


CASE STUDY

Experian

“WITH DOC1®, WE CAN SORT PERSONALIZED DATA AND PRINT AS WE WANT...THAT LET’S US CUT OUR PROGRAMMING REQUIREMENTS AND GREATLY SIMPLIFIES THE PROCESS.”

Eileen Peschong, Team Manager of Imaging Programming



EXPERIAN PERSONALIZES MILLIONS OF CREDIT REPORTS WITH DOC1® AND OCÉ.

Challenge

With highly sophisticated operations, Experian needs reliable document automation technology to maintain credit information in a flexible manner.

Solution

By teaming up with Pitney Bowes Business Insight and Océ, Experian was able to simplify application development and improve workflow—ultimately giving Experian more control over their operations.

SUMMARY

Background

Whenever someone requests a copy of a credit report, chances are good Experian delivers that highly personalized document. A leader in credit reporting and direct marketing, Experian maintains credit information on over 200 million consumers and 14 million businesses, as well as demographic data on most U.S. households. The organization provides address information for more than 20 billion promotional mail pieces to over 100 million households every year. Five production facilities occupy a combined one million square feet, and nearly two billion pieces of mail ship annually from Experian’s mail processing centers.

Pitney Bowes Business Insight and Océ Team Together

Operations of this magnitude and sophistication need document automation technology of an equally robust caliber. Experian relies on Pitney Bowes Business Insight and Océ Printing Systems USA—two companies who partnered to address the flexibility and scalability needs of clients such as Experian. The partnership pairs high-speed Océ digital printing with DOC1® composition software to create a manageable, productive document factory. “We use DOC1 to produce Experian’s personalized consumer credit reports,” said Steve Mears, Experian’s IT Director. “Experian

generates seven to nine million individual credit reports of five to fifty pages each year. We also generate over 1.5 million annual bankcard statements; quarterly and year-end bankcard reports; and customized letters to retailers regarding credit disputes,” Mears concluded.

Experian Realizes Tremendous Gains in Efficiency

Due to:

- Simplified application development
- Better control of variable data
- Seamless document production workflow
- DOC1®’s high-performance composition engine

Reducing Programming Requirements

DOC1® combines a familiar Windows-based development environment with a high-performance production engine to compose richly formatted, highly customized output. A GUI driven data definition tool simplifies the handling of various types of variable-length data. “Without DOC1, we would be faced with creating fixed length records and adding multiple programming steps to achieve the same results DOC1 provides more concisely,” said Eileen Peschong, team manager of imaging programming. “With DOC1, we can sort personalized data and print as we want.

“WE CAN BRING PRINT IMAGES IN FROM THE MAINFRAME AS SOON AS THEY ARE AVAILABLE, SO WE HAVE THEM ON SITE AND READY WHEN WE NEED TO PRINT.”

Eileen Peschong, Team Manager of Imaging Programming

We don't have to manufacture the data before it goes into the document and write code to run ahead of DOC1,” said Peschong, “That lets us cut our programming requirements and greatly simplifies the process,” she concluded.

Simplifying Workflow

Because Experian can compose and preview documents on the desktop prior to printing, they unit test the application fully before executing DOC1® on the mainframe to generate Advanced Function Printing (AFP). “Experian also uses DOC1’s post-production engine to handle specific finishing requirements such as Optical Mark Recognition reprints, outsourcing and other functions best performed after pages are composed,” explained Mears. The DOC1 production engine runs under Windows, OS/400 and can generate multiple outputs. DOC1 generates AFP, which is sent to the Océ FlexServer systems. In addition to AFP, Océ handles a variety of other print data formats

without conversion issues or rewriting of applications. The FlexServer system uses Océ PRISMA document management capabilities to route documents to the appropriate printers. Experian has nine Océ printers, ranging from PageStream 372 models to four 466 duplex units, and two DemandStream models for on demand output. “The Océ FlexServer lets us transfer data from the offsite mainframe,” explained Mears. “We can bring print images in from the mainframe as soon as they are available, so we have them on site and ready when we need to print.” Whether it’s sensitive credit information or personalized direct mail, effectiveness depends on accuracy and quality. Océ and Pitney Bowes Business Insight bring together the best-of-breed components that help Experian maintain the highest levels of performance on a daily basis.

UNITED STATES

One Global View
Troy, NY 12180-8399
main: 518.285.6000
1.800.327.8627
fax: 518.285.6070
pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, Ontario
M5E 1S2
main: 416.594.5200
fax: 416.594.5201
pbbi.canada.sales@pb.com
www.pbinsight.ca

