

*“We can take on more customers, deliver faster turnaround, and our team can focus on quality and customer service instead of repetitive manual tasks.”*

**KEVIN POESCHEL**  
Production Manager



#### Business Profile

Since 2003, ABT MAILCOM has specialized in helping businesses and municipalities manage their mailing needs—from marketing mail and high-speed printing to data processing, presort mail preparation, and billing or statement fulfillment. The company’s USPS-approved facility ensures mail is verified and entered directly into the postal system for efficient, accurate, and cost-effective delivery.

#### Industry

Print and Mail Service Provider

#### Locations

Lake Geneva, WI, USA

#### Business Solution

- PDF Optimization
- Workflow Automation
- Document Re-engineering
- Data Indexing

#### Solimar Products

- ReadyPDF®
- SOLfusion™
- Rubika®
- Solimar® Indexing Tools

#### Benefits

- File processing reduced from 15-30 minutes to 2.5 minutes per job
- Job setup and changeover times reduced from hours to minutes
- Expanded capacity to handle up to 150 incoming files per month
- Expanded inserter-ready processing from a 4-page limit to 7–8 pages
- Eliminated most manual sorting and repeated inserter resets
- Successfully processed up to 1 million tax bills in approximately three weeks
- Enabled USPS presort automation delivering greater postage savings and maximum postal discounts

## ABT Mailcom Accelerates Growth with Solimar Automated Workflow Solutions and Strategic Partners—Hansen360, and RISO

### Award-Winning Mail Services Provider Invests in Scalable Infrastructure to Support Expanding Customer Base

ABT Mailcom has built a reputation over two decades as the go-to partner for municipalities, utilities, and businesses across Wisconsin, Illinois, and the US. While larger mail houses focus on high-volume, homogeneous jobs, ABT has carved out a thriving niche by serving the customers others overlook—small to mid-sized organizations that need responsive, reliable mail services with the personal attention that enterprise providers simply cannot deliver.

As demand for ABT’s services continued to grow, Production Manager and Partner Kevin Poeschel—a 20-year company veteran and recipient of the 2025 United States Postal Service Bronze level Industry Member of the Year Award for his work with the Milwaukee PCC (Postal Customer Council) — recognized an opportunity to strengthen the company’s operational foundation. The goal is to implement automation and workflow optimization that enable ABT to scale efficiently, maintain its exceptional service levels, and position the company for continued expansion. To achieve this vision, ABT partnered with Solimar Systems, Hansen360, and RISO—assembling a team of experts whose combined capabilities would transform how ABT approaches high-volume, variable mail production.

**“When I saw the full Solimar ecosystem demonstrated and met the Hansen360 team, everything clicked. They could deliver everything we were looking for in a unified solution.”**

**Kevin Poeschel, Production Manager**

## A Strategic Position in a Specialized Market

Based in Lake Geneva, Wisconsin, ABT Mailcom occupies a uniquely advantageous position in the Midwest—situated within 45 minutes of Milwaukee, Madison, and Chicago. This geographic sweet spot, combined with ABT’s specialized focus on first-class and marketing mail, has enabled the company to build strong relationships with municipal governments, utility providers, and regional businesses throughout the Midwest. “We’ve always focused on being the partner that smaller organizations can count on,” explains Poeschel. “Municipalities, water districts, tax offices—these customers need flexibility and personal service. That’s where we excel.”

ABT’s strategic growth trajectory accelerated six years ago with the acquisition of Mailcom Consulting, which brought substantial municipal billing work into the company’s portfolio. Today, ABT processes nearly 150 distinct jobs monthly, handling everything from routine utility statements (billing, statements, and invoicing) to high-stakes tax bills—including nearly one million tax notices during peak season.

## Investing in Infrastructure for Accelerated Growth

With customer demand increasing and ABT’s service offerings expanding, Poeschel identified an opportunity to enhance the company’s operational capabilities. The existing workflow—while effective—relied heavily on manual processes for sorting files, separating pages, and setting up jobs. As volumes grew, these manual touchpoints represented opportunities for optimization. “We had solid processes in place, but I could see that automation would allow us to take on more work without proportionally increasing complexity,” Poeschel notes. “It was about building the foundation for where we wanted to be in five years, not just solving today’s challenges.” ABT had already invested in equipment upgrades, transitioning from Bell & Howell Swing Arm inserters to high-speed BlueCrest inserters, which more than doubled throughput—from 6,000-7,000 pieces per hour to over 11,000. The next logical step was to implement software automation to maximize the return on these hardware investments.



