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Also under investigation by DST Output Hartford are ways of increasing the dynamic use of colour in the documents they produce for customers.

VDE (Virtual Document Enhance) is a new product from Emtex that can perform this very addition of colour to documents as well many other actions. VDE extends on the success of VIP's existing architecture and functionality by providing a powerful re-engineering solution that allows users to modify and enhance print ready documents without the need to change the underlying business application (legacy) systems.

Other VDE actions of interest to Tapke include US Mailsort. This capability allows you to carry out address cleansing and mail-sorting, post composition and at the time of print; maintaining the qualification for cost reductions in US postal charges, but without application changes and the need for expensive mail-sorting equipment or services after printing.

The Emtex DST Output Connection

Roger Tapke concludes, 'Ever since my initial visit to the Sacramento facility, I have been very impressed with Emtex, VIP and the level of service we have received.'

The VIP offering gave us a best in class solution, with a full range of functionality, unrivalled flexibility and the robustness to cope with a sophisticated, multi-million dollar document production operation.

The volumes and diversity of DST Output Hartford applications were a challenge for VIP and the Emtex team. As expected in any implementation of this scale and complexity, there have been issues; mostly due to established DST Output processes. However, Emtex have always given us the attention and dedication we have needed, addressing any issues immediately and following them through until they are resolved.

Their support and development teams are highly capable and experienced problem solvers, and the sales team provide a valuable interface to commercial and future applications.

Emtex are a highly innovative yet customer responsive organization who remains consistently one step ahead of the competition. As DST Output continues to expand and develop, we are confident we have the best output management solution to suit our business needs for many years to come.'



Emtex VIP drives customer communication for DST Output

US giant, DST Output is a 24-hour-a-day, seven-day-a-week, 365-day-a-year operation which produces and delivers over 2 billion transactional print and electronic statements and documents annually for clients in industries including communications, financial services, health care, insurance and utilities.

At the heart of their mass printing operation lies Emtex VIP, an output management solution DST Output selected in the confidence that they were choosing a first class solution, capable of supporting their operations as a global leader in print, mail and communication services.

Service Bureau organization

DST Output (part of DST Systems) is a multinational organization but with 3 main US production sites at Kansas City, Sacramento and Hartford; and all dedicated to producing effective communication solutions for its customers.

More importantly, it was the need to streamline and consolidate operations into these three main production sites that exist today, which led Roger Tapke, Senior Vice President, (Operations TCOE) at Hartford to Emtex and the VIP solution.

DST Output Hartford alone, employs approximately 500 people. Their largest client is a US satellite television company for whom they print 350,000 impressions a day, 7 days a week.

Pre - Emtex VIP

With such large scale print production in action, DST Output Hartford needed to transition from a channel extension architecture which was expensive and technically prohibitive, particularly to exploit latest print technologies.

In addition legacy application software meant that printers were receiving



Xerox datastreams inefficiently and slowing down actual printer productivity; with increasing workloads magnifying this even further.

Tapke visited the DST Output Sacramento facility, which was already using VIP in a pure AFP environment. The potential VIP could offer DST Output Hartford was immediately evident; in the first instance of eliminating the channel extension but also in improving overall operational performance. 'The Emtex VIP solution was a proven product at our Sacramento site. For us at Hartford this was significant, but not as important as finding the best solution for delivering high levels of operational performance while satisfying the needs of DST Output's many customers.'

Although there were critical selection criteria, Emtex VIP was selected ahead of competition, for it's complete offering as an output management suite; including transforms, reprint and resource management capabilities.



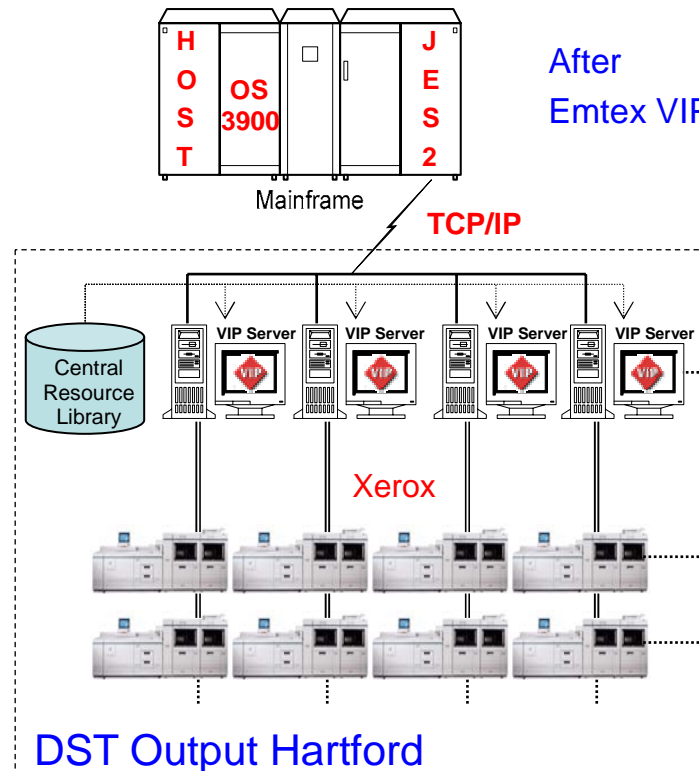
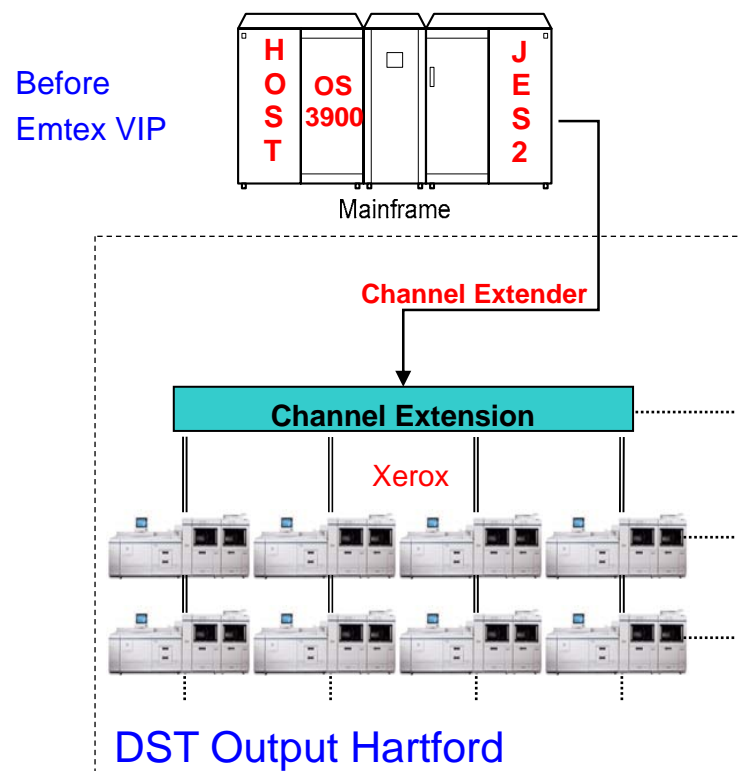
Instant performance improvements

