

PRODUCTION INTELLIGENCE[™]

LINKING PRINT & MAIL PRODUCTION

Transforming business intelligence into real value



The Intelligent Approach to an Efficient Mailstream

Today's mailstream is more complex and more essential to successful customer communications than ever. Like many print-to-mail operations, you face a variety of challenges.

You must support more applications and print streams, and manage diverse printer platforms and environments. At the same time, you need to balance workloads at single or multiple sites, meet SLAs and ensure the highest level of mail integrity.

Meanwhile, you face rising customer expectations and demand for new applications, constantly changing regulatory and postal requirements and the need to use technology more effectively. Given these realities, there is a growing need for an intelligent way to improve productivity, reduce costs, and intelligently link print and mail processes.

An End-to-end Solution

Transforming the mailstream with information, innovation, integrity, intelligence and integration

The key to a super-efficient mailstream is an end-to-end solution that delivers intelligence at every touch point in the print and mail operation. This includes intelligence about your customers to ensure relevancy in customer communications. It includes intelligence about your channels to manage media preferences. And to deliver better results across the value chain, an efficient mailstream requires intelligence that focuses on production—Production Intelligence™.

With access to real-time Production Intelligence you're connected with the "Five I's":

- **Information**
- **Innovation**
- **Integration**
- **Integrity**
- **Intelligence**

What does this mean to your mailstream? It means you have access to real-time **information** on performance analytics, management and tracking at every touch point in the production process. It means you have the **innovative** tools you need to move your business forward. It means you have the highest level of multi-system **integration** to unify and automate business-critical processes. It means you have process and document **integrity**. It means you can leverage reliable business to make more informed and insightful decisions and redefine the way print and mail is produced.



Unleash the possibilities with Production Intelligence™ workflow management solutions

What is Production Intelligence? It's a family of integrated solutions that link print and mail to improve control and efficiency of document workflows across your enterprise. Production Intelligence is a modular, scalable architecture that gathers data about every aspect of your print and mail operation and transforms it into actionable information. As a result, you have real-time access to critical performance indicators that help you make more informed business decisions—and improve the speed, productivity, and effectiveness of your operation.

In addition to capturing data and connecting islands of information, Production Intelligence unifies and automates business-critical processes. It integrates devices, platforms, and locations. And it makes it easy to transform print streams; forecast, plan and schedule work; direct any document to any destination and re-engineer documents and processes in real-time. The result is enhanced efficiency and insight into what is happening in your operation. Best of all, with Production Intelligence, you can continuously improve performance and profitability.



Pitney Bowes: global leader for mailstream solutions

Pitney Bowes is the global leader in mailstream solutions, providing the world's most comprehensive suite of software, hardware, services and support to help companies manage their flow of mail, documents and packages.

In the past ten years Pitney Bowes have invested over \$1 billion in research and development to stay at the forefront of the evolving mailstream with innovative solutions, new products, new programs and diagnostic tools to help you determine the best practices for your organization's needs.

Pitney Bowes mailstream experts can help you improve your operations with capabilities that span the mailstream process from document creation and management through production and distribution.

Production Intelligence™

Workflow Management Solutions

Agile, adaptable, and scalable, the Pitney Bowes Emtex Production Intelligence architecture provides a simple, automated way to detect inefficiencies, errors, and underutilized resources to unlock the full productivity of your mailstream. Production Intelligence™ workflow management solutions are comprised of three key components that streamline your mailstream from end-to-end. These include output management solutions, ADF management solutions, and MIS solutions.



Output Management Solutions

Centralized control of your production workflow

Robust output management provides centralized print management and prioritization to help you make the most of your production workflow. At the same time it provides a foundation for an Automated Document Factory (ADF). Output Management Solutions ensure effective asset utilization, improved process, job, and document-level integrity and essential business continuity.

- **Print Production Management and Real-time, “Many-to-Many” Transformation**—a powerful, open print management system optimizes your document workflow and eliminates the limitations of proprietary vendors and print streams. With flexible print stream transformation capabilities, you can process common PDLs for simultaneous print and electronic output. You also benefit from centralized resource management and features like electronic document delivery, automated indexed reprinting, piece-level job accounting, and convenient viewing before, during, and after output.

- **Real-time Printstream and Workflow Re-engineering**—a versatile print stream and workflow re-engineering solution makes it easy to modify and enhance modern and legacy applications just before print or electronic delivery. There's no need to rewrite host applications and disrupt your production workflow. With easy-to-use software, you can add value to customer-facing documents with relevant marketing messages and streamline the production workflow with house-holding and intelligent sorting, merging, splitting, re-ordering and commingling of print streams. And you can automate manual reprint processes and optimize inserting by adding, modifying or replacing bar codes.

