

A STATE-OF-THE-ART SOLUTION

The Aetna ADF is a “factory” in every sense. Raw material in the form of data, paper and envelopes is assembled together at high speed, and transformed into messages detailing personal and confidential transactions in hard copy form.

Today, the 57,500-square-foot facility houses the latest in data processing, printing and mail finishing technology and assures the prompt, accurate and fully confidential document composition and production of more than 425,000 envelopes per day. Applications encompass the entire spectrum of health care insurance activities, including policy assembly, account statements, EOBs and payments to providers and members.

The customer messaging process starts onsite, where the Pitney Bowes team operates a full IT shop. The core is the latest-generation IBM eServer® zSeries™ 800 (z800) mainframe, which receives the data for print and mail finishing. Also on-site are servers housing the Pitney Bowes DFWorks® software solution, an innovative suite of management tools that elicits real-time shop floor performance data and makes an unprecedented view and control of production possible, even from remote locations.

Other key capabilities available include Group 1’s DOC1® and StreamWeaver® software for document composition and print stream engineering, and Finalist® software for address cleansing. Additionally, the on-site inventory of raw materials is fully controlled by an advanced software solution.

The print component of the ADF consists of two platforms. One is a cut sheet format and is handled by four Xerox DocuPrint™ DP180 laser printers. The second is a continuous roll format and is output on seven IBM Infoprint® laser printers. The mail finishing component consists of a network of 10 high-speed intelligent inserting systems, each equipped with the Direct Connect file-based reporting and control system for assured mail piece integrity. The workhorse 8 Series™ and 12 Series™ inserting systems handle the ADF’s full range of mailing applications, including No. 10, 6 x 9 inch and 9 x 12 inch business envelopes for standard, half fold and flat applications with high levels of performance and accuracy.

In addition, Aetna realized early on the cost savings benefits available by utilizing Pitney Bowes presort mailing capabilities. Hard copy mail is brought to a nearby PSI Group facility, where it is sorted and co-mingled with additional mail pieces to qualify for postal discounts. Presorting these communications not only allows Aetna to eliminate many of the steps associated with the traditional mailing processes, but also speeds delivery of the mail at a lower cost.

*Aetna’s ADF produces more than
425,000 mail pieces per day.*

The entire ADF process – from initial data processing, to printing, to mail finishing to presorting to deposit with the USPS® for eventual delivery to the customer – is completed within the established service-level agreements.

RESULTS SO FAR

Cost savings exceed \$15 million over five years and are derived from five sources: print and postage cost savings, infrastructure savings, improved format and content of mailings and improved controls and efficiencies. Print and postage cost savings is the most significant portion of the total cost reduction and is a result of mail piece consolidation, a conversion from cut sheet to continuous form printing and postal presorting. In addition to cost effectiveness, Aetna has enhanced the customer communication experience with more streamlined documents.



Engineering the flow of communication™

Pitney Bowes Inc.
37 Executive Drive
Danbury, CT 06810-4148

For more information about Pitney Bowes,
visit www.pb.com

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visit www.g1.com

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