

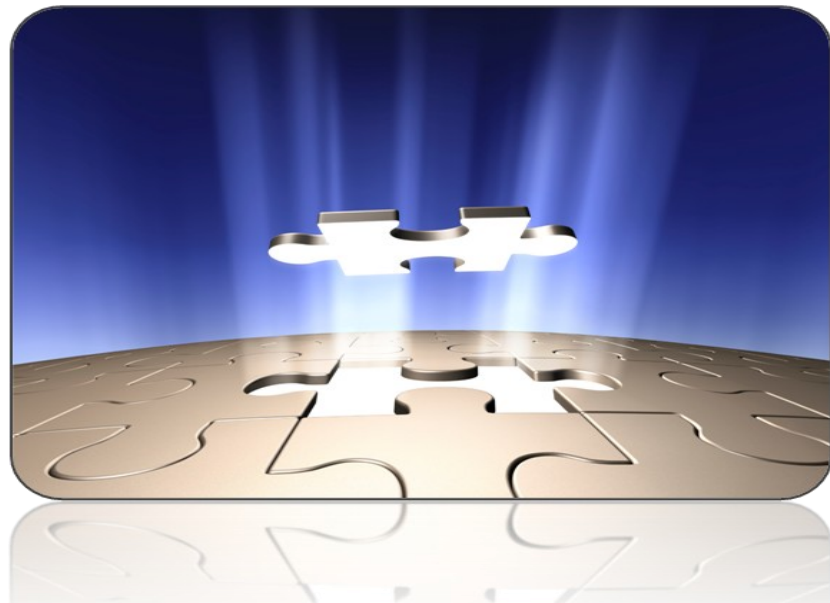


**Crawford  
Technologies**

Award-winning  
software and  
services for  
transactional  
customer  
communications ...

# Operations Express

Achieve operational efficiency quickly –  
without having to modify your applications.





## Operations Express

Operations Express enhances your existing print files providing operational flexibility, efficiency and reliability – helping you to achieve your cost reduction goals.

### Product at a Glance

#### What does Operations Express do?

Operations Express enhances your existing print files and has the following capabilities:

- Add, suppress or change inserter control marks and bar codes.
- Convert POSTNET barcodes to Intelligent Mail® barcodes
- Add, suppress and change text fields such as addresses
- Extract document information to create control files such as MRDF files.
- Embed document index commands such as TLEs.
- Add images, overlays and watermarks
- Add Human Readable Information
- Selectively add pages
- Re-sequence documents to achieve postage discounts
- Stream documents into separate files for production efficiency
- Remove specific customer documents

#### Platforms:

Windows 2000 and higher  
Linux with kernel level 2.6 and higher  
AIX  
HP-UX level 11.23 and higher  
Solaris 8 and higher  
z/OS 1.9 and higher  
Linux for System z

#### Executive Summary

Crawford Technologies is the recognized leader and award-winning producer of a broad family of print stream transformation and document re-engineering software products.

It is no wonder that CrawfordTech's Operations Express software is the only industry solution that meets all of the needs of discerning customers like you.

If you're looking for the fastest way to achieve your operational efficiency initiatives, such as adding control marks, changing barcodes, suppressing addresses or creating control files, without having to change your existing applications, then you've come to the right place.

Our customers demand the ability to enhance their operational efficiency without long development projects, large vendor professional services costs or expensive programming requirements.

Read on to understand how Operations Express will meet all of your needs today and into the future.

#### Speed

Operations Express runs on all major computing platforms and achieves the fastest document re-engineering times in the industry.

Whether you use Windows, Linux, AIX, Solaris, z/OS, USS, Linux for System z or HP-UX, Operations Express will meet your needs.

While each application varies based on document content, we have many customers re-engineering their print files at over 500 impressions per

second and we have seen some run over 1,000 impressions per second.

With Operations Express, a very small processing window is required between print file creation and the time your output is ready to print.

#### Cost effectiveness

Many of the applications that generate bills, invoices, statements and other documents that organizations rely on for cash flow and customer satisfaction are old.

They have worked well for many years. These applications aren't broken; we just want to change the way that they generate print to improve efficiency and save money.

However when we examine how to modify or enhance these applications we realize that they are also very complex.

They have sophisticated business rules. They have complex data exchange mechanisms, often between several platforms. They have been changed in many small ways over the years.

As a leader in your organization, how can you achieve your cost reduction goals without long, complex reprogramming projects that utilize too many of your valuable technical resources?

Document re-engineering with Crawford Technologies Operations Express is the answer.

“CrawfordTech's Operations Express is used by the largest producers of transactional customer documents in the world.”

