

→ Success Story

Sefas
Innovation



British Telecommunications

« To be the best provider of communications services and solutions in the UK and also for corporate customers in the rest of Europe. »

The Challenge

BT's goal is to be the best provider of communications services and solutions in the UK and also for corporate customers in the rest of Europe, with global reach through partnerships with other providers.

In 1999 BT embarked on a programme of replacing its aging fleet of laser printers. This comprised, at each print centre, fourteen IBM 3900 black and white printers and seven Xerox 4890s, printing black and white with one highlight colour.

These printers were all channel attached with production control provided by TSO / SDSF workstations. Initiation of production was a completely manual process whereby

operators logged into remote mainframe and initiated JES2 commands, while print centre management control and reporting was entirely a paper-based system.

BT's choice of new printer technology was the Scitex Versamark MPS2, capable of printing two-up duplex documents at over 2000 pages per minute and upgradeable to full colour processing. BT also wished to move to a server-based production system and therefore needed software which could convert its legacy printstreams into a print protocol suitable for the eight new printers and which could also provide real-time print centre control and management, not only for the new machines but also for a number of legacy printers which BT wished to retain for low-volume print jobs.

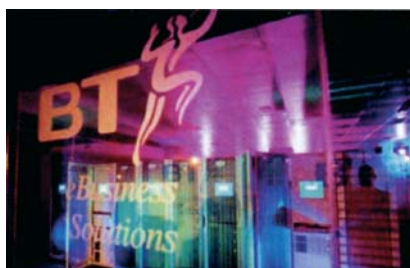
The Initial Solution

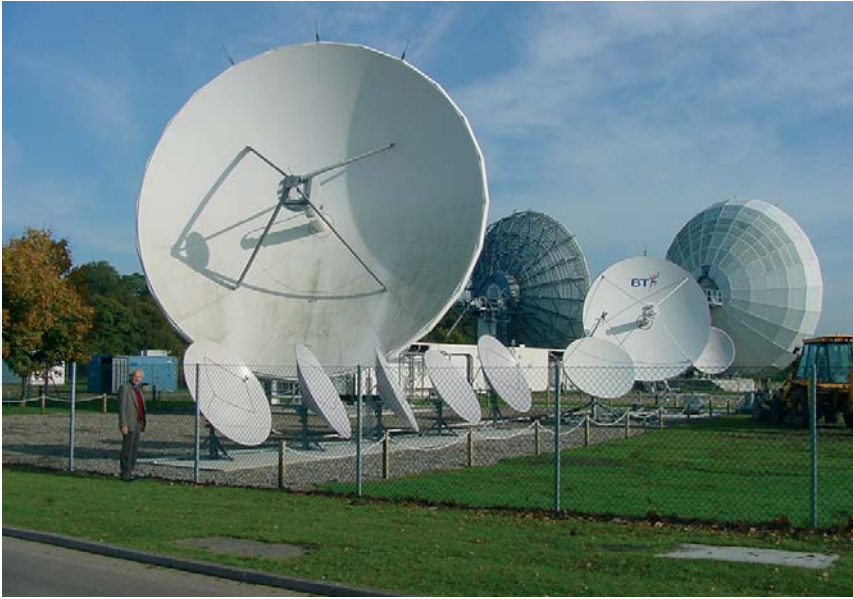
To meet the software requirements, in 2000 BT initially chose two products from Sefas's Open Print range, to run on an RS6000K cluster at each print centre.



Open Print Remake provided the high-speed conversion of the legacy AFP to Scitex IJPDS (and also to Metacode for the legacy Xerox printers) while Open Print Director gave BT the integrated control and management of its printer fleet it needed to meet the tight production SLAs.

For the Scitex printers, Sefas and Scitex developed a real-time SNMP interface between Open Print Director and the printer's control software, while for the IBM printers Sefas implemented an interface between Open Print Director and IBM's InfoPrint Manager, providing the same real-time control and management functionality as that available from the Scitex printers. Legacy Xerox printers were also integrated using a FunAsset connectivity solution.





control with automated file transfer and on-line control processes

- Paper-based systems replaced by real-time on-line control and management tracking
- More efficient use of print room assets
- Replacement of costly mainframe AFP to Metacode conversion package
- Ability to exploit colour capabilities of the Scitex printers
- Ability to enhance legacy documents without recourse to mainframe application development
- Reduction in the time to market of new billing products through the use of use of a server-based document composition toolset

Building on Success

Following the success of this initial implementation, in 2001 BT chose Open Print Studio to replace their existing document composition tool for the production of bills, statements, marketing and fulfilment letters.

Since then, several new billing applications have been developed using Open Print Studio. These include PCBIS (for its corporate network customers) and, following BT's restructuring in 2001-2, billing applications for services offered by BT Ignite and BT Wholesale.

In 2001, BT successfully implemented Project Pelican - its new-format colour bills for its retail customers - in which Sefas's Open Print Remake made significant enhancements to the mainframe-generated AFP datastream to exploit the potential of the Scitex printers. Sefas has also developed a local reprint capability for Pelican bills at BT's call centres.

Benefits

In October 2000 from Tony Rattigan, BT's National Print Centre Manager said, "Success has come from the ability of the three teams [BT, Scitex and Sefas] to work together to implement this ground-breaking solution. The real prize is the options we now have for communicating more effectively with our customers - documents can be whatever we need them to be."

Implementation of Open Print software at the BT print centres brings BT the following benefits :

- Replacement of manual job initiation and

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→ Structure



BRITISH TELECOMMUNICATIONS

British Telecommunications plc is the largest provider of voice and data services in the UK and Europe. In the UK, BT provides 28.4 million land lines direct to business and residential customers, while also supplying mass-market internet services and network capacity to other carriers.

In the UK's largest print and mail operation, BT's billing systems create over 300 print files every night, containing in excess of 900,000 pages.

Each of these files must be printed, enveloped and delivered to the Post Office within 24 hours of the start of the billing cycle. BT's documents are printed and mailed in Gateshead and Newcastle.

To meet its Service Level Agreements, BT's print centre systems must operate at a very high level of productivity while still ensuring that the quality and integrity of their output is maintained.