

NIRVA SOFTWARE

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“The centralised management of hybrid mail allows productivity gains of over 65% and a 50% reduction of postage/print costs per document”
Olivier Lebleu, UK Managing Director, Nirva Software.

Post On Demand: hybrid mail management

Routing your office documents to the high volume print room can provide postal discounts of up to 35%, increase the efficiency of fulfilment by between 65-98% and reduce unit print costs by more than 50%.

Post On Demand from Nirva gives you the power to print and post your office documents via your high volume print room bringing significant cost reductions, improved efficiencies and tighter control and compliance to your office environment. Post On Demand (POD) further provides the option of distributing your documents via alternate distribution channels such as email, fax, SMS and so on.

Large organisations have invested effectively in managing, automating and controlling the creation and delivery of their high volume application based documents. However, the office based documents have often been left to be fulfilled in the office environment. Post On Demand can instantly bring the benefits of the high volume environments to your office documents.

Client benefits

The benefits of implementing POD are many and simple:

Instantaneous cost reductions

Post On Demand allows organisations to save in 2 primary areas:

Postage costs:

Postal discounts vary based on a wide range of factors. However, it is possible to achieve discounts in the 10-35% range using the Post On Demand solution.

Unit printing costs:

The unit cost of printing on a desktop printer is 50-70% greater than the high volume print room. The costs of consumables (toner, paper, envelopes) and fulfilment (stuffing envelopes and franking them) are all greater in the office environment. Using Post On Demand you can route your documents to the high volume print room, be it internal or outsourced, and benefit from industrial scale costings.

Increased staff efficiency

Each individual user of Post On Demand gains an efficiency advantage:

Every user who sends a document to be printed via Post On Demand avoids the need to collect the printed output, place it in the envelope, frank the envelope and deliver it to the post room. A conservative estimate places this gain at 2 minutes per document sent.

Users who send varying volumes of post regularly, such as customer services, marketing and low volume daily invoice runs or reminders, benefit enormously from Post On Demand. Indeed, end users can send hundreds of mail merge documents via POD in the same time it would take them to send an individual document using the desktop print envi-

ronment. Productivity gains are multiplied in this case.

Post On Demand allows your office based staff to focus on their core activities and routes the manual labour to the appropriate location.

Rapid ROIs and long term savings

The return on investment for the Post On Demand solution is rapid and concretely measurable, varying depending upon the size of the organisation. This is best illustrated through our sample company of 5000 staff, who on average send 4 postal items per day. (Our research into the actual volumes being posted confirms that between 6 and 12 items per employee per day are sent. This research is supported by statistics generated by Microsoft.)

Assuming highly conservative savings of 10% postal discount, and just 30 seconds saved in fulfilment per document we arrive at the following (note we have excluded any gain from consumables for this illustration):

| | Savings per mail piece | | Annual savings |
|--------------------|------------------------|--------------|------------------|
| Postage | £ | 0,035 | £ 175 000 |
| Staff productivity | £ | 0,100 | £ 500 000 |
| Total | £ | 0,135 | £ 675 000 |

Management of outbound correspondence

The powerful management information available via Post On Demand helps organisations better understand the wide range of correspondence which leaves their doors and as such, provides the opportunity to ensure that outbound communications meet corporate expectations.

This powerful monitoring capability helps many organisations fully measure their outbound communication costs and effectively reduce them further.

State of the art information security

Documents distributed via Post On Demand are subject to far tighter security controls than through traditional methods. Each mail event can be linked back to the specific user who completed it. Errors are highlighted thanks to a system of alerts which appear on the management information screens.

Documents can be automatically routed to the appropriate archive, CRM, ERP solution complete with retention meta-data included.

Access to confidential information is controlled through user access rights further protecting the secrecy of sensitive outbound information or data.

A complete solution

The Nirva Post On Demand solution provides end users a unique and rich set of options to manage hybrid mail needs, including:

- Centralised printing using either the in-house or outsourced print room.
- Certified email and fax delivery.
- Registered post and courier services.
- Proofing and approval procedures.
- Archival.

Post On Demand from Nirva can be implemented in 4 different ways:

The virtual printer

The virtual printer allows users to print from their desktop applications (Word, Open Office, CRM, ERP etc) without changing their procedures or approach. A new printer is simply offered in the printer options menu. Users send their documents to the virtual printer, be they individual items or groups of documents (mail merged, invoices etc). The print room manages the rest.