## Flexibility

In many ways, flexibility is the true measure of the maturity of the print file re-engineering product you are choosing. Flexibility means that:

- You can easily configure Operations Express to re-engineer the output from any of your transactional document applications.
- You can merge in a graphical overlay of the pre-printed forms that the document was originally printed on, helping you to easily migrate to the newest full color printing technologies, while saving costs related to pre-printed forms and forms obsolescence. This can reduce your re-printing costs too.
- Optimize your print files to meet the productivity 'sweet spots' of your existing technology. Improve efficiency without needing to acquire new equipment.
- Extract specific customer documents out of a print file for re-printing, to suppress printing and mailing for customers that have chosen to 'go paperless' and to 'pull' specific documents that need attention before they are printed and distributed.
- In conjunction with address cleansing and postal optimization software you can maximize your postage discounts without changing the original application.
- You can save time and effort by 'calling' from libraries of previous Operations Express configurations. This makes it easy to implement operational standards for consistency and efficiency. It also makes it easy to upgrade those standards by making a change to only one library.

Operations Express' flexibility is the result of more than 15 years of ongoing improvements to our software based upon the feedback and requests from the largest producers of transactional customer documents in the world.

This means that Operations Express has the most extensive array of selectable, configurable parameters of any print stream re-engineering product in the market and will meet all of your needs right out of the box.

## Choose PRO Document Enhancer Plus to do even more!

There are many ways to integrate PRO AFP to PDF into your systems and production workflow:

- You can execute the conversion from a command line allowing scripts, homegrown and third party systems to manage workflow operations
- You can call the conversions from C# and Visual Basic programs through a .NET API
- You can call the transform from Java programs using a Java API
- The C/C++ API can be used to run the transform from C and C++ compatible programs
- The PRO Workflow Server option can be used to automate processing of files from hot folders
- The PRO Production Manager product can be used to fully automate simple and complex production workflows

## Why should I buy Operations Express?

- I have operational efficiency and cost reduction targets and I'm not sure how I can achieve them.
- I don't have access to a lot of highly skilled programmers, but I still need to achieve my efficiency goals.
- We are now presenting customer documents electronically and I need to turn off the printing and mailing of these documents without changing the original applications.
- I have a very smart team with great ideas on how to improve efficiency and save money, but I don't know how to get it done.

## Operations Express – part of a product family that will grow with you

Our thoughtfully crafted product architecture ensures that all of our solutions work in complete harmony. This means that you can start with Operations Express and then add other CrawfordTech products seamlessly as your business needs evolve.

Additional Output Drivers can provide conversion at the same time as enhancements are done.

- CrawfordTech's PRO Document Enhancer Plus will add promotional messages, informational messages and graphical elements into the existing whitespace on your documents
- CrawfordTech's workflow products will automate your production workflow processes, reduce human intervention and improve efficiency.

## CrawfordTech Solutions

Convert any print-stream to any other, including:

- AFP
- Metacode/DJDE
- PostScript
- PDF and PDF/A
- PCL
- Image (TIFF, JPG)
- Text, HTML, XML

### Document Re-engineering:

Add or change inserter barcodes, logos, QR codes, marketing messages, Transpromo, human readable information, stream into different output files and move/capture address blocks for sorting and cleansing.

Document Archiving:  
PCI compliant Document Archiving for transaction customer document needs

PDF and PDF/A Document Archiving solutions for your EMC Documentum installation.

### Workflow:

Full print-room management of transactional or print on demand document production

Operations Express can be used to replace Post Net Barcode with Intelligent Mail® Barcode (IMB) and add other barcodes.

**ADPOINT** Example of Customer Statement

**Mary Jane Smith**  
Account Summary  
Total: **123.45**  
Required Payment Date: July 12, 2010

Account Number: 1-2345-67890  
Invoice Number: 0123456789001  
Invoice Date: June 16, 2011  
Required Payment Date: July 12, 2011

**Your last bill**  
Previous balance: 110.31  
Payment Received - Thank You (May 10): -110.31  
Balance from your last bill (including taxes): \$0.00

**Your current bill**  
Wireless services (see p.2 for usage details): 111.90  
Your current bill (before taxes): 111.90  
Local Taxes (7%): 7.85  
Federal Taxes (3%): 3.70  
Total: **\$123.45**

For billing questions, please call '611 - a free call - from your cell phone

**Get the latest Phone with Your Rewards Points**  
Scan the QR Code here with your Smartphone to register for this exclusive offer we are extending to our favorite customers for a limited time only!  
You may need to get a QR Code reader from your Smartphone App Store

Payment due upon receipt. Payment must be received on or before the Required Payment Date to avoid a Late Payment Charge. Please make check payable to CrawfordTech Wireless Inc. and write your account number on the front of the check. Return this stub with your payment.

Amount of your payment: **\$**

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