

# Open *Print* BackOffice

BackOffice™ is a post-composition tool that gives you the ability to modify and optimize any production job without the need for reprogramming the source application. Cut costs, maximize your investments, and broaden your service capabilities in new and profitable ways.

The business of producing customer communications is no easy task. Diverse applications, complex technology, and demands for new services capabilities make your job a challenge. Print/mail providers need practical and affordable ways to attract new customers, keep current customers happy, and reduce production costs. You need to make the most of your equipment, maximize your staff, and expand your services in order to be successful.

BackOffice from Sefas is the answer. We give you the ability to fix broken applications that hamper your workflow, optimize production to leverage your hardware and reduce labor costs, and expand your capabilities to retain and attract customers – all within one single solution.

BackOffice is a powerful yet easy to use post-composition tool that transforms and enhances print/mail streams without the need for reprogramming the source application. The results bring improvements across a wide variety of applications in a fraction of the time and enable you to exploit the full potential of your operation.

## Fix broken Applications

Print/Mail providers must manage hundreds of unique applications, often with little or no influence over their design. This can result in “broken” applications that are operationally inefficient and incur a higher unit cost, making it virtually impossible to meet your service level objectives or your budget. Without having access to the up stream source application, the best you can hope for are workarounds and ad hoc processes to accommodate their shortcomings.

● **BackOffice allows you to fix broken applications regardless of the print stream type or the origin of the source application.**

BackOffice puts you in control with the ability to adjust customer applications so that they are compatible with your operational requirements. This post-composition tool helps you manage your digital assets before they

become physical assets and gives you the ability to establish the most cost-effective and efficient production workflow. Best of all, you won't need to worry your customers or enlist a team of programmers to get the job done. Swapping barcodes, modifying address blocks, transforming PDL's, creating index files – these are just a few of the ways you can fix broken applications, eliminate manual intervention, and cut production costs.

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## Optimize production

Print/mail providers often invest millions in high speed hardware only to fall short in their attempts to automate and streamline production. With volumes typically segmented across hundreds if not thousands of batch jobs with the majority of them 100 pages or less, with varying attributes and designs – it can be a challenge to exploit the true throughput capacity of your machines.

● **With BackOffice you can optimize your production volume so you can do more with less and make the most of your high speed investments.**

BackOffice has everything you need to right size and optimize your production. By combining smaller,

like-processed jobs into larger production streams that require less operator intervention, you can drive your machines at rated speed and exceed your current service level objectives. BackOffice lets you run leaner and lighter while leveraging the efficiency and throughput of your existing infrastructure.

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## Develop new services

Every business must deliver timely services at a competitive price, but print/mail providers have added pressure to continually develop new and better alternatives. Need to enhance documents with color, add personalized “transpromo” messages, and deliver documents online as well as on paper ?

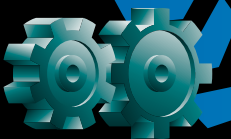
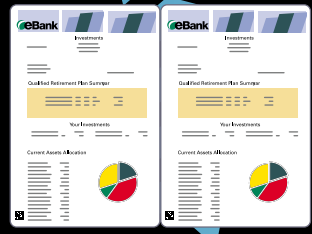
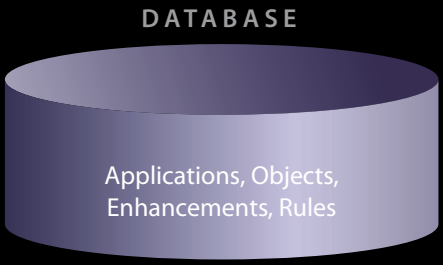
● **BackOffice is a powerful, yet easy to use tool that will let you add the service capabilities that will keep your customers coming back for more.**

BackOffice gives you the ability to enhance legacy output streams on the fly and is a faster and more cost effective alternative over making changes at the source

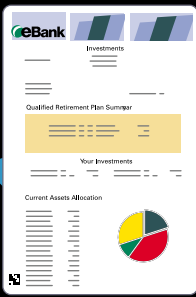
application. As a result, you can implement advanced capabilities that were simply too cumbersome or costly to attempt or that you could not get resources for in the past. The built in wizards within BackOffice are easy to use and don't require advanced programming skills so you'll reduce the time to market and expertise required to build these powerful applications.

**NORMALIZATION**  
Converts the input stream  
to VPF

**RENDERING**  
Focuses on creating the output  
for a specific device/output format



**Enhancement Engine**



**Transform Engine**

**Rendering Engine**

**ENHANCEMENT**  
Index creation, Barcoding, Inserting  
Messaging, Reformatting

# BackOffice

Fix broken applications that hamper your workflow, optimize production to leverage your hardware and reduce labor costs, and expand your services to keep and attract customers – all within one single solution.

## Manage your digital assets before they become physical assets

### STREAM CONVERSION

Print streams come in many different flavors. Acronyms like AFP, PDF, LCDS, and more, result in an alphabet soup of protocols that make any print/mail shop a complex and often cumbersome environment. With BackOffice you can process multiple data streams without worrying about incompatibilities in page description language. Standardize on a common format and optimize your workload across the board, or import one format and render it in another as needed to accommodate available capacity in your shop.

With BackOffice you are no longer forced to support legacy printers and systems simply to maintain compatibility with your customers' legacy applications. BackOffice makes it easy to transform output streams into an output format that gives you the most flexibility, throughput capacity, and service capability. Merge formerly disparate jobs into a single output stream, render paper-bound documents for online viewing, and output in any format on the fly.

