



Rubika™ Provides Outsourcer Expanded Capabilities and Revenue Growth

Since 1992 DataMail Services has provided unprecedented printing and mail services to the financial credit union industry, including member statements, notices, tax forms, electronic documents, commercial printing and direct mail. All printing and services are customized according to their clients' needs and are completed in house.



Over the course of several years, DataMail Services has evolved their business model, but have always focused on the credit union industry as their core business market. In addition to serving their traditional credit union industry, DataMail added a full service commercial printing operation to ensure it would fill any void in any credit union statement processing cycles along with providing a constant flow of production.

DataMail Services provides complete services from printed financial statements to electronic document delivery, presentation and archiving, laser-printing, and 4-color printing. From document creation to distribution, DataMail Services provides full service document delivery and management. All of the services are done in-house in a secure environment.

Their customers find that DataMail Services can help them reduce costs and improve their marketing campaigns while taking advantage of new technologies and services not typically offered in their industry today. Solimar Systems recently interviewed Dave Sikina, IT Director at DataMail Services, to discuss how implementing Solimar technology has broadened their services offering scope and enabled new revenue streams.

“Rubika has proved to be a very impressive product for us. The ROI is staggering.”

Dave Sikina
DataMail Services

The Challenge

DataMail Services had always been known as a customer-focused service organization by doing whatever it takes to satisfy their customers' requirements. When one of their longstanding credit union customers approached them about making re-engineering changes to their statements, DataMail was put in a difficult position. With DataMail's current technology in place, they did not have the ability to satisfy the customer's requirements. It had become clear to DataMail – if they could not accomplish what the customer needed to do with their statements – the customer would take their annual \$260,000 worth of business to a competitor.

“This customer had been doing business with DataMail for over 10 years and we had built up a very solid relationship with them,” said Dave Sikina, IT Director at DataMail Services. “We didn't want to lose a good long-time customer nor did we want to lose a significant amount of annual revenue.”

It was unrealistic to re-program and re-code the customer's statement application at the source level to accommodate a re-worked document composition workflow. Re-programming the entire statement application would simply be too costly and a very lengthy development project with a serious drain on DataMail's technical resources.

Print Smarter.™

Business Profile

DataMail Services provides complete document delivery and data management services to support the financial credit union industry.

Industry

Service bureau/outsourcer

Locations

Madison Heights, MI

Business Solution

- Document Re-engineering and Repurposing
- Barcode Management for Postal Mail and Insertion Equipment
- Postal Pre-sorting for Mail Optimization

Solimar Products

- Rubika™
- SOLindexer™
- SOLfusion™
- Solimar® Print Director™ Enterprise (SPDE)

Benefits

- New capabilities saved large longstanding existing customer from competition
- Ensured \$260,000 per year in revenue
- Opens up many new potential business opportunities estimated at \$1,000,000 per year
- Increased market share



