

Print Laser Gains Both Agility and Economy with Pitney Bowes Group 1 Software’s CCM Solutions

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- Célio Silva, Operations Director, Print Laser

BACKGROUND

Founded 14 years ago in Brazil, Print Laser is a leading Latin American print service bureau that offers its clients an array of document creation, print and digital output, and production mail services. Its print centers are located in Salvador, São Paulo, and Recife.

Serving such leading companies as Itaú, Bradesco, Unibanco, Telefonica, Vivo, Nextel, Amex, and Citigroup, the company produces over 50 million documents every month – almost 2 million per day – and delivers them to area post offices.

MAKING ROOM FOR MORE BUSINESS

Print Laser sought opportunities to maintain its competitive edge and grow its business in the marketplace. The company also needed a more efficient way to distribute client printing jobs for production across a number of its facilities in Latin America. As an early adopter of Group 1’s DOC1® document composition technology back in 1998 and DOC1 Series 5 in 2004, the company has been able to continually gain flexibility and make operations more efficient to accommodate additional work.

DOC1 Series 5 is a cornerstone component of Group 1 Software’s Customer Communication Management (CCM) suite, which simplifies the gathering and manipulation of data, streamlines document creation and distribution, and ensures that information is accessible and secure. DOC1 Series 5 enables businesses to easily design and generate high-volume, personalized communications for multi-channel delivery.

With DOC1, Print Laser speeds document development by up to 80%.



INCREASED SPEED, AGILITY, AND FLEXIBILITY

“The company’s need for speed, agility, and flexibility led them to seek leading-edge customer relationship management solutions like DOC1 document composition, to set us apart from our competition and complement our print and electronic document production, direct marketing, and mailing services business,” explained Célio Silva, Operations Director with Print Laser.

During the solution evaluation process, Print Laser compared the Group 1 CCM solutions to those of several important companies in the sector. Group 1’s highly usable, scalable structure and architecture, along with superior service, helped Group 1 emerge as the provider of choice.

Before the company installed DOC1, the work had been extremely difficult. “The document configuration was almost manual, making the formatting process extremely difficult,” said Silva. “Today, we produce documents much faster using DOC1 to create documents, in combination with StreamWeaver®, another Group 1 solution, to sort the documents for production at Print Laser facilities closest to their destination regions, to speed delivery and reduce delivery costs.”

StreamWeaver is a fast, cost-effective print stream engineering solution that enables print streams (print-ready files) to be changed, enhanced, or re-purposed after leaving their applications – without interrupting document processing operations.

HIGHER PRODUCTION EFFICIENCIES

Print Laser's DOC1 document formatting process begins when the company receives customer data files for printing and inserting. Clients that use DOC1 can send Print Laser their customer print-ready document files (print streams) with formatting and layout already set up – or they can provide the customer data files and let Print Laser format them. The documents can be formatted for paper or digital media (typically for big corporate customer accounts).

"To guarantee data security, the information is stored in a virtual vault. All communication is made with direct links between the customer and Print Laser," said Silva. In addition, Print Laser keeps postage funds available with the post office to streamline the production process, while speeding document delivery.

SIGNIFICANT PAYBACK

Lower Costs, Faster Mail Piece Delivery

With the help of StreamWeaver, Print Laser can now distribute files to its production facilities in Salvador, São Paulo, or Recife – within closer proximity to the final destination for the mail pieces, for lower mailing costs and faster delivery.

"Many of the largest print centers are located in São Paulo. StreamWeaver helps us get closer to the final destination of the

documents," said Sandra Laranjo, Relationship Manager for Print Laser.

Faster, Higher Quality Services

Print Laser now enjoys developing printed documents, such as bills, balance statements, and invoices, up to 80% faster with the help of DOC1.

"As leaders in the electronic document market in Latin America, we are continually enhancing our facilities with the latest equipment and technologies, making the quality of the services we provide our primary goal," said Laranjo

Growing Revenue

Print Laser's 2006 revenue was \$33 million, and the company's projected volume for 2007 is \$45 million. "We have observed a growth of around 20% per year," said Célio Silva. "DOC1 is part of this process."

Favorable Results from a Trusted Provider

Print Laser's investment in Group 1 software's CCM solutions has produced highly favorable results. "It was well worth our investment. Using DOC1 created competitive advantages for us in the market. We gained agility and credibility, and the ability to offer better service. In this market, speed is a key differentiator for winning business," Silva said.

"Group 1's technical support is group highly efficient," said Silva. "We never experience production delays from of a lack of assistance. We have developed an extremely positive, trusting relationship with Group 1."



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About Pitney Bowes Group 1 Software

Pitney Bowes Group 1 Software turns data into results, providing innovative software solutions that enable our clients to better understand and connect with their millions of customers, prospects and partners. Group 1 helps over 3,000 organizations maximize the value of customer data to improve profitability, increase effectiveness and strengthen customer relationships, through consolidating, cleansing and enriching corporate data, and generating personalized business documents for multi-channel delivery, customer care and efficient business processing. Our comprehensive Customer Communication Management (CCM) solutions span from database to delivery, adding value to every aspect of communication and allowing clients to integrate intelligence throughout their mailstream.

For more information about our products and services, please log onto our web site: www.g1.com

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

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