

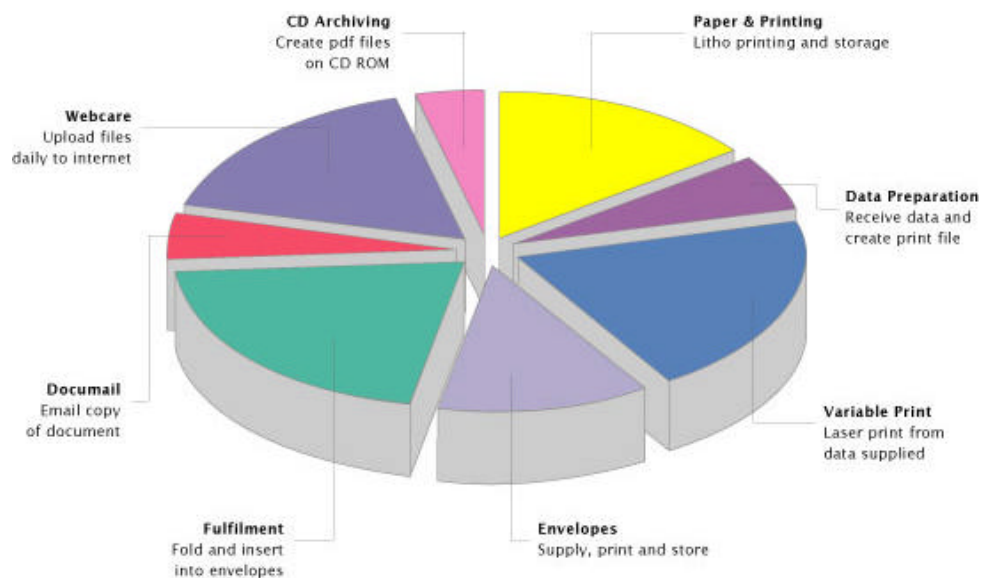
## The Case for Transactional Print

### Introduction to Transactional Print

The advancements in printing and Internet technology make it possible for businesses to outsource virtually all of the elements of the production of a business document, bringing considerable reductions in the resources you require to process these documents.

This includes many new electronic elements that will soon become essential in order to meet customer's requirements.

**In financial terms, your processing cost can be four times the “paper cost” (form and envelope) of the document!**



### The applications for Transactional Print

Documents that are used to communicate financial or sensitive information include; -

- Invoices + Statements
- Cheque runs
- Debt collections
- Rent books / GIRO books
- Payslips + P60's
- Pension statements and payments
- PIN mailings
- Incentive schemes including vouchers
- Accounting documents

The above may benefit a number of departments – such as Personnel, Finance and Marketing departments.

## How technology helps with the printing of Transactional Documents

Technology is helping businesses to be more “intelligent” in the way they use customer data. Outsourcing this process allows access to this technology without the need for continual reinvestment in the software and equipment required to be able to make full use of these latest innovations. Innovations such as:-

- Intelligent use of multiple pages - to reduce the number of items mailed
- Additional inserts - for promotional purposes or reply envelopes
- Optical reading (Mailcare) for quality control – ensuring that what gets mailed matches the data instructed
- White space management - for personalised messages added to documents
- PDF archiving - for storage and retrieval of documents
- E-billing - for those customers that prefer not to receive paper
- Internet view and print - for department and/or customer use

The main benefits of using a Print Management company in support of this service are;-

- Cost effective sourcing of base stock and envelopes
- Maintains management of print “under one roof”
- Continuity of document image and design
- Ensures suitability and competitiveness of service

## Datagraphic Background

Established in the UK in 1986, Datagraphic are now an established leader in short and medium run transactional print with a reputation for innovation and support. Investing in the latest digital and IT technology means that we are able to produce your variably printed secure documents – from start to finish – accurately and on time. We will work closely with you on technical issues to make the process as smooth as possible.

A number of innovative solutions for the printing of business documents are now available to you, including;-

- **Origami Mailer** – Our unique glue fold machine, which enables us to produce one piece mailers, which are then folded, glued and perforated, all in one pass. Ideal for payroll etc.
- **Webcare** – Our Internet view and print service archives documents such as invoices, statements and remittances on the Web for future retrieval and print.
- **Documail** – ability to send documents as attachments or to collect via URL from the Webcare site
- **PDF archiving** – for in-house archiving on CD Rom of monthly, quarterly or yearly print files

Accreditations;-

- ISO 9001-2000
- APACS
- Currently working towards BS7799