

Partner Power

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Pitney Bowes draws on acquisition strengths to provide Fujitsu with full ADF solution

The recent provision of a full Automated Document Factory T(ADF) solution to Fujitsu Services represents one of the most comprehensive sales that mail and messaging specialist Pitney Bowes has completed in the UK. The deal, worth in the region of £6 million, exemplifies perfectly how the Pitney Bowes offering has extended through acquisition.

Pitney Bowes technology is behind Fujitsu Services' provision of centrally produced documents for Central Government. Production volumes across Fujitsu's four managed sites are approaching 500 million images annually.

For Pitney Bowes, provision of this solution called upon corporatewide expertise, particularly that from newly acquired partners Group 1 Software and Emtex. Previously, in implementations of this complexity, Pitney Bowes would have been the major player on the mail insertion side. Now, through acquisition, the company is able to offer an entire end-to-end solution.

The communications emanating from Central Government are of a financially sensitive nature. The processing of such documentation requires stringent integrity controls – particularly when one considers the media interest already generated around the new tax credit system, one of the department's chief responsibilities. There is simply no room for error, and Pitney Bowes technology is entrusted with ensuring total production accuracy.

From its Warrington site, Fujitsu operates ten Pitney Bowes FX10 / FPS inserter systems. On the software side, Group 1's DOC1 document composition programme, e2 Vault archive and retrieval system and Data Flow server have been implemented.

As the name suggests, the ADF approach brings automation to every stage of the document production and despatch cycle, affording Fujitsu production efficiencies more common to hi-tech manufacturing operations. Particular importance is placed on monitoring and reporting output levels to ensure that technology is operating at the optimum level. The productivity peaks and troughs associated with the work processed for Central Government mean that the Fujitsu team must keep a careful eye on individual machine performance in order to manage capacity.

Here, Pitney Bowes' DFWorks is instrumental in monitoring and thereby ensuring that the technology on the floor delivers at optimum speed. Ultimately, Fujitsu is aiming to run more work through its Warrington site using the Pitney Bowes ADF, and the reporting capability of DFWorks will identify the exact additional volume of work that can be processed using the existing technology.

Further workflow management precision is provided by Emtex Intelligence Suite (EIS), which operates across all four sites. Emtex EIS integrates with each site's existing high-speed laser and ink-jet printing systems, standardising and centralising print production and resource management. Through its any-to-any print stream transformation and document re-engineering capability, Emtex EIS delivers added value,



making it simple to automate processes and enhance documents without altering established business applications.

Fujitsu also uses Emtex software for its print-file-to-email conversion, which lets the Government Department take advantage of alternative delivery channels without having to modify the documents it needs to distribute.

Fujitsu particularly specified an ADF solution capable of accepting any file format, providing total flexibility in the type of job it can accept and the source of the data that it receives. The Pitney Bowes teams worked tirelessly with Fujitsu professionals to develop and implement a tailored solution – a partnership approach to business that left a lasting impression.

For Fujitsu, there are clear benefits in dealing with just one company. During implementation, there was a seamless hand-over between process steps, and decisions on tailoring hardware and software to meet site requirements could be taken quickly. On an ongoing basis, Fujitsu knows that Pitney Bowes service professionals will be fully versed on every aspect of the ADF process.



Glynn Walker, Head of Output Services, Fujitsu Services, takes this point further: "Fujitsu itself is very used to partnerships, we operate in an IT environment where partnerships are crucial for survival. I was looking for a partner who would recognise that and, equally, would have the technology to back up this approach. I think Pitney Bowes is well in front in terms of both its professionalism and it's flexibility.

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"The relationship has been excellent. There never seems to be a differentiator between the service and account management, which is really important to me. One of the problems you have in many industries is that you can speak to the account guys, who are obviously focused on the account and will obviously understand the importance, but this importance sometimes gets lost in translation when it gets across to the people who actually deliver the service. Within Pitney Bowes you can't see the gap, its absolutely transparent to us. It works as though the Account Manager is the Service Manager and the Service Manager is the Account Manager - very useful and very important to us."

The investment in Pitney Bowes Mailstream solutions continues. DFWorks is to be rolled out to two further Fujitsu sites – in Cumbernauld & Shipley. In addition five APS high-speed inserters are to be brought in to production across these two sites.

Anybody involved with the high volume mail market will know that one size doesn't fit all when it comes to technology solutions. The Fujitsu sites demonstrate Pitney Bowes' belief in the partnership approach to business and the company's willingness to go the extra mile to ensure total customer satisfaction.



Engineering the flow of communication**

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Pitney Bowes provides the world's most comprehensive suite of mailstream software, hardware, services and solutions to help companies manage their flow of mail, documents and packages to improve communication. Pitney Bowes, with \$5.5 billion in annual revenue, takes an all-inclusive view of its customers' operations, helping organisations of all sizes enjoy the competitive advantage that comes from an optimised mailstream. The company's 86 years of technological leadership have produced many major mailstream innovations, and it is consistently on the Intellectual Property Owners Association's list of top U.S. patent holders. With approximately 34,000 employees worldwide, Pitney Bowes serves more than 2 million businesses through direct and dealer operations. More information about the company can be found at www.pb.com.