

Simplify Document Changes and Save

Pitney Bowes P/I Wizard lets you modify legacy documents with ease

Today's business climate is driving ways to lower costs and improve productivity throughout print and mail operations. There are many opportunities for saving money and optimizing equipment and workflow including modifying legacy statements to add the new Intelligent Mail® barcode or improve job tracking and control. Traditionally these statement changes required heavy dependence on IT resources or complex external coding. As such, it is often easier said than done:

- **Limited Resources** – Although there may be a compelling need, often the resources needed to implement these capabilities are limited by a finite number of programmers and coders. And since the workload for these types of implementation varies month to month, it is even more of a challenge to manage those resources effectively.
- **Complexity of Changes** – Traditional products require specialized knowledge of the different PDLs (Page Description Language) and applications themselves. If the application is AFPDS (Advanced Function Presentation Data Stream), programmers would have to understand the structure of that format. For PostScript applications, they would need a familiarity with that PDL.

Balancing the potential for savings against the cost and complexity of necessary changes may delay the integration of these money saving capabilities, or worse yet, limit the number of applications that can take advantage of the benefits.

Accelerate Application Changes

The new P/I Wizard document enhancement tool lets you make changes and modifications to legacy documents with little or no programming or IT resources. As part of the Pitney Bowes Production Intelligence® family of solutions, the P/I Wizard lets you deliver high value enhancements to your applications, without the need for in-depth, complex source code changes or specific knowledge of the application formats. By taking away the typical barriers for implementation, your print and mail operation can make the needed changes to your existing documents and add productivity enhancing, cost reducing, revenue generating capabilities including:

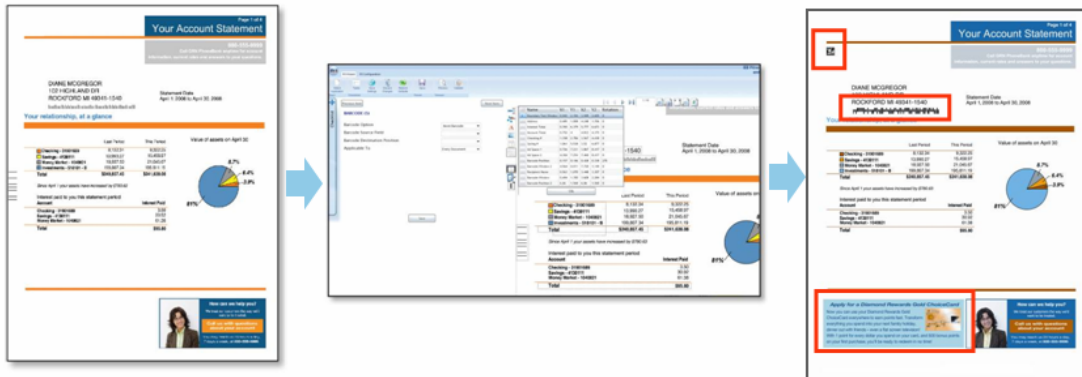
- Barcode management for tracking and process control
- Intelligent Mail® barcode for postal compliance
- Control file creation as the basis for integrity
- Offset shell replacement for cost reduction
- TransPromo communications for relevant, targeted marketing messages

Print to mail operations can modify barcodes to optimize postage, create piece level control files, and index print files for closed loop, automated reprint, and improve mailpiece quality and accuracy. The net result is greater productivity and lower operational costs.

Simplify Document Enhancements

Key to the P/I Wizard's ease of use is its simple graphical user interface (GUI). This web-based application allows users to identify an area on a legacy document for updating and then easily select changes from a list of capabilities. The left side of the P/I Wizard main screen navigates you through the simple steps depending upon the type of application. To make changes, users are guided through a series of options and selections. On the right side of the screen is a viewer that is used to review the job before changes, and also to proof the application with the final enhancements.

Pitney Bowes P/I Wizard Document Enhancement Tool Lets You Make Modifications to Legacy Documents with Ease



Legacy Statement (Before)

- OMR
- POSTNET™ barcode

P/I Wizard

- Web-based
- Easy-to-use

Updated Statement (After):

- 2D Data Matrix barcode
- Integrity control file
- Intelligent Mail® barcode
- Personalization and targeted communications

The P/I Wizard works in conjunction with Pitney Bowes VIP™ and VDE™ solutions to process the job, and automatically generate the appropriate script that will drive the print stream enhancement for production workflows.

Make a More Powerful Statement

In addition to cost saving and productivity enhancements, Pitney Bowes P/I Wizard can help you revitalize your business documents and transform your operation. The P/I Wizard document development capabilities can streamline and accelerate color migration, from adding color to existing monochrome applications, to replacing pre-printed color shells. You can create TransPromo documents by using available white space for relevant, targeted marketing messages. Legacy statements can be transformed into more effective customer communications—without changing or disrupting your document composition processes.

Applications that take advantage of things like variable data and digital color printing are projected to grow significantly over the next several years. With P/I Wizard, you are positioned to take full advantage of these latest innovations. Integrating value-added capabilities to your customer communications can not only help you streamline your operations and lower costs, it can enhance the customer experience and grow revenue. [Learn more](#)

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