- **Centralized and Automated Workflow**—an advanced enterprise output management solution provides a full range of capabilities for single- and multi-site operations. By centralizing output management, you can improve efficiency and reduce costs by automating manual processes, maximizing print assets and balancing workloads across multiple sites. You benefit from capabilities like centralized job spooling, job accounting and output management, along with a full range of printer drivers, integrated job-level tracking and event-triggered alerts and tools for ensuring business continuity.



Automated Document Factory Management Solutions

Producing and delivering high-value customer communications

Automated Document Factory (ADF) Management Solutions streamline management of quality, cost, performance, and compliance across your print and mail operation. When implemented with robust output management software, ADF Management software boosts efficiency throughout your print and finishing workflow. The result is improved process and document integrity, timely and accurate communications, and enhanced customer satisfaction.

Powerful, real-time data collection, tracking, and analysis

With real-time data collection and analysis tools, users in high-volume operations can monitor and measure workflow, resources, jobs, and mail-piece status. This powerful system transforms raw device and process data into actionable business information that enables you to profile, track and monitor jobs and produce consolidated management, audit and performance reports.

End-to-end job tracking provides 360-degree view of enterprise-wide job progress and step-level SLA performance. The web-enabled platform provides instant

access to real-time workflow details for every process and mail-piece. Automated alerts can be sent to notify process owners of potential problems even before a job arrives.

With document lifecycle tracking, you can research detailed mail-piece status and production history by customer name or account number, saving hours of time and disruption otherwise incurred with manual research. Capture the status of entire jobs for any client and produce time- and date-stamped proof-of-process reports that can be automatically generated and emailed on a scheduled basis.

Intelligent productivity reporting lets you capture vital statistics on volume and throughput to create standards, scorecards, and performance summaries. The ability to measure a process is the first step toward being able to manage the process to drive continuous improvement in quality, cost reduction, and regulatory compliance.

Simplified mail-run management tools can help automate job setup and centralize insert plans for improved productivity and accuracy. By delivering up-to-the-minute job setup information to operators directly at their work cell, job setup time can be reduced and accuracy improved. When this “electronic job ticket” is integrated to intelligent inserters, even higher levels of automation and accuracy can be achieved.

Intelligent inserter integration

When intelligent inserter control is integrated as part of an ADF Management Solution, you can centrally manage and monitor the assembly of finished mail pieces by feeding real-time, piece-level information automatically to the ADF system. In addition, ADF Management Solutions let you track virtually every aspect of Pitney Bowes DC inserting machines, including detailed machine performance statistics for reliable, automated, and accurate piece-level data collection.



Management Information System (MIS) Solutions

Maximizing the effectiveness of your production mailstream

MIS Solutions set the stage for new levels of enterprise intelligence not previously possible for the high-volume transactional market. With Production Intelligence MIS solutions, you have the real-time data and actionable information you need to optimize both process automation and production and business planning decisions. What's more, you can simplify job preparation to add value and ensure high levels of productivity for high-volume transactional workflows. Designed to improve efficiency and integrity across your production print and mail environment, MIS Solutions connect you with critical business intelligence that maximizes the print-to-mail value chain and business processes that leverage Customer Communications Management.

Focused solutions for real-time access to and analysis of business performance indicators help you enhance:

- Production planning, forecasting and scheduling
- Job workflow modeling and control
- “What if” scenario modeling
- Job preparation for color migration, TransPromo and high-integrity processing
- Total job costing and estimation
- Print operation performance and efficiency with detailed job metrics
- Centralized configuration management

With Production Intelligence MIS solutions you are positioned to make more informed and strategic production and business planning decisions. Advanced scheduling capabilities make it easy to forecast, plan and schedule work. Simplified job preparation tools help support color migration, rapid implementation of high-integrity processing and effective TransPromo communications. Meanwhile, powerful reporting capabilities provide critical insight into print operation performance and efficiency for future planning and scheduling. You can now act with more agility to innovate, drive productivity and strengthen value-added services and cultivate stronger client relationships.

Pitney Bowes Emtex Software offers an integrated and comprehensive Production Intelligence™ workflow management architecture for fast implementation and deployment of reports and analysis, enabling you to quickly achieve optimal results.