## Assembling the Right Team: Solimar, Hansen360, and RISO

After evaluating multiple software solutions, Poeschel attended a Solimar Systems customer event in Chicago that proved decisive. The comprehensive capabilities of Solimar’s platform—combined with Hansen360’s professional services implementation expertise and RISO’s financing and support resources—created a compelling partnership opportunity. “I had been looking at different software options, and each one had pieces of what we needed,” Poeschel recalls. **“When I saw the full Solimar ecosystem demonstrated and met the Hansen360 team, everything clicked. They could deliver everything we were looking for in a unified solution.”**

RISO played a crucial early role in the partnership, providing test files to validate the solution architecture and offering financing options aligned with ABT’s investment timeline. **“RISO was fantastic,” Poeschel says. “They worked with us on financing that fit our business model—we didn’t need a standard term, and they accommodated exactly what we needed. That kind of partnership makes all the difference.”**

## Measurable Results Across Every Dimension

**1M**  
**PROCESSED**

**TAX BILLS PROCESSED  
IN 3 WEEKS**

**150**  
**JOBS**

**JOBS PER MONTH  
VS HANDFUL BEFORE**

**2X**  
**CAPACITY**

**PAGE CAPACITY  
4 → 7-8 PAGES**

**UP  
TO 92%**  
**FASTER**

**FILE PROCESSING  
15-30 MIN → 2.5 MIN**

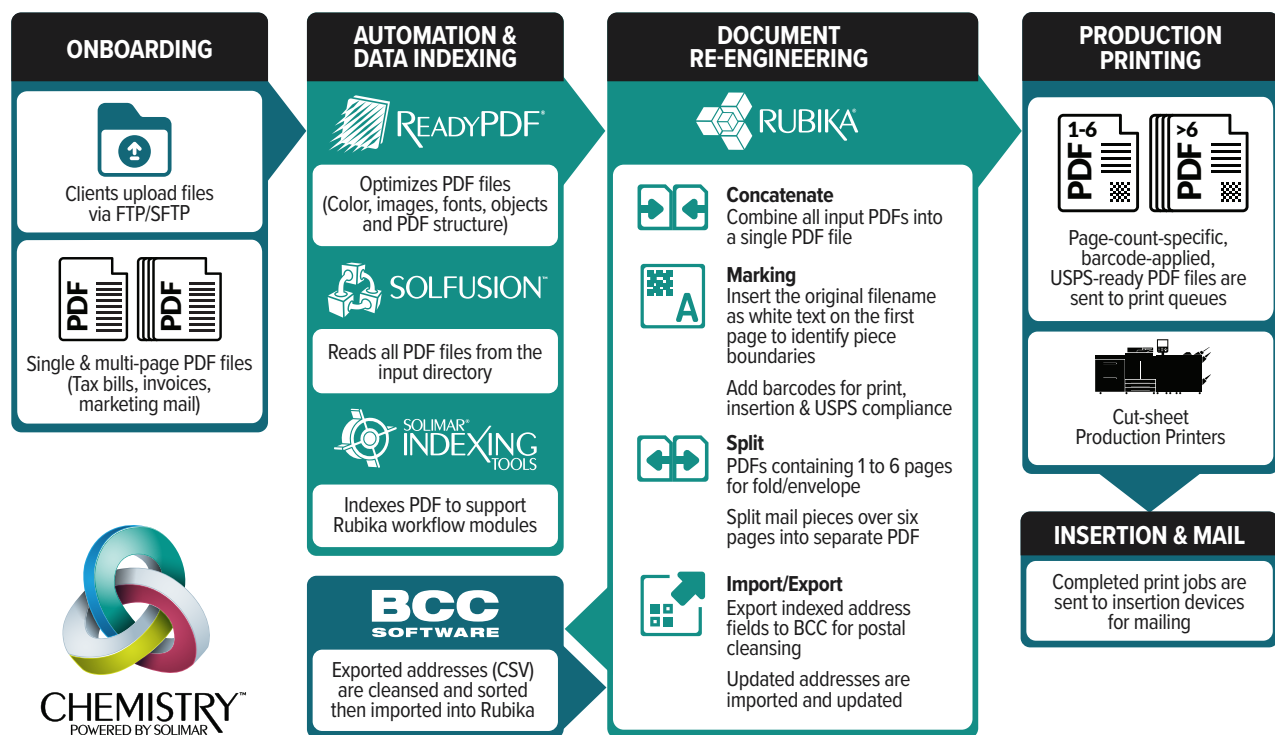
The transformation in processing speed alone has been remarkable. What previously required 15 to 30 minutes of manual file handling now takes approximately 2.5 minutes with automated hot folders and intelligent workflow routing. “The time savings are significant, but what really matters is what that time enables,” Poeschel explains. **“We can take on more customers, deliver faster turnaround, and our team can focus on quality and customer service instead of repetitive manual tasks.”**

