

# Unlocking the value of the printstream

P/I™ Output Enhancement



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## Unlocking the Value of the Printstream

Emerging technology is rapidly reshaping the way businesses communicate with their customers. Advances in one-to-one marketing techniques, document composition tools and printer technology have led to documents that are now more targeted and relevant, greatly enhancing document effectiveness.

### **An Output Enhancement Solution to Meet Your Challenges**

Technology is playing a key role in optimizing document production, integrity and delivery. Today, enterprises constantly strive to reduce errors, lower operating costs, increase productivity and improve document presentation in a pursuit for greater operational efficiency. Even with all these technological advances, sometimes the reality is very different.

### **Legacy Applications**

Most large companies have invested millions in their core mission-critical business applications. Invariably, these legacy applications are inadequate, or have become inflexible and unable to meet demands placed on them by today's business. Surprisingly, many modern applications also have these constraints.

Compounded by the fact these applications typically contain embedded business logic, standards and processing rules, this means that replacing or updating them becomes economically inviable.

### **Lack of Control**

For many large, independent mailroom operations and service bureaus offering document production outsourcing services, running an efficient, cost effective operation is vital to your business. In an effort to differentiate themselves, many now offer added-value services such as full document integrity, alternative e-delivery (for email and Web) and greater postal discounts. However, for mission critical documents, where they typically receive pre-formatted printstreams, the opportunity to add value is severely limited due to a lack of control over the content of the print application.

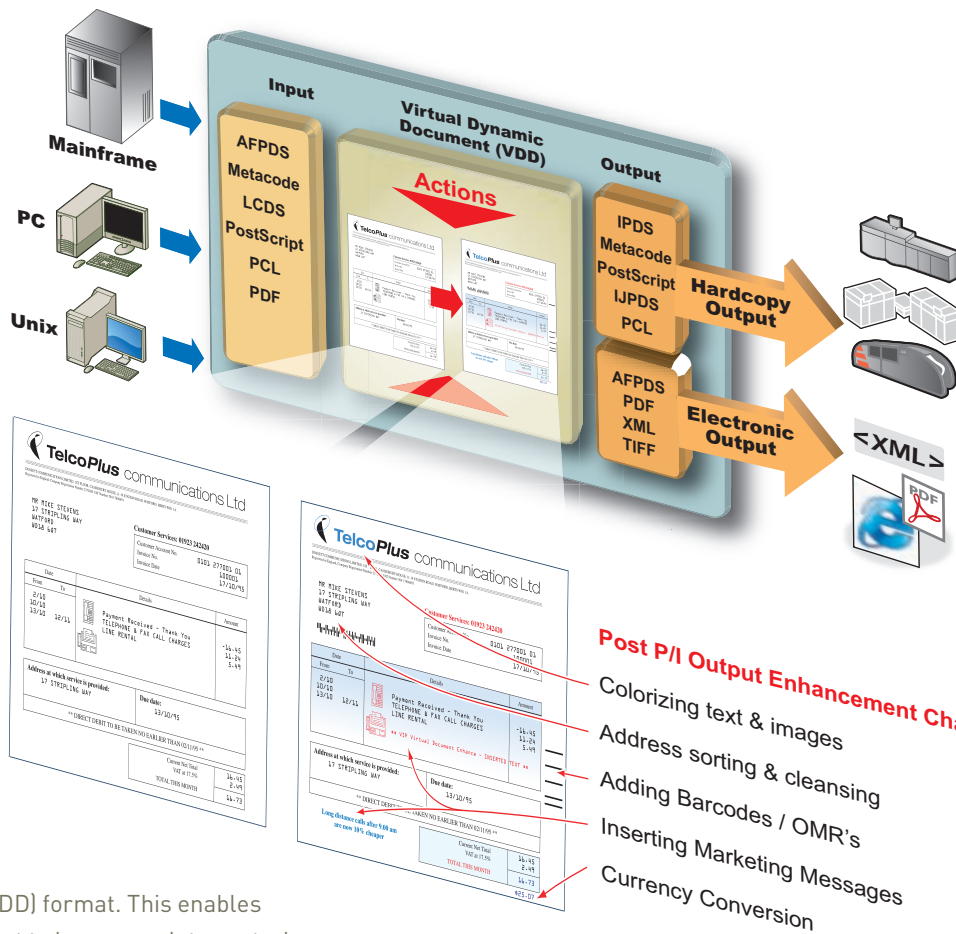
Faced with this reality, organizations look for tools that enable them to meet their business requirements without deploying vast, expensive resources to modify existing applications. Ideally, many look for the ability to unobtrusively re-engineer the printstream itself, rather than having to alter the underlying legacy business applications.

