

# CONTENT CRITICAL SOLUTIONS

A Communication Services Provider Automates their Workflow and Maximizes Postal Discounts



CANON SOLUTIONS AMERICA

## BACKGROUND

Content Critical, Inc. is a provider of a range of mission-critical communication services for Fortune 500 companies. Their solution portfolio includes print and mailing production and fulfillment, content management, database management, custom solutions and more. The company's approach is to utilize "best of breed" software solutions, creating automated end-to-end workflows for their customers. This strategy has allowed Content Critical to realize optimal production efficiency, ensuring profitability for them while delivering high quality, effective and timely communications to their customers.

### The Challenge

Content Critical had deployed numerous customer solutions building the document workflow through data elements, application of business rules, and the use of composition engines to render client communications. As part of the Content Critical workflow solution, customer portals are provided that allow the customer to review, approve, reject, suppress and report on the documents processed.

A new business opportunity required the use of composed print streams in AFP, PCL and PostScript®. These data formats needed to feed the Content Critical portal and provide the customer the same functionality that processing of data and generating the document offered.

"We knew that it wasn't practical to ask our customers to make any changes in what they gave us," comments Chief Technology Officer John Slaney. "All of the business rules, document layouts and workflows would have had to be recreated, and the efforts to do that would have been risky and time-consuming, and ultimately not worth since it would have been expensive and might have affected customer relationships. In order to see the savings that we wanted to achieve, it was essential that we be able to work with our existing print streams".

### Solution

After a thorough evaluation, Content Critical decided to work with Canon's long-time solution partner, Crawford Technologies. They selected multiple CrawfordTech solutions, including PRO PS, PRO Indexer, and PRO Concatenator, combining them with Canon's Océ PRISMAproduction workflow solution and postal optimization solution for an integrated production workflow. Additionally, the CrawfordTech solutions provided the required meta data from the document, enabling Content Critical's document portal solutions. Document stakeholders are able to access individual documents for Quality

## At a Glance

### Objective

To work with customer submitted print ready files and enhance the output for inkjet production and postal savings.

### Solution

CrawfordTech PRO Transform solutions, including PRO PS, PRO Indexer and PRO Concatenator were implemented in conjunction with Canon's Océ PRISMAproduction and postal optimization software. The integrated solution normalizes the customer print files for postal optimization, and renders the output for printing, finishing and mailing requirements to meet their customers Service Level Agreements.

### Results

With the collaboration of CrawfordTech and Canon Professional Services and Training resources, Content Critical was able to implement an end-to-end workflow in two weeks. Content Critical has seen increased profits while meeting customer requirements for high-quality, affordable, timely communications.



Control review, production approvals and report on metrics captured within the print streams.

The Crawford Technologies toolset provides the customer with the following:

- Normalizing various print streams into a standard input format
- The ability to post to the CCS customer portal
- Review and approval of jobs
- Streamline production processing with postal optimization, application of machine codes and output a standard PostScript print format

As a result, Content Critical can extend the value of legacy document streams, bring increased flexibility and efficiency to their production operations, and maximize the latest technology developments without the need for document reprogramming or redesign by their customers.

To manage the multiple steps in processing the print streams, Content Critical looked to Canon's PRISMA production Workflow Module to provide automation and eliminate manual intervention where not required.

## The Results

With this tightly integrated workflow, Content Critical takes advantage of the speed and features of their new optimized workflow, and has realized significant postal savings that benefits their customers as well as their own bottom line. Says John Slaney, "Thanks to the well-coordinated CrawfordTech and Canon professional services and training, we were up and running in two weeks. Their collaboration was great, which was a huge benefit for us since it resulted in virtually no interruption to ongoing production or to customer delivery schedules."

## How it Works

- The incoming print file is analyzed by PRO Indexer, and the address data is extracted from each mail piece. This extracted data is then loaded into the postal optimization database.
- The postal optimization software queries its database, applies address corrections, re-sequences the output, determines IMb™ data for each mail piece, prepares tray labels, prepares the Mail 360 report and performs other preparations to meet USPS's stringent standards. This data is delivered back to the CrawfordTech software.
- PRO Concatenator re-sequences the order of the mail pieces in the file, applies the corrected addresses and IMb barcodes, segments the output by tray, and assembles the resulting file - which may be up to 100,000 mail pieces in length.
- The resulting print ready file is then sent for printing and mail preparation. A reprint file is also created using the same process, so that any damaged mail piece may be immediately reprinted in order to be included in the same day's mailing