



Press Release

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## **BANKING ON A BRIGHTER FUTURE**

As the current banking crisis continues to unfold, with the Bank of England unveiling unprecedented plans to inject £50 billion (\$100 billion) into the financial markets to help unblock the credit crunch, financial institutions across the globe are, more than ever, looking to identify areas within which they can streamline their own activity and boost revenue.

Automated Information Technology is already playing its part in cost reduction, in the form of online portfolios and e-invoicing. Now, innovative new software from banking software specialists, Sefas, is bringing the cost effective benefits of automation to the realm of essential printed literature.

Sefas's Open Print Producer version 1.1® is an industry leading workflow and production management system. The software can significantly reduce the costs associated with the production of essential banking literature such as monthly statements and mail shots. It combines design, print and distribution into a fluid, all-in-one system, managing the entire document production process from conception to distribution, ensuring cost efficiency, as well as data integrity.

Sefas software also facilitates the 'optimisation' of printed literature, by enabling banks to use transactional documents as marketing tools to cross-sell products and services. This not only ticks boxes for increased profitability, but also for environmental concerns over the need for waste reduction from unnecessary direct mail.

Sefas Managing Director, Giles Hill, says: "While the current financial landscape is still settling in the wake of the credit crunch, financial institutions, like any business, have an ongoing duty to both customers and shareholders to operate by the most efficient means possible to achieve the best financial results for all concerned.

"IT Directors are always under a lot of pressure to turn up new solutions to help these businesses stay competitive. Our OpenPrint software certainly enables financial institutions to make essential document management as cost effective as possible, without jeopardising customer service levels."