



**WOW! at Work**

# Digital Printing Insider

Graphic Arts | July 2012



**Canon**  
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## Welcome to Océ... Welcome to WOW!

Wow is... an automated workflow. Workflows that boost efficiency, eliminate touches, automate planning, optimize scheduling, streamline production, improve customer service, and advance overall business control are essential in today's competitive marketplace. Designed for on-demand printing environments, Océ PRISMA® workflow software provides the efficiency and flexibility needed to handle any customer requirement that comes through the door. By supporting a multitude of applications generated on a wide range of platforms using an equally wide range of composition tools, Océ is committed to creating profitable and sustainable businesses for its customers.

### Océ PRISMA Software: Streamlining Workflow to Enhance Profitability



**Brian Dollard, Director of Product Marketing, Océ Production Printing**

A smooth workflow is the key to efficiency and profitability. Océ Director of Product Marketing Brian Dollard states, "Océ's PRISMA workflow solutions drive efficiency by automating the entire process, from entry to production, and help increase new revenue streams through the delivery of new value-added services—all for overall bottom-line profitability."

Dollard highlights how Océ PRISMA workflow software, teamed with Océ's leading digital print engines and professional services, can streamline operations, add new services, and enhance bottom-line profitability:

#### Streamlining Operations

Operational efficiency starts with getting the orders in properly. Jobs that come in can be downloaded into Océ PRISMAaccess™ software, where the electronic job ticket is created and the document is preflighted. Once all the checks are done, Océ PRISMAprepare™ software completes all the necessary document- and page-level programming with simple and accurate WYSIWYG features to finalize the job for production. By streamlining and automating as many prepress steps as possible, jobs go to production faster. This reduces turnaround time and increases customer satisfaction levels.

Some customer environments have multiple print engines and even multiple vendors. The Océ PRISMAproduction® server is designed to provide output management for Océ's high-performance production printers, as well as the production printing systems from other vendors. There is virtually no limit in output performance or number of connected printers. If you need a clear picture of what

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- *Workflow: Business Challenge or Competitive Advantage?* Webinar
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- From Web-to-Print and Print-to-Web: Integrate Print and Digital Communications

#### Questions?

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(1-877-623-4969)

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## Océ PRISMA Software: Streamlining Workflow to Enhance Profitability (continued)

is occurring in your production environment, the Océ PRISMA production server has sophisticated logging and accounting capabilities to generate customized reports. The data can also be transferred to your existing reporting systems.

Dollard elaborates, "In 2011, we also released the Océ PRISMAsync™ controller, an integrated controller with an intuitive workflow. This controller is designed to increase productivity, minimize learning curves, and facilitate the management of complex jobs. Océ PRISMAsync controllers and operation management enable the user to run all jobs with a single point of control. The driver and user interface look and work the same for monochrome and color printing. The intuitive user interface means that less time can be spent on training and enables more flexibility in scheduling workers. It is easy to reassign operators during peak production times or free up capacity to offer extra services. This reduces mistakes and increases throughput."

### New Services to Enhance Revenue

Service providers are seeking new revenue streams that are driven by value-added services. This means handling new job types in shorter run lengths; supporting converging offset, variable data, and cross-media applications; and tapping into new revenue-generating opportunities. Dollard explains, "Sustaining a competitive edge means supporting a multitude of applications generated on a wide range of platforms using an equally wide range of composition tools. Océ PRISMA workflow software for on-demand printing environments provides the efficiency and flexibility you need to handle any customer requirement that comes through the door. Because no single print engine or software vendor can possibly develop, test, and produce the best of everything, most rely on partners to provide software tools for specific functions.

## Automation: Making a Difference At Seebridge Media



**Tim Gandre,**  
Vice President  
Seebridge Media

In 1986, Larry Vaughn launched Ideal Printers with three employees and 1,800 square feet of space. The company has since grown to become one of the most forward-thinking service providers in Texas. Most recently, the firm merged with PrintMailers, Inc. to form Seebridge Media, a multi-channel production services company based in Houston. According to the *Houston Business Journal's* Book of Lists, Ideal and

PrintMailers were both among the top 10 largest Houston-area printing companies in 2011. With more than 150 employees, the combined firm provides media production services such as printing, direct mail, creative design, logistics, warehousing, and social media.

According to Vice President Tim Gandre, "Today's projects require a multimedia strategy with a higher level of customization and personalization than ever before. We are here to bridge the gap between marketing strategy and execution by providing advanced production expertise and capabilities that improve business communication. Strong production workflow capabilities and automation play a critical role in our success as well as our overall profitability."

The most effective workflows draw on integrated third-party tools that are designed to work together and have a consistent interface. Océ PRISMA workflow software has an open architecture that is designed to support integration with a vast array of third party offerings, including document design, make-ready, cross-media, bindery, archiving, and distribution to help service providers participate in all aspects of value-added services."

### Profitability

According to Dollard, "In many businesses, the best opportunity for sustainable profit improvement exists within the workflow. The suite of Océ PRISMA products is designed to deliver workflows that can boost efficiency, eliminate touches, automate planning, optimize scheduling, streamline production, improve customer service, and advance overall business control. Customers like ABC Imaging have implemented a blend of Océ PRISMA workflow software and Océ and Canon printers powered by Océ PRISMAsync controllers. The blend of Océ PRISMA workflow software and hardware created a solution that has enabled ABC to reduce turnaround time by up to 50% and reduce costs by up to 30% over the past 12 months. Workflow is about delivering bottom-line results, and Océ PRISMA workflow software has proven that it can help customers meet the profitability challenge."