### **Introducing P/I Output Enhancement**

P/I Output Enhancement from Pitney Bowes is an extremely powerful printstream re-engineering software that allows users to modify and enhance print-ready documents without the need to change the underlying business applications systems.

### **The P/I Output Enhancement Advantage**

The primary advantage of P/I Output Enhancement is the unique combination of a powerful transformation engine with advanced search and replace functionality. The P/I™ Output Manager transform engine converts all the common PDLs into our Virtual



Dynamic Document (VDD) format. This enables P/I Output Enhancement to have complete control over the entire document by understanding the relationship between pages and the information on them, independent of both the input and output printstream formats and resolution. While in the VDD format, P/I Output Enhancement performs a set of ACTIONS to modify or enhance the document according to a pre-defined P/I Output Enhancement script. Scripts, written against the business rules, are developed using the P/I Output Enhancement Development Graphical User Interface.

P/I Output Enhancement can process almost any printstream, modify and enhance it and then output to an entirely different printstream and/or electronic format (PDF or XML). P/I Output Enhancement Actions are performed in real-time, enabling fast and simultaneous input and output processing.

### Business Applications for P/I Output Enhancement

P/I Output Enhancement allows you to streamline your business operation by enhancing the effectiveness of your existing customer facing documents and the efficiency of your document production. The power of P/I Output Enhancement enables you to:

- Correct and enhance legacy printstreams without the need to change the underlying business application systems.
- Replace pre-printed stationary by adding required electronic forms on the fly.

- Revitalize existing black & white documents into color for output to the latest color printers such as the Xerox DocuColor and Kodak VersaMark printing systems.
- Generate electronic document delivery for Archive (AFPDS, PDF, TIFF) or for web presentation (PDF, XML).
- Perform sorting and address cleansing operations enabling you to maximize postal discounts.
- Consolidate mail pieces by merging multiple inputs sources into a single envelope, saving mailing costs and increasing customer satisfaction.
- Job Splitting to balance workload over several printers.
- Conditionally switch output sources to deliver documents dynamically to the required PDLs for printers, PDF for email or XML for e-commerce applications.
- Add, modify or delete barcodes and OMR marks to control inserters, envelope machines and integrity systems or even to dynamically change complete finishing lines thereby optimizing your existing finishing assets.
- Document indexing to meet ADF requirements e.g. manual or automated reprints & mail piece tracking.
- Conditionally add and personalize electronic inserts to eliminate pre-printed inserts and associated costs and to reap the benefits of one to one marketing.

## P/I Output Enhancement Business Benefits

Imagine how P/I Output Enhancement will revitalize your business documents and transform your existing print facility into a state of the art 'Intelligent' document production center that:

- Maximizes asset utilization through optimal use of printers and finishing equipment
- Increases the productivity, document integrity and operational efficiency of your document production sites
- Reduces postal cost through pre-sorting and consolidation of mailings
- Lengthens the life of your legacy applications and avoids expensive reprogramming

- Shortens your time to market plans by enhancing documents faster, just prior to document production
- Unlocks your creative marketing strategies for "One-to-One" customer communications
- Extends the reach and value of your business documents through exploiting XML for e-commerce

With P/I Output Enhancement, your IT resources can be freed from modifying business applications in order to enhance their effectiveness and improve their operational efficiency – in effect, extending the life of your legacy applications.



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