The installation of VIP yielded results quickly, opening up capacity and bringing production printers up to full speed; while commencing the move from channel extension to TCP/IP.

The DST Output Hartford print centre is a predominately Xerox environment, with 41 Xerox DP180 printers, 14 Xerox DP500 printers, 2 Xerox 92C Colour highlight printers and with Metacode as the significant printstream.

employ further resources, in terms of additional printers, labour and costly channel extension hardware.

'By maximizing the use of our existing assets and optimizing operational efficiencies with VIP, I am confident we have made significant savings. With constant pressures to reduce print windows to meet critical mailing deadlines, we would have ordinarily needed more printers. The saving



The story so far, and beyond

VIP online re-prints allow DST Output to increase their turnaround time to customers. 'With VIP we can now perform re-prints the same day, where before it would take an average 2 days. In our business, those extra days are vital.'

VIP Resource Management is another area which has proved particularly beneficial to the DST Output Hartford team.

With a target of 1.1 billion images for 2003, DST Output Hartford, are far from becoming complacent in their use of VIP. Currently, of the 41 Xerox DP180 printers in operation, 16 are still channel extended, which they hope to finally move over to VIP shortly.

VIP is now in place at all three DST Output production sites Hartford, Sacramento and Kansas City, driving in excess of 100 production printers.

'With VIP in place we saw an approximate 15% increase in productivity on our DP180s, as a result of faster, improved datastream and printer management, and by beginning to remove our old channel extension technology in favour of TCP/IP'

'By maximizing the use of our existing assets and optimizing operational efficiencies with VIP, I am confident we have made significant savings. With constant pressures to reduce print windows to meet critical mailing deadlines, we would have ordinarily needed more printers. The saving we've made on channel extension devices alone must be in the region of a million dollars'

VIP Benefits

- Move to TCP/IP for faster, better communication
- Improved printer productivity and asset utilization
- Local resource management
- Re-printing from the VIP Server

With VIP providing centralized printer management and superior transform capabilities, the DP180's were enabled to work at optimum 180ppm, as apposed to 154ppm previously.

As Tapke explains, 'With VIP in place we saw an approximate 15% increase in productivity on our DP180s, as a result of faster, improved datastream and printer management, and by beginning to remove our old channel extension technology in favour of TCP/IP'.

As workloads at DST Output Hartford continue to increase with business, VIP was able to secure even further savings by removing the previous need to

we've made on channel extension devices alone must be in the region of a million dollars'. With VIP, DST Output Hartford can now simply do more with less and do it better.

VIP Hidden depths

The VIP Reprint capability was not initially a critical differentiator in DST Output Hartford's selection of VIP. However, it now plays a crucial part in providing a first class service to customers.

The VIP Indexed Reprint module enables the easy reprinting of documents within a print job to any printer, without re-submitting the job from host.

Managing resources in a dynamic multi-printer environment can be a major headache. VIP Resource Manager provides effective management of all print resources, supporting resource downloading, in-line resources and date & time stamping to ensure that the right resource is available for the right application at the right printer.

In particular, following the merger of other DST Output sites with Hartford, without VIP Resource Management they would have been required to segregate resources used at each site and have dedicated printers, thus reducing printer productivity.

And although they are all using VIP differently (in different printstream environments), there is an intention to standardise operations to a degree, in their use of VIP company wide.

In the short term, Tapke hopes to fully automate VIP's re-print capability to achieve optimum benefit. Other possible areas for development include VIPCount, an additional module which collects and consolidates print accounting information from any chosen range of printers. This information can then be reported on and analysed to compare differing levels of printer and operator efficiency for capacity planning and cost recovery charging.