### INDEX CREATION

Comprehensive piece tracking is the holy grail of print/mail processing and index creation is at the heart of uncovering the true value of tracking. BackOffice gives you the ability to tag and associate elements on any document in order to uniquely identify that piece throughout the production process. Increased mail piece integrity,



automated regulatory compliance, and full service online presentment are just a few of the many capabilities.

BackOffice can create an index for each document and mail piece, link that data to a variety of CRM systems and databases, ensure inserting integrity, and track production with a high degree of control. Monitor service level objectives and operator efficiency, document tracking for regulatory compliance, and much more – all within one easy to use tool.

### BAR CODING

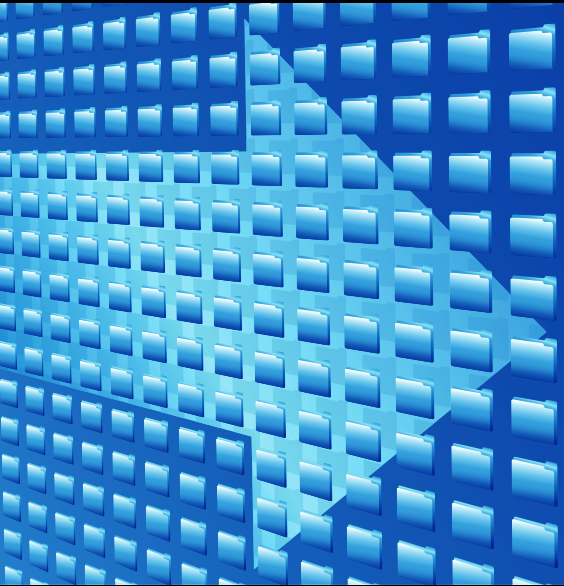
Barcodes and production control marks are the backbone of automated mail processing. But like print streams, barcodes come in a variety of formats and flavors and are used to help control

operational functions like intelligent inserting, postal presort and item tracking. If your shop handles a number of diverse customer applications, reaching a high level of automation can be difficult. Customer applications often have antiquated OMR markings or lack any control marks at all. Upgrading to modern barcodes is essential if you hope to raise the level of automation and integrity within your shop, take better advantage of your technology, and eliminate the need to manually process mail.

BackOffice can read existing production control marks such as OMR marks and then reapply the inserting logic in any 1D, 2D or 3D barcode format. BackOffice can also assess the boundaries of a page and or mail piece within a print stream and apply inserting control logic on the fly for applications processed without any. For compliance with postal presort regulations, BackOffice makes your transition from Postnet barcodes to the new IMB (Intelligent Mail Barcode) simple. BackOffice can read the Postnet barcode, affix the mailer id and envelope id and reapply the barcode in the new IMB encoding. Additionally inserting control files, postal manifests, and address cleansing are all enabled by our comprehensive BackOffice toolset.

### INSERTING

Automated mail inserting is more complex than simply stuffing a piece of paper into an envelope. The ability



to generate inserting control files that correspond to document control marks, with the ability to add electronic onserts within the incoming document stream is required to optimize the process, keep application and production costs down, and guarantee the integrity of your mail pieces.

Even the most elementary inserting hardware minimally requires inserting control marks to guide the physical process, pass machine instructions, and enable detailed operational and service level reporting.

BackOffice enables these advanced mail inserting capabilities regardless of how the original application was designed. Add dynamic content within an output stream, place additional pages into your document sets, and migrate your customers to electronic presentment all within one flexible tool. At the same time, BackOffice can create outbound control

files in any format, create user defined and custom data elements to be inserted into the control file, and manipulate data retrieved from the document or imported from an external source.

## MESSAGING

“Transpromo” has been a hot topic in the industry for years, but the practical application of trans-promotional messaging is just beginning to hit its stride. The ability to add personalized content and images to bills, statements, and other correspondence can capitalize on knowledge collected about customers and turn transactional documents into effective marketing tools. But the migration to transpromo has been out of reach for many organizations due to the barriers that exist between the customer account data, document composition, and digital printing services.

BackOffice provide a simple way to implement transpromo services within a single solution. Add personalized messages to any outbound customer communication without a lengthy development effort. Insert content in the form of text, graphical images, and color – or any combination you wish. Reduce call center volumes and improve customer service with trans-educational messaging. Use data elements and white space on the page to trigger campaigns and provide your customers with transpromo content that is relevant and timely.

## REFORMATTING

The ability to reformat a document on the fly is a capability that many print/mail providers have desired for some time. All too often shops must devise workarounds for broken applications that do not align within the address window, have content in the margins where inserting control marks must reside, or are designed with inefficiencies that hamper production processes and run up costs. Since reformatting customer documents in the source application is unlikely, most shops struggle to do the best with what they have. And when mandates force a program change – suppressing an SSN or masking a remittance address, for example – the effort is costly, complex and time consuming for everyone involved.

BackOffice modifies your documents post-composition; giving you the ability to make adjustments and remove or add content dynamically. Since BackOffice can service multiple applications you can implement global changes within your enterprise in a fraction of the time. Swap logos to support an acquisition or divestiture effort, update addresses blocks across the board to support new IMB requirements, or standardize on the most efficient workflow regardless of what applications you run or what equipment you use.



*Sefas*  
Innovation



20 Mall Road  
Suite 210  
BURLINGTON, MA 01803  
P : +1 781 425 5060  
Mail : [contactus@sefas.com](mailto:contactus@sefas.com)  
[www.sefas.com](http://www.sefas.com)