



Xplor XDU Course Preview: What is Document Re-engineering?

By Stephen D. Poe

- What's the industry doing to prepare for the looming new USPS requirement?
- How are companies duplicating what they place in an envelope in their electronic deliverables?
- Personalized URLs (PURLs) are changing electronic Transpromo documents – are you using them?
- How are companies increasing efficiencies, reducing costs and adding auditability to their correspondence and customer support mailings?

Join us Monday at the XDU in Boston for Document, Statement and Transpromo Reengineering to find out.

What is 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. Service Bureaus (and operations after acquisitions) frequently receive pre-composed data streams they have no control over. 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 worse, 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 a personalized URL (PURL) 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 additional benefits of document re-engineering include reduced postal costs, more efficient use of ADF equipment and staffing, better reliability, comprehensive mail piece tracking, and more personalized customer communication.

What You'll Learn

During the Document Re-engineering course, you'll hear from users and Service Bureaus on how they're using Document re-engineering and vendors on what directions they believe Document Re-engineering is going. Although the USPS delayed the required implementation of the Intelligent Mail Barcode (IMB) from January to May 2009, that still leaves a short time to plan, implement, test and roll out major production changes in your mission-critical transaction mail shop. Will you be ready? This is the first in a series of three articles reviewing the new IMB: what it is, what is required to implement it, and what benefits it can bring above and beyond maintaining your postage discounts.

Visit the XDU website for details about the event... <http://www.xplor.org/xdu2008/>

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