Online document creation



With the online document creation option users can create their documents via a web interface using familiar word processing functionalities. This interface allows basic variable data to be included in the document.

Documents created this way can be ingested into your corporate composition tool (Dialogue, PrintNet, Doc1, CSF etc) or processed using Post On Demand's integrated composition engine and seamlessly integrated into your current production processes be they internal or outsourced.

The benefit of online document creation is that you can increase the productivity of the end user by providing approved corporate templates while allowing users full flexibility on content. However, you are also able to take the templates to another level of control to ensure:

- Correct corporate design is used (logos, fonts, colours etc.)
- Certain content is fixed (legal statements, marketing statements etc.)
- Document approval and sign off.
- Use of the appropriate distribution channel (post, courier, email, fax, etc.)
- From an administrative and budget point of view, this solution can limit the number of word processing licences required in the organisation.

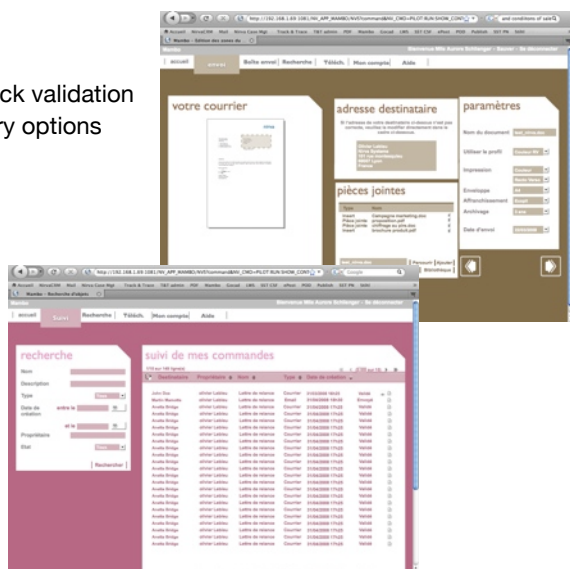
this approach allows the user to upload files for printing via a web interface. The approach is best suited for bulk orders of non-variable documents (brochures, flyers, posters, forms etc.).

Automatic document collection

The fourth approach is designed to allow companies to manage numerous small batches of documents, for example 2000 marketing documents, 150 invoices, 35 follow up letters and so on. Users or applications place their files into the appropriate folder on the Post On Demand server. POD then polls the files and processes the batches based upon the folder in which the documents are found, the document name or XML instructions which are attached.

One of the powers of Post On Demand is that all four approaches can be implemented in parallel and used as appropriate by differing parts of the organisation because they are all based on the same infrastructure and product architecture.

Address block validation and delivery options screen



The POD tracking interface

Files upload

Document upload is perhaps the least used method as it is the least natural. Nevertheless,

Selecting the document delivery options

Once your document has been prepared and is ready for distribution the user is presented a number of print and/or distribution options. This includes items such as:

- Colour or black & white print, simplex/duplex, no of copies, urgency etc.
 - Paper type, inserts or attachments.
 - Distribution channel – post or registered post, courier, secure email, fax, digitally signed.
 - Archive and storage requirements.
- The virtual printer.
 - Secured transport of the documents.
 - Documents processing (conversion, address management, storage, tracking, etc.)
 - Services rating module.
 - A customisable Web portal.
 - The Nirva Service Oriented Application Platform to integrate POD to the organisation and automate document processes.

Management information and traceability

One of the powerful benefits of Post On Demand is the detailed management information available at both the end user and consolidated levels.

- End users can preview their document as a PDF file, including attachments
- Detailed MI is available on the web interface at both the user level and consolidated based on user rights.
- A system of alerts by email or SMS is available in the event that a specific document has problems.
- Ongoing production and postal costs are available.

This information helps customers manage costs associated with document distribution and will help companies identify specific distribution channels for different document types to ensure costs are kept to a minimum.

An industrial infrastructure

Post On Demand includes a complete industrial infrastructure:

- The virtual printer.
- Secured transport of the documents.
- Documents processing (conversion, address management, storage, tracking, etc.)
- Services rating module.
- A customisable Web portal.
- The Nirva Service Oriented Application Platform to integrate POD to the organisation and automate document processes.



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