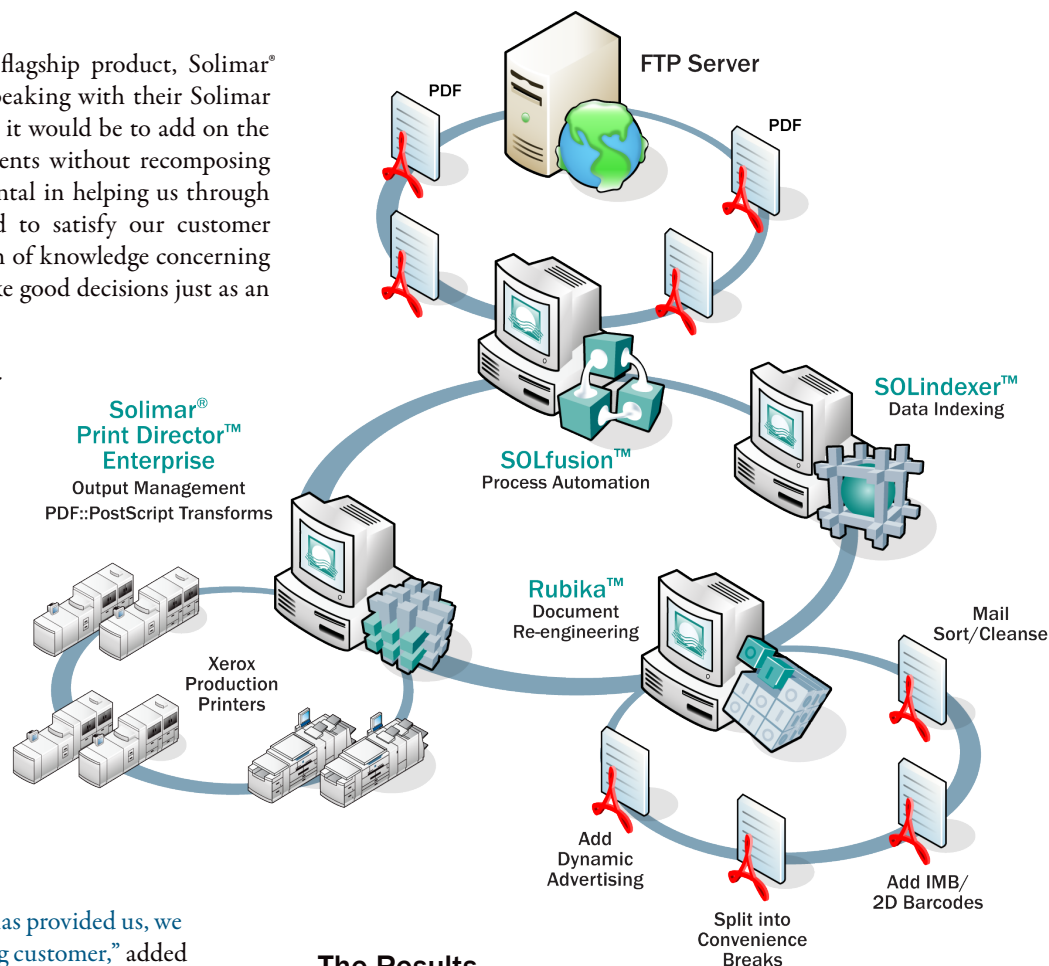
The Solution

DataMail was already a user of Solimar's flagship product, Solimar® Print Director™ Enterprise (SPDE). After speaking with their Solimar Account Manager, they discovered how easy it would be to add on the capability to make modifications to statements without recomposing them. "Our Solimar sales rep was instrumental in helping us through the process of getting us what we needed to satisfy our customer requirements," said Sikina. "He was a wealth of knowledge concerning document re-engineering and helped us make good decisions just as an industry consultant would."

"We have been using Solimar's Print Director Enterprise (SPDE) for many years as a solution to transform our data stream and print management," said Sikina. "Because we had a good relationship with Solimar and had experienced a great deal of success with them, it only seemed natural to complement our current Solimar solution with what we needed to satisfy our customer's needs. To do that, we added Solimar's Rubika™, SOLindexer™ and SOLfusion™ products to get the document re-engineering and repurposing capabilities that we needed."

"Without the additional capabilities Rubika has provided us, we would have lost the business of a longstanding customer," added Sikina. SOLfusion allowed DataMail to automatically control, stage and sequence workflow tasks needed to produce desired output. SOLfusion helps integrate SOLindexer and Rubika workflows by executing external processes and scripts, indexing PDF documents and running Rubika process configurations.

In addition to having the ability to make changes to statements, the Rubika document re-engineering solution has helped automate manual processes for DataMail. Rubika product modules were configured to enable postal savings, add sequence numbers, leverage finishing equipment, and add value to documents such as barcodes. Rubika has allowed DataMail to quickly re-engineer statements and other documents without reprogramming, recoding or recomposing.



The Results

DataMail no longer has to shy away from customer applications that require document re-engineering. In fact using Rubika, DataMail believes they can capture additional business and revenue that previously was not possible. In addition to better serving their current customer base, Rubika has put DataMail in a strong position to grow their business. "The incremental functionality that Rubika provides us has expanded customer acquisition opportunities," said Sikina. "Because we now can handle document re-engineering and repurposing applications, our target market has grown significantly. Using Rubika, we believe there is potential for another \$1,000,000 worth of business out there on an annual basis."

The integrated solution from Solimar has performed well for DataMail. The recent addition of Rubika, SOLindexer and SOLfusion has made a big difference in DataMail's ability to automate and coordinate workflows. "Rubika has proved to be a very impressive product for us," added Sikina. "The ROI is staggering."

DataMail has also appreciated the post-sale help they have received from the experienced Solimar product support team. "The Solimar technical staff provided support at all hours, including weekends to deliver on their promise to us," added Sikina. "It's nice to be able to count on them for help whenever we need help. It's a great peace of mind to know they are there to help us keep our production up and going."

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Dave Sikina
DataMail Services



Corporate Headquarters

Solimar Systems, Inc. • 1515 Second Avenue • San Diego, CA 92101 • USA
tel +1.619.849.2800 • fax +1.619.849.2801

European Headquarters

Solimar Systems, Ltd. • Heritage House • 79-80 High Street • Gravesend, Kent DA11 0BH • UNITED KINGDOM
tel +44 (0)845 230 9850 • fax +44 (0)845 230 9851

www.solimarsystems.com