## A Phased Implementation Built for Success

Hansen360 designed a strategy that delivered immediate value while laying the foundation for comprehensive automation. Rather than a disruptive all-at-once deployment, the team took a measured approach that kept production running smoothly throughout the transition. “We look at each client’s work mix and current processes,” explains Hansen Longfellow, President of Hansen360. **“ABT didn’t need an enterprise-scale implementation—they needed right-sized automation that would grow with them. Kevin was incredibly engaged throughout the process, which allowed us to design solutions that fit exactly how ABT operates.”**

The implementation began with targeted solutions to ABT’s most complex file-handling requirements, including automated separation of variable-length documents and intelligent page-count detection. Within two weeks of full deployment, the Solimar system was processing files end-to-end: automated page separation, barcode application, postal optimization through BCC Software integration, and output file preparation.

The Solimar Chemistry platform solution stack includes ReadyPDF for file optimization, SOLfusion and Rubika for workflow orchestration and document processing—all working together to transform incoming files into production-ready output.



## Expanded Service Capabilities

Beyond efficiency gains, the new workflow has expanded the offerings ABT can provide to customers. By leveraging 2D barcodes to verify piece integrity, ABT now processes mixed-length jobs—documents ranging from single pages to 7 or 8 pages—in a single production run. Previously, this would have required multiple setups and careful manual oversight. “We used to be comfortable up to four pages,” Poeschel notes. **“Now we’re routinely running seven- and eight-page pieces. That opens up opportunities we couldn’t touch before—more complex statements, multi-page tax documents, enhanced marketing materials.”**

The postal optimization capabilities have also created new value propositions for customers. By integrating BCC Software for USPS presort automation, ABT can now offer better sorting levels and apply more postage discounts and promotions—savings we share with customers as a competitive differentiator.

## Peak Season Performance: A True Test of Capability

Tax season is ABT’s most demanding period, with nearly 1 million tax bills processed in about 3 weeks across over 400 cities, towns, and villages. This demonstrates the real-world value of ABT’s investment in automation. “At the beginning of the year, the calendar compressed our timeline—files arrived later, but mailing deadlines moved earlier,” Poeschel recalls. **“The automated workflows made it possible to meet every deadline. Our team finished the season confident rather than exhausted.”** The impact was particularly evident in the reduction of manual intervention. Tasks that previously required extensive hand-sorting and physical processing—including handling of multi-page documents—now flow through automated workflows with minimal human touchpoints.

## Building Internal Expertise for Long-Term Success

A key element of Hansen360's approach was to ensure that ABT developed internal expertise rather than remaining dependent on external consultants. The implementation included comprehensive documentation, recorded training sessions, and hands-on knowledge transfer. "We document everything," Longfellow explains. **"When a client gets a solution from us, it's fully documented so they can operate and evolve it independently. That's how we define success—when our clients don't need us anymore for day-to-day operations."**

Poeschel embraced this approach, becoming proficient in the Solimar platform and now building new workflows independently. Training materials are accessible on mobile devices, enabling continuous learning, and staff training is expanding as processes stabilize. "I have training videos on my phone," Poeschel says. **"I can build processes at home when I have time to focus. The learning curve was steep, but now I'm creating workflows myself instead of sending everything to the Hansen360 team. That self-sufficiency was exactly what we wanted."**

## A Partnership Built on Transparency and Mutual Success

Throughout the implementation, open communication and honest feedback accelerated progress and ensured the solutions truly fit ABT's needs. "We're in this for business success, and that requires direct, honest communication," Poeschel emphasizes. **"If something isn't working, we talk about it immediately and find a solution. That approach has made our relationships with Solimar, Hansen360, and RISO stronger over time."**

"Working with Kevin and the ABT team has been a genuine pleasure," adds Mary Ann Rowan, CXO at Solimar Systems. "Kevin is a swift learner and a driven leader who isn't afraid to push boundaries. We're thrilled to welcome him as a member of our 2026 Solimar Customer Advisory Council—his insights and practical perspective will be invaluable as we continue to evolve our solutions."

