



Direct Mail Partners Looks to Solimar for Success

Business Profile

Full service outsourcing provider leverages Solimar® Print Director™ Enterprise solution to reduce processing time and increase operational efficiencies.

Industry

Service Bureau/Outsourcer

Locations

- Carrollton, Texas
- Austin, Texas

Business Solution

- Output management
- Data stream transