, PRO PM tracks the execution of processes that generate piece level statistics which can feed this information into PRO PM's tracking database. This provides a single point for monitoring and tracking all document related activity and status information at both the job and piece level. PRO PM includes a number of stock reports as well as a report generator which can be used to generate any reports that the users need.

## You say that it is much less expensive than existing approaches. Why is that?

Here are the top three reasons for this. First PRO PM is a flexible, off-the-shelf software product designed to be configured by the users, eliminating custom development work. Secondly, PRO PM can operate at the print stream level, so documents do not need to be converted to a proprietary document composition system. Thirdly, PRO PM can work with virtually any hardware already installed, eliminating the costs of replacing inserters, printers, servers and other components.

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## Why are the extensive professional services not required?

There are no custom programs and very few scripts, if any, required to be developed during the installation and rollout of PRO PM. Configuring PRO PM and moving applications onto it involve very simple high level tasks that most operations support personnel are capable of doing themselves with a little training. Depending on staffing levels, number of applications to convert, and the desired project completion timeframe, some organizations may want to employ extra staff or consultants during the conversion, but this is more the exception than the rule.

## Which existing CrawfordTech products are compatible?

Virtually all of the CrawfordTech products are compatible with PRO PM including all of the print stream transforms, PRO Document Enhancer products, PRO Workflow products, PRO Duplicate Checker, Enterprise IMB® PRO Dynamic Document Archive, PRO Concatenator, PRO Archiver, QR Express and even the Zumbox Enabler.



## What about third party products – which ones are compatible with PRO PM?

We have not yet put a certification process in place for third party products, however, PRO PM has been designed to be very flexible in managing third party programs, as long as they have a batch mode of operation. Even those pesky programs that do not provide meaningful return codes can be handled by PRO PM. If you have problems with a particular program or product, we will work with you and the vendor to get it working with PRO PM.

## How open is the PRO PM design?

PRO PM has been designed as an open workflow process integration tool from the ground up. It can work with any print file creation system or spooler, any composition system, any post-composition tool, any output management system for driving printers, and most notably, any device monitor software that can monitor printers and inserters. As well, PRO PM can run on Windows, Linux, AIX, Solaris or HP-UX (your choice), and has excellent interface options for z/OS systems.

## How fully can reprints be automated with PRO PM?

Most shops find that the 80/20 rule applies, in that 80% of their efforts go into their reprint processes, and often times there is a different reprint process for each print application. When you use a device monitor (such as Inspectron, Ironsides, Kern or other) that can communicate to PRO PM which mail pieces have been damaged and need to be reprinted, PRO PM can fully automate the process to create a closed loop reprint process. That means reprints can be automatically created and printed on the printer of your choice (either the original or a desktop device situated in a convenient location such as the mail room). When a reprint is done on a color desktop printer, it is possible to have the pre-printed form print at the same time making forms management much easier.

## You say that Enterprise IMB® Mail Tracker can be integrated with PRO PM. What does this mean to the mailer?

In the USA, plugging in Enterprise IMB® Mail Tracker, mail pieces can be tracked to their recipients and the return documents can be tracked back to the mailers processing facility. This turns PRO PM into a host-to-house-and-back mail management and tracking system. At any point in time, the mailer can see exactly where each mail piece is, whether or not it is still in the print and mail facility, or with the postal service or if has already been delivered to the recipient. We plan to have this capability available in other countries that adopt the Intelligent Mail® concept such as Red Tag in the UK.

## Can electronic documents be managed by PRO PM?

Yes, PRO PM can manage the workflows required to create, manage and disseminate electronic documents as well as printed documents.

## What about document archival – how does it relate to PRO PM?

PRO PM can also manage the transmission of documents to archive systems as a step in a workflow. For example the PRO Dynamic Document Archive ingestion component can be managed as a process under PRO PM, as can the PRO Archiver for customers who use EMC's Documentum for their document archive. We will be working with other archive system vendors to add additional archi ve options for customers as soon as we can.