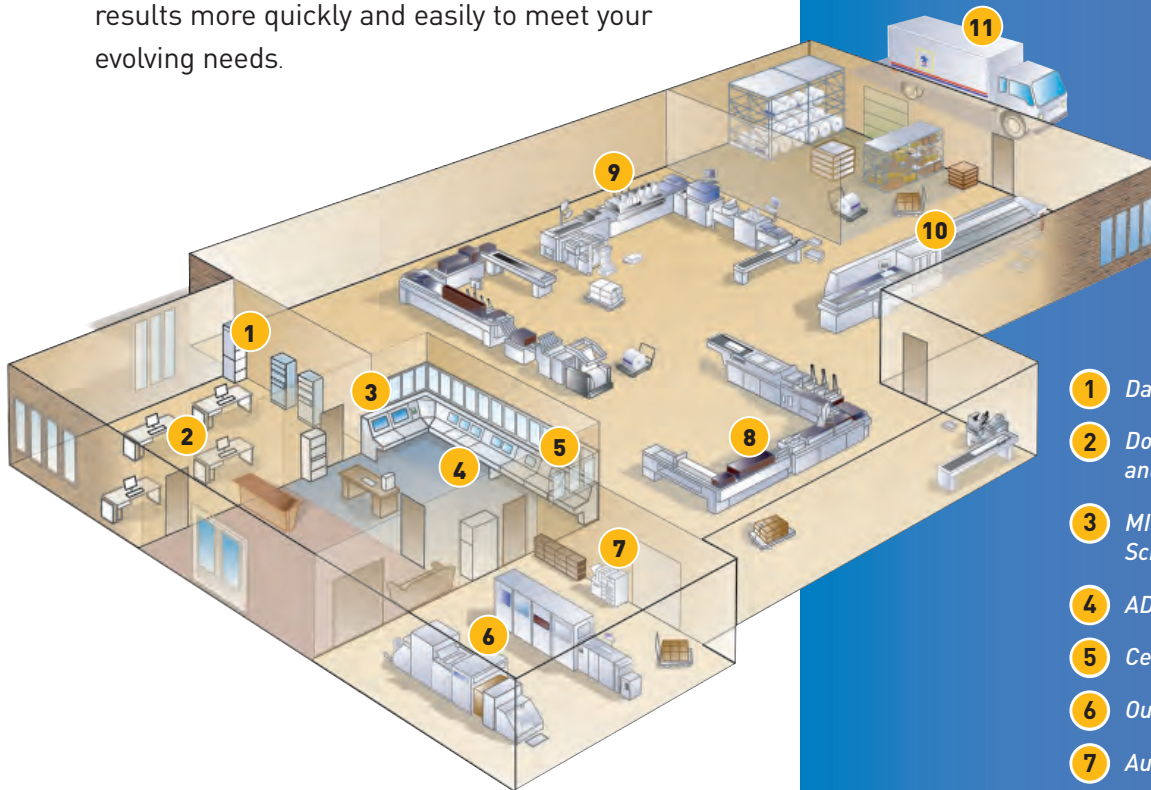


Benefits of Production Intelligence™ ...

Only Pitney Bowes Emtex Software offers a comprehensive suite of integrated software for the print and mail workflow for the high-volume transactional print and mail industry. Production Intelligence™ workflow management solutions optimize the efficiency and integrity of your mailstream; enables users across the enterprise to access and interpret real-time data and transform it into actionable information for strategic business advantage. With new insight and process efficiency, Production Intelligence™ helps you optimize the communication value chain and obtain the best results more quickly and easily to meet your evolving needs.

With Production Intelligence you can:

- Improve process, job, and mail piece-level integrity
- Meet or exceed your customer's expectations
- Increase profitability and decrease costs
- Accelerate response time
- Optimize your business-critical workflow
- Increase capacity and reduce waste
- Address operational changes by generating "what-if" scenarios
- Proactively anticipate and address bottlenecks
- Improve efficiency and productivity
- Maximize resource utilization
- Enhance value-added services offering
- Gain the knowledge you need to manage and grow your business



- 1 Data Processing
- 2 Document Creation / Print Stream and Workflow Re-engineering
- 3 MIS – Planning, Forecasting, Scheduling and Job Metrics
- 4 ADF Management
- 5 Centralized Postal Accounting
- 6 Output Management
- 7 Automated Reprint
- 8 High Speed Inserting w/File-Based Processing
- 9 High Speed Inserting Platform w/Inline Printing and Digital Metering
- 10 Mail Sorting
- 11 Postal Delivery

Production Intelligence: The 5 “I’s” of Production Intelligence

in-for-ma-tion, noun, 1) a collection of facts, data and real-time production performance analytics, 2) knowledge of specific events or situations that has been gathered, 3) turning data into insightful information, 4) management and tracking at every touch-point of your print and mail processes.

