

# → Success Story

Sefas  
Innovation



## Nationwide Building Society

« We found that with Open Print we had leading edge Document Composition and Re-engineering, the best Factory Management solution we have seen.»



### The Challenge

While Nationwide had invested heavily in state-of-the-art technology for its customer-facing services, investment in its document production infrastructure had lagged behind.

Document generation was primarily mainframe-based, resulting in long development and implementation timescales for changes and enhancements. Partly in response to this situation, a number of independent departmental document production solutions had developed, printing on low-volume desktop printers and being manually finished and mailed.

For the core business mainframe document production applications, the actual printing and mailing of the output was entirely a manual process, with a paper-based job tracking and reconciliation system.

Nationwide was also seeing a significant increase in the volume of member communications and mailed 40 million letters to members in 2001, containing 180 million items. Growth was forecast at 10% per annum for the foreseeable future.

Accordingly, in 2001, Nationwide issued an ITT for the supply of a full ADF.

### → Structure

#### NATIONWIDE BUILDING SOCIETY

The Nationwide Building Society is one of the UK's leading financial services providers, with 10 million customers and over £75 billion in assets.

Nationwide offers a range of products and services designed to meet members' financial needs and maintains an extensive branch network, complemented by services available by phone, post and internet using a PC or MAC, WAP phones, PocketPC PDAs and TV internet banking.

Nationwide was the first to launch an internet banking service in the UK available through a TV set and also offered Europe's first PocketPC PDA mobile banking service.



Nationwide operates Unisys, Tandem, ICL and IBM mainframes and with output being printed on two Xerox 4180s and one 4635, with one development 4135 system. In addition there are impact printers for PIN and Cheque production.

There are currently around 55 stationery types, including pins and cheques, in use with about 120 live A4 cut sheet and 20 live continuous jobs undertaken.



## Benefits

Richard Blythe, who led the Nationwide decision process, said: *"We found that with Open Print we had leading edge Document Composition and Re-engineering, the best Factory Management solution we have seen, and an infrastructure which easily integrates any Printer, Mailer, or email gateway into a tightly managed process."*

Automated reprinting of damaged documents will improve customer satisfaction and query management, while prevention of incorrect stationery mounts will reduce errors and wastage.

Costs will further be reduced by print stream merging and sortation which will enable Nationwide to obtain best possible postal tariffs.

The flexibility of the Open Print products within the ADF will also provide a platform for EMU transition and for the future development of additional methods of electronic commerce.

## The Solution

Sefas joined a consortium led by Xerox which won the ADF contract in early 2002.

In the Nationwide ADF, Xerox is providing Solimar technology to enable online connections from the host platforms to the Nationwide ADF and its DP Server product to provide print spooling capability.

Sefas is supplying the following Open Print products:

- Open Print Director to manage and control the running of the Nationwide ADF.
- Open Print Delivery to control the splitting, merging and sorting of multiple printstreams, as well as the integration of the Anadata mailsort product from CACI.
- Open Print Studio to provide dynamic document composition within the Nationwide ADF.
- Open Print BackStage to provide high-volume processing throughput for document composition applications.
- Open Print Remake to enable re-engineering, enhancement and reformatting of legacy printstreams.
- Open Print Projector to provide browser-based viewing correction of documents that have been generated by Backstage or Remake.

Integration of Open Print with Formscan's Integrity Management Systems enables the checking of correct stationery types loaded on the production printers and supports integrity checking of the printed output, while integration with Pitney Bowes' DFWorks product provides mailing integrity and the automated generation of reprints.

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