



Credit crunch puts AIT in the spotlight

Banks sign up to Sefas Open Print software

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As the financial world continues to weather the credit crunch, the drive amongst companies to improve cost efficiency through enhanced IT has never been greater.

According to UK document production software specialists Sefas, Automated Information Technology (AIT) is playing an increasingly important role in helping firms to boost their bottom line and enhance customer communication.

Recent client wins for the Bristol-based company include Bank of Tokyo-Mitsubishi UFJ, which has installed Sefas's Open Print software across its European branch network.

James Weaver, Business Development Manager for Sefas, explains: "AIT is already playing a major role in the banking sector, but our Open Print solution allows Bank of Tokyo-Mitsubishi UFJ to optimise its ability to control, produce and distribute business critical documents.

"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," James said.

"The software can intelligently group all the documents going to the same recipient, whilst adding the appropriate integrity markings for automatic finishing and selecting the appropriate delivery channel for each communication; this can significantly reduce the costs associated with the production of essential banking literature, such as monthly statements and mail shots," he explains.

The Bank of Tokyo-Mitsubishi UFJ is so impressed with the user-friendliness of Sefas' software that it is now carrying out the bulk of its integration and application development work internally.

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

Sefas secured the Tokyo-Mitsubishi UFJ contract through the bank's outsourcing representative, Fujitsu, following the success of several projects for clients with similar requirements.

Giles Hill, Managing Director of Sefas, said: "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," he explains.

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

For more information about Sefas Innovation and its document production software, contact 0117 373 6114, or visit the website, www.sefas.com.

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About Sefas

Sefas Innovation is a world leader in document production technology. The company is headquartered in Paris, with operations in the US and UK. Sefas has been a leader in the European market since 1993 and specialises in creating enterprise solutions with high performance and flexibility. Its clients include blue chip companies and Fortune 500 firms.

About the Bank of Tokyo-Mitsubishi UFJ

Established in 1919, the bank serves as the core retail and commercial banking unit of the Mitsubishi UFJ Financial Group - Japan's largest financial services company.

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