

MAILIT Communication

Swedish based print outsourcer, MAILIT, have chosen Sefas Innovation to strengthen their service offering. Open Print MiddleOffice was purchased in September 2007 through a BOWE led sales partnership. The BPO are now able to create improved documents in colour, enabling improved campaigns for their clients. MAILIT already had Remake for smaller customer requirements such as document conversion and enhancements.

The solution was built in conjunction with BOWE Systec, who were able to utilise the flexibility of Open Print to tailor their solution to suit MAILIT. BOWE focused on the consolidation of documents, whilst Sefas dealt with the composition. Darren Collins, Senior Project Consultant for Sefas UK describes the benefits to MAILIT *"they are now able to build document templates more quickly and easily - due to middle office Graphical User Interface – thus are able to be more responsive to their customer requirements. Content can be enhanced and more sophisticated document objects (colour, charts, graphs) can be added".*