## Looking Ahead: Continued Growth and Innovation

ABT's automation journey is ongoing. By the end of 2026, Poeschel plans to have all customers transitioned to Solimar-based workflows, with ongoing refinements to optimize tax-season processing and expand service capabilities. The company has also invested in complementary technologies, including Iconicum Ultifex software for selective paper handling, enabling different paper types on various pages within a single mail piece. When German vendor representatives visited ABT and learned about their Solimar implementation, they recognized ABT as a sophisticated operation that punches well above its weight class. "The gentleman's eyes lit up when I mentioned Solimar," Poeschel recalls with a smile. "He said, 'You're in the big leagues.' That validation confirmed we made the right investment."

## Automation That Empowers Growth

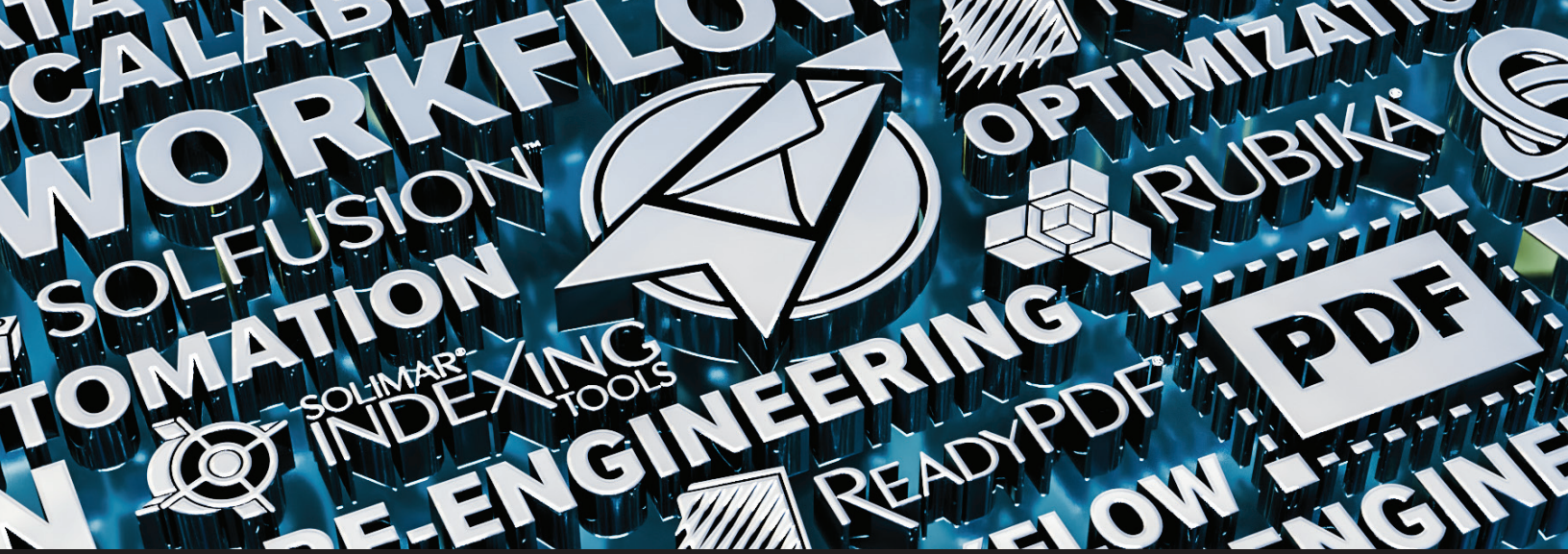
ABT Mailcom's partnership with Solimar Systems, Hansen360, and RISO demonstrates what's possible when a growth-oriented company invests strategically in automation. The result isn't just faster processing or reduced manual work—it's a transformed operation positioned for continued expansion.

By choosing partners who understood their unique market position and operational requirements, ABT has built a scalable foundation that supports their commitment to exceptional customer service. The technology handles complexity so the team can focus on relationships, quality, and growth. **"Solimar has been a blessing to us," Poeschel concludes. "The time savings, the expanded capabilities, the ability to take on more work—it all adds up to a stronger business. We're excited about what's next."**



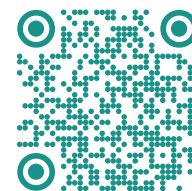
## Postal Customer Council Award Winner!

Congratulations to Kevin Poeschel, Production Manager, ABT Mailcom for winning the Milwaukee PCC Industry Member of the Year Bronze Award.



## Additional Solimar Success Stories

For more examples of how Solimar helps organizations lower IT costs, modernize print capabilities, maximize technology investments, and gain control of their printing environment, please scan the QR code or visit [www.solimarsystems.com/case-studies/](http://www.solimarsystems.com/case-studies/).



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**Hi - I'm Diego!**  
Ask me anything.  
I can answer your questions.



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