

**COMPANY**

One of the largest electric utilities in the U.S., Southern California Edison (SCE) provides power for 11 million individuals and nearly 300,000 businesses in Central and Southern California.

**CHALLENGE**

Faced with the new economics of deregulation, SCE needed to streamline and modernize its automated document factory and make printing, sortation and mailing of bills, invoices and other forms of business process communications more efficient. SCE management also wanted a way to customize its customer communications.

**SOLUTION**

SCE turned to Sefas Innovation and its Open Print suite of Content Factory software to build a more cost-effective document infrastructure. The new software and related services from Sefas also led to increased document format flexibility and the capability to enhance current print streams independent of the original application.

**BENEFITS**

The project was completed on-time and under budget with a payback of only four months. Going forward, SCE can better manage customer facing output without having to rely on business application modifications.



## Thriving on Change



### How Southern California Edison Delivered its Print Stream Re-Engineering Project on Time and Under Budget

#### Customer Background

Southern California Edison (SCE) is one of the largest electric utilities in the U.S., and the largest subsidiary of Edison International.

On an average day, SCE provides power for 11 million individuals, 800 communities and cities, 5,000 large businesses and 280,000 small businesses in Central and Southern California. Delivering this power takes 365 transmission and distribution crews, the days and nights of 12,642 employees, and over a century of experience.

#### The Business Challenge

Southern California Edison prides itself on its heritage of reliability. For more than 100 years it has provided high-quality, reliable electric service to more than four million business and residential customers over a 50,000 square mile service area.

**THE ECONOMICS OF DEREGULATION.** Today the energy industry is changing rapidly and dramatically. As global competition transforms how companies do business, energy issues are no longer simply local, or even national. Like others in this industry, SCE found itself in a vortex of controversy as deregulation disrupted the economics and availability of power. SCE needed to find new ways to become more efficient, continue to deliver reliable services and slash costs.

SCE mails approximately 4.3 million residential and commercial bills every month. In every cycle, bills must be delivered to the Post Office within 24 hours of the release of the data. This means that all of the elements of SCE's automated document factory must comprehend the need for speed, yet accurately present all of the customer data -- regardless of its source -- in the final bill format destined for the customer.

**OUT WITH THE OLD.** Driven by the need to streamline and modernize its automated document factory to capture efficiencies and lower costs, SCE management decided to phase out of its existing mailpiece sorting system. They wanted a single solution that would enable mail sorting/grouping, tray breaking, manifest reporting and postnet bar coding. They ideally wanted a seamless solution requiring few changes to the current bill system, minimal support from legacy application programmers and flexible enough to take advantage of existing licenses of postal pre-sort software.



## The Solution

*After installing the Open Print advanced technology document foundation, Sefas professionals developed a print stream re-engineering application for SCE's customer bill and final call notices.*

To solve its transition challenges, SCE turned to Sefas Innovation, the Content Factory Company™. Sefas professionals began by integrating the company's Open Print™ software with SCE's existing billing infrastructure to complete an end-to-end solution that manages all steps of the production process. Value adds to the process included increased document format flexibility and the capability to enhance current print streams independent of the original application.

The Open Print family consists of developer tools, run-time engines and document databases that drive every facet of automated document factory management. Professional developers create document applications with business logic and style selections that create unique pinpoint customer communications. Open Print makes deploying and managing production document applications more efficient than ever by providing a full range of output formats.

**INFRASTRUCTURE AND MORE.** After installing the Open Print advanced technology document foundation, Sefas professionals developed a print stream re-engineering application for SCE's customer bill and final call notices. The final solution included integration of Open Print Backstage as the production run-time platform, Open Print Delivery to provide business logic driven sortation and automated program execution, and Open Print Remake for the re-engineering and enhancement of the billing application.

SCE discovered how Sefas' Open Print Remake could re-engineer many of its existing print-streams and provide the run-time performance needed to meet tight production windows with Open Print Backstage. Sefas also helped SCE capture significant savings on postage by integrating with its postal pre-sort software and production mailing equipment.

## Bottomline Results

Sefas and Open Print enabled SCE to complete its project on-time and under budget with a payback of only four months. Specifically, Open Print Remake provided the development environment for quick modifications to existing print streams and Sefas' people provided expert document application development and systems integration services and expertise.

## About Sefas Innovation

Sefas Innovation, the Content Factory Company, specializes in the design and development of document engineering, production and manufacturing solutions that play a critical role in enterprise content management strategies.

The company provides both software and services for the industrial production of data-intensive document applications such as bills, statements, invoices, contracts and direct marketing. Over 450 customers in 27 countries use the Sefas Open Print suite of software products.

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