View the video: ABC Imaging



## Automation: Making a Difference At Seebridge Media

While Seebridge uses a myriad of different software tools to drive its business, Gandre highlighted several that are having a major impact on overall turnaround time, employee productivity, and ultimately profitability. Gandre notes, “Prepress is really the starting point for productivity enhancements. Océ PRISMAprepares is letting us tap into the full production power of our Océ VarioPrint® 6250 Ultra digital presses and Océ VarioPrint 6160 Ultra digital presses.” According to Gandre, key Océ PRISMAprepares software functions that are used to streamline prepress operations include:

- **Composition make-ready:** Collects PDF sections from digital and analog sources
- **Image make-ready:** Corrects and cleans up imperfections
- **Layout make-ready:** Determines the final layout of the document
- **Media make-ready:** Assigns media to pages and sections

Gandre explains, “We do a lot of educational and health care work, in addition to logging books for our customers. The automation of imposition and the ability to rapidly assemble and combine PDF documents from various sources – digital and analog – into a single compound document is a big timesaver. The software also offers the ability to correct and clean up imperfections of scanned and digital color and monochrome documents. My operators also appreciate the user-friendly operator interface.”

## End-to-End Mail Integrity Control

There are many things that can keep those offering mailing services up at night – making sure that Frank’s EOB (Explanation of Benefits) doesn’t end up in Jane’s envelope, meeting service-level agreements (SLAs), page integrity, and tracking. All of these challenges can be addressed with Océ PRISMA workflow software in conjunction with partner solutions. This combination facilitates tailor-made document integrity and piece-level tracking solutions, enabling customers to provide the reporting necessary to meet HIPPA, PHI, SOX, and PIPEDA requirements for print and mail environments.

Océ PRISMA workflow software creates an effective tracking capability through indexing. The software enables users to tag and associate data elements in any document to identify the mail piece as it moves through production. The result is improved integrity, automated regulatory compliance, and full-service online presentment. The indexes can link data to a variety of CRM systems and databases to create integrated solutions for users.

Barcodes and production control marks are also an integral part of the document integrity and verification process. In today’s market, achieving peak efficiency means upgrading to modern barcodes to improve integrity, use equipment more efficiently, and automate time-consuming manual processes. Océ PRISMA workflow software enables users to:

- Add, modify, and delete barcodes
- Read existing production control marks like OMR (Optical Mark Recognition) marks
- Re-apply inserter logic into any 1D, 2D or 3D barcode format

Because every print production environment is different, solutions that offer open architecture and flexibility are essential in the creation of an automated production environment. According to Gandre, “The Océ PRISMA software’s output management capabilities from Océ PRISMAproduction tightly integrate with our Onpoint Symbio POD manufacturing automation.” Onpoint Symbio is a POD manufacturing automation system that reduces manual and repetitive steps throughout the production process. Symbio enables printers to create repeatable, automated workflows to generate increased speed and profitability.

Gandre advises, “Service providers engaged in POD need to be fully automated if they are to be profitable. The integration between Symbio and Océ PRISMA software enables us to leverage efficiencies in job management along with automated manufacturing capabilities.”

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 View the webinar, *Workflow: Business Challenge or Competitive Advantage?*



- Assess the boundaries of a page or mail piece within a print stream
- Apply inserting control logic on the fly
- Simplify the transition from PostNet to Intelligent Mail Barcode (IMB)
- Read PostNet barcodes from existing documents
- Affix mailer IDs and envelope IDs
- Re-apply barcodes in the new IMB coding
- Enable inserting control files, postal manifests, and address cleansing

## Partners for Document Integrity and Verification

Océ has created strategic partnerships with Bell + Howell, GMC, Crawford Technologies, Ironsides, Sefas, and others to deliver solutions for print integrity and verification based on the industry-leading Océ PRISMA workflow software.

Intelligent inserting is an essential part of the mail integrity and verification process. To optimize the inserting process, Océ PRISMA workflow software generates control files that correspond to document control marks and adds electronic onserts to the incoming document stream. The inserting devices use inserting control marks to guide the physical process, transmit machine instructions, and support detailed reporting. Océ PRISMA software tools, in concert with solution partners, enable these advanced mail-inserting capabilities whatever the original application design. With one tool, you can:

- Add dynamic content within an output stream
- Add pages to document sets

## End-to-End Mail Integrity Control (continued)

- Migrate customers to electronic presentment
- Create outbound control files in any format
- Create user-defined and custom data elements to insert in a control file
- Manipulate data retrieved from the document or imported from an external source

Ironsides APT (Automated Production Tracking) also integrates with Océ PRISMA workflow software to automate and optimize resources throughout a print and mail facility, providing end-to-end document tracking and reporting.

APT utilizes a SQL database server with workstations deployed at each print production device and manual station. The print file information is transposed, indexed, and parsed, providing all job information to the APT server. As pieces (or collations) enter production, they are tracked in real time by the central APT application by receiving piece-level information from any brand scanner or camera system.

### The Bottom Line

In applications where potentially every document is unique and can contain confidential information, relying on manual inspection is simply not enough. Océ PRISMA workflow software and Océ solution partners assure the quality and document integrity for mission-critical applications while streamlining operations. Customers can rest assured that they have the right solutions in place for document integrity, automated regulatory compliance, and production tracking that monitors service-level objectives.

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Learn more about Océ PRISMA workflow software.

## PODi Case Studies

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**Deadline is July 31, 2012. For more information visit:**  
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Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

Put **WOW!** to work for you today! [Visit OceProductionPrinting.com](http://OceProductionPrinting.com)



### Questions?

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