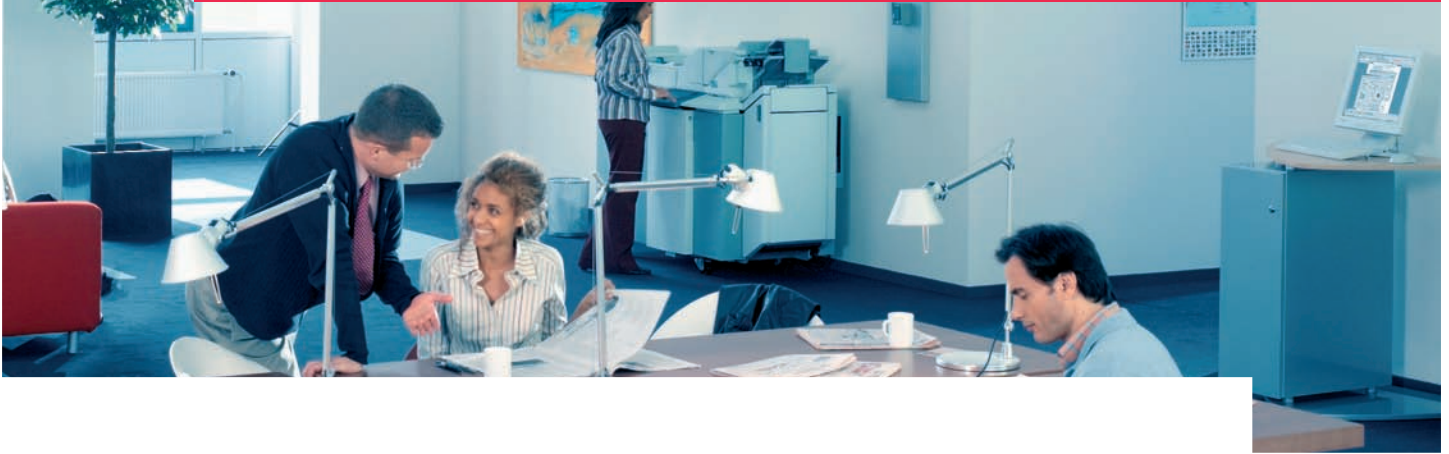


Océ | Global Document Solutions



Automated Print Management Delivers Results

Central control and resource management result in competitive advantages

Meaningful Communications Can Be a Challenge

Every day, customers of today's businesses receive countless communications. Savvy companies know that it is important to personalize communications, make them meaningful to customers and maximize the opportunity to leverage communication staples such as highly read critical billing data. Innovative document solutions that lead to cost-effective one-to-one communications with customers are the order of the day.

GDS Helps Businesses Communicate More Effectively

Global Document Solutions (GDS) provides its clients with just these kinds of solutions—and more. This nearly 100-year-old print-for-pay operation has consistently leveraged technology advancements to deliver comprehensive document management services. GDS helps its clients obtain higher response rates and lower costs via automation of document workflow steps and streamlining document distribution. GDS prints 75 to 100 million impressions per month for clients in the financial, telecommunications, government and retail industries and advertising agencies, among others. The company provides a host of services from laser imaging, mailing and fulfillment, to intelligent inserting, full document tracking and validation capabilities.

Océ PRISMA, Cost-effective Solutions for GDS

Accuracy and timeliness are critical to GDS's success. In the zero defect-tolerant environments in which they work, one of the company's biggest challenges is ensuring the delivery of accurate, timely, cost-effective document management solutions. To address these challenges, GDS recently implemented Océ PRISMA™ workflow in its digital printing operation. "We have a strategic initiative to expand the GDS footprint globally throughout 2005 and 2006," says Mark Goodstadt, GDS Chief Executive Officer. "We believe that implementing Océ PRISMA workflow now will make it easier to meet our customers' needs and continue to deliver the quality and responsiveness they expect as we expand our enterprise."

Centralized Capabilities Lead to Improved Efficiency

Before selecting Océ PRISMA as its workflow solution, GDS evaluated several other solutions. According to John Slaney, GDS Chief Operating Officer, Océ's service and support were among the important differentiators in the decision to go with Océ PRISMA workflow software. "We have Océ print systems in our operation so we knew that Océ would be responsive and could resolve any issues that might arise," he says. Another deciding factor was the ability of Océ PRISMA software to manage printers from both Océ and other vendors such as IBM® and Xerox®.



Océ Global Document Solutions Case Study

One of the biggest benefits GDS experiences with the Océ PRISMA workflow is the ability to centralize its continuous form digital printing operations. “Centralizing print management for all of our printers via PRISMA is helping us to reduce expenses and operate more efficiently,” says Slaney

GDS produces a variety of printed materials including One-One marketing documents, statements and digitally printed newspapers from around the world for local distribution. Customers submit their print jobs in different data streams, among them PostScript, LDCS, AFP, PDF, VIPP™, and Metacode. Jobs come into the network through a mainframe channel connection as well as via the company’s TCP/IP-based network.

Océ PRISMA Automates the Entire Print Process

Before GDS implemented the Océ PRISMA workflow, jobs had to be directed one by one to the appropriate printer. GDS had extensive management controls, requiring time and effort. Now, the whole process is automated.

“Océ PRISMA workflow has impacted our entire print production process,” Slaney says. “We have centralized digital asset management, job queuing and spooling, job ticketing and accounting functions. We have a centralized point for standardizing file formats. All the different file formats come into one central point and are automatically fed out to the Océ and IBM printers. The process is much more efficient and we’re able to provide better service to our customers.”

Meeting Customer Needs Quickly

At present, GDS is using several Océ PRISMA components, including PRISMAproduction APA, PRISMAproduction LDCS and PRISMAproduction POD in its New York, Chicago and Philadelphia locations. PRISMAproduction is a single platform that provides integration among data center, departmental, network and in-plant graphic arts environments through the use of plug-in modules to support every data stream.

PRISMAproduction creates an automated, high-speed workflow for just-in-time production of documents, manuals, loose-leaf sets,

newspapers, and books on demand. It features all the capabilities required in a digital workflow in the graphic arts industry from online submission of print orders, high-end RIP, impositioning and soft proofs—to production printing and integrated support for inline finishing equipment.

“With Océ PRISMA, we have a complete solution that makes it easier for us to meet our customers’ needs quickly and cost-effectively,” says Slaney. “Océ PRISMA workflow automates processes and facilitates central management of our digital print facilities. We have a centralized repository now and are creating a unified enterprise-wide capability to maximize utilization of every printer using the capabilities of Océ PRISMA workflow.”

Multiple Vendor Printer Integration Adds Flexibility

GDS is driving both Océ and IBM printers with Océ PRISMA. Future plans include integrating Xerox printers as well. According to Slaney, “We began using Océ PRISMA to manage our digital print systems nearly a year ago,” he says. “We’ve been very pleased.”

Adding Océ PRISMA workflow to the digital printing operation is proving beneficial to GDS in other ways as well. “We believe it will add to our reputation for on-time delivery and excellence because it enhances the products we produce,” Slaney says.

Centralizing Capabilities Saves Time and Labor

GDS also anticipates savings in time spent moving resources across multiple print sites. The centralized update capability of Océ PRISMA eliminates manual updates of print resources at each location. With more than 25 printers in New York and Chicago and several more in Philadelphia, this represents a significant cost savings.

GDS is now considering further enhancing its workflow with Océ PRISMA composition tools and other automated document factory items. “We appreciate Océ’s dedication to service and technology,” says Slaney. “We like working with a partner that continues to enhance its products to help us improve the way we do business.”



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