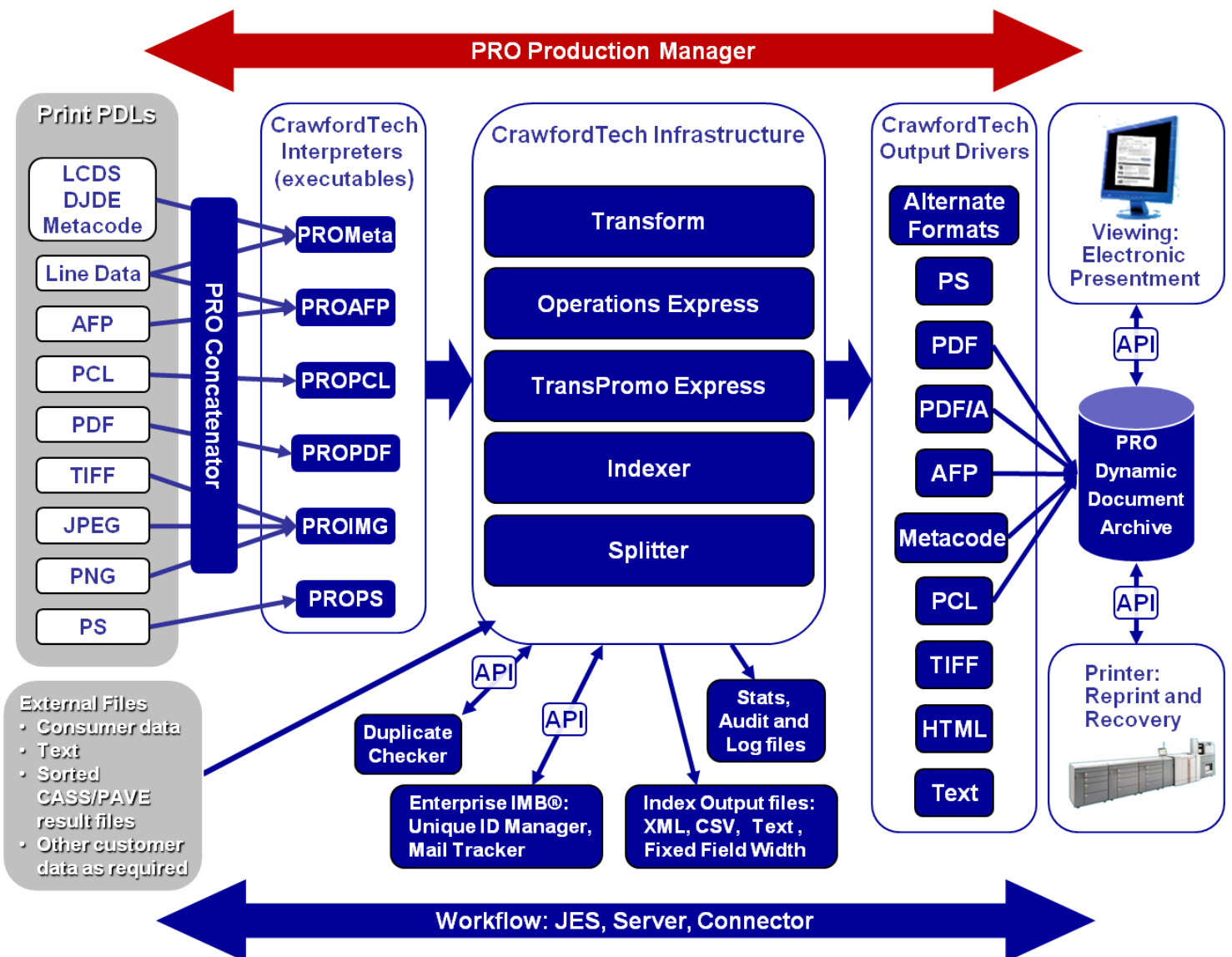
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## How does PRO PM fit into existing print and mail operations?

Again, one of the significant differentiators of PRO PM is that it has open interfaces and can fit into any operation with very little disruption. Once it is installed and tested, applications can be moved to it as needed, while it runs in parallel with current processes during the conversion period. Existing applications, processes, hardware and monitoring equipment can normally be configured to run in conjunction with PRO PM making the transition easy and painless. PRO PM can interface with third party components through APIs, hot folders, flat files or XML files providing the flexibility organizations need.

## What is the future roadmap for PPO PM?

The focus of the current PRO PM product is to provide a powerful but easy to implement system that can automate and track your print and mail operations. In the future, we plan to expand it to provide support for other archive solutions, additional device monitors, and add support for workflows of increasing complexity. We will continue to improve its usability, flexibility and performance and offer capabilities that our customers need. Working with CrawfordTech is more like a partnership than a vendor relationship, so we welcome all of the requirements and ideas that you have for us. t



# Upcoming CrawfordTech Events



## PDF/A Competence Centre - 4th International PDF/A Conference

September 29 to October 1, 2010  
 Fontana di Trevi, Centro Congressi  
 Rome, Italy  
[www.pdfa.org](http://www.pdfa.org)

Don't miss our educational sessions:

- "Accessibility with PDF and Elsewhere" with Dave Hook (14:00 Sept. 30)
- "PDF/VT: Overview and Relation to PDF/A" with Stewart Rogers (10:00 Oct. 1)

Visit our booth for a chance to win an iPod Touch 32GB.



## Graph Expo

October 3 - 6, 2010  
 McCormick Place South, Chicago, IL, USA  
[www.graphexpo.com](http://www.graphexpo.com)

Don't miss our educational session in the Xplor Document University:  
 "The Business Case for Document Integrity" with Ernie Crawford (12:00 October 6)



## DMS Expo

October 26-28, 2010  
 Messe Stuttgart, Stuttgart, Germany  
[www.dmsexpo.com](http://www.dmsexpo.com)

Don't miss our daily educational sessions from the PDF/A Competence Centre booth with Stewart Rogers.



## On Demand Conference & Expo

March 22-24, 2011  
 Walter E. Washington Convention Centre, Washington DC, USA  
[www.ondemandexpo.com](http://www.ondemandexpo.com)

Come visit us in booth #2941.



twitter

LinkedIn

We're now on Twitter. Twitter users can follow us by visiting this link: <http://twitter.com/CrawfordTechInc> and clicking the 'Follow' button.

You'll also find an active LinkedIn Group for everything CrawfordTech related. Just visit <http://su.pr/40nldu> to apply for membership.

**About Crawford Technologies Inc.**

Since 1995, Crawford Technologies' award-winning solutions have helped over 700 companies around the world reduce costs associated with communications' processes by delivering bills, statements and other mission-critical transactional communications to their customers in the format they need, when they need it.

This includes alternate format documents in Braille, Large Print, Audio and E-text for visually impaired and print-disabled customers.

With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output.

These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realising high-value results as costs associated with document processes are minimised through automation, new opportunities for savings across critical communications are realised and

they react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and compliance requirements and automate the delivery of billions of communications to their customers annually.

Simply put, companies look to Crawford Technologies for a platform-independent approach, leading system performance and superior output fidelity.

Please visit [www.crawfordtech.com](http://www.crawfordtech.com) to find out more about CrawfordTech's clients, people, partners and solutions.



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