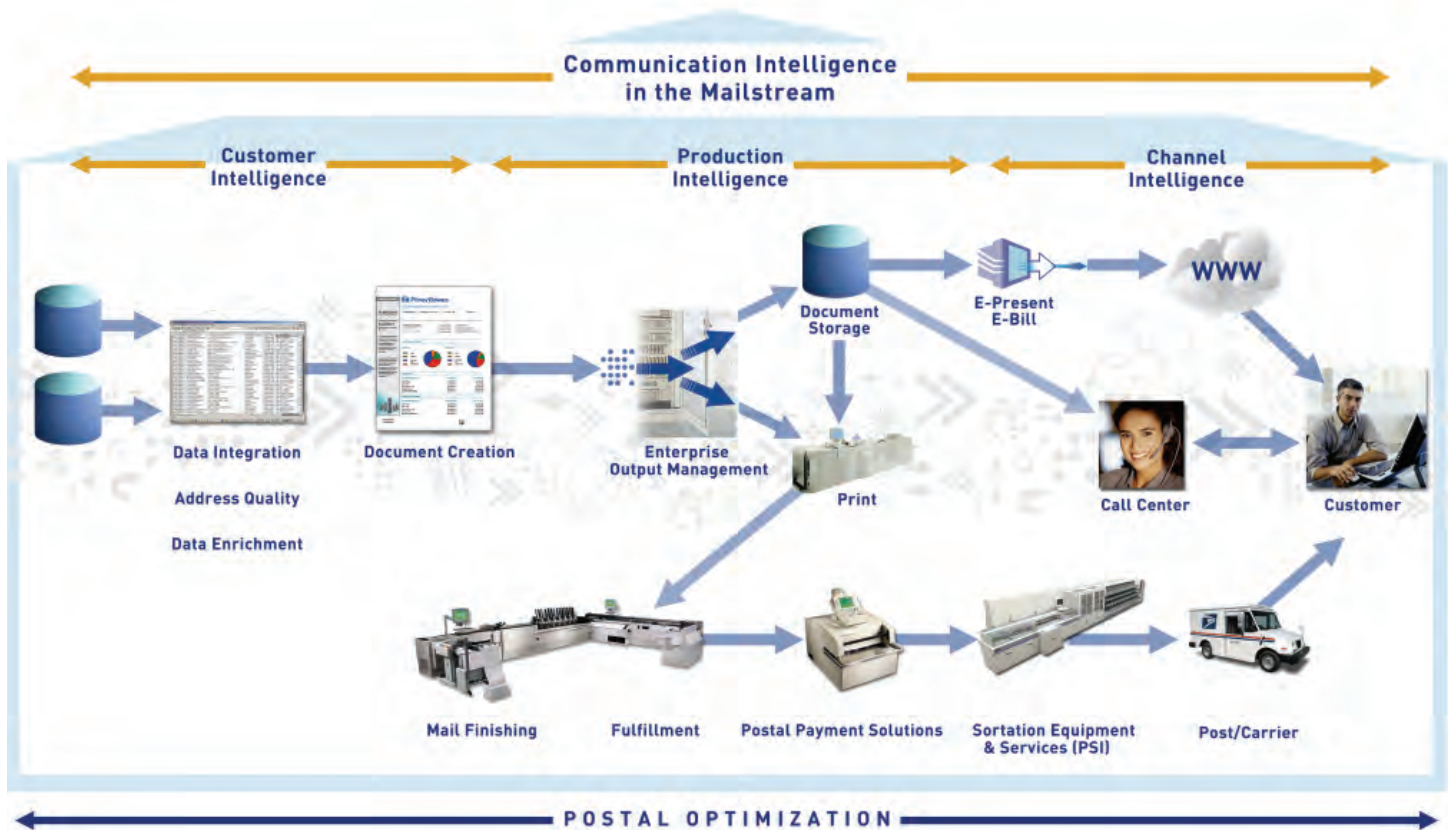
in-no-va-tion, noun, 1) a single workflow to manage disparate print technology, 2) effective production planning of resources, devices, and processes, 3) real-time document re-engineering and enhancement, 4) intuitive technology to simplify job preparation and accelerate process automation.

in-te-gra-tion, noun, 1) the act of combining separate process into a unified process, 2) integrating data from across your print and mail operation, 3) optimize workflow steps.

in-teg-ri-ty, noun, 1) the quality or state of being complete, 2) adherence to regulatory compliance, 3) the ability to meet and exceed service level agreements (SLAs), 4) a sound business continuity plan.

in-tel-li-gence, noun, 1) the ability to apply information, innovation, integration and integrity to manage one’s environment, 2) the ability to making better, more informed decisions, 3) the ability to spot inefficiencies, and unused resources, 4) the ability to comprehend; to understand and profit from experience.

Our End-to-End Solutions Add Intelligence into Every Communication



With a single, high-definition view of your customers, **Customer Intelligence** makes every customer contact more relevant and purposeful.

By turning the data and documents running through your print and mail operations into actionable information, **Production Intelligence** helps ensure that every communication is accurate and efficient.

Through the seamless management, distribution and analysis of physical and electronic communications, **Channel Intelligence** provides for more consistent, more effective customer experiences.



For more information, call us today or visit us at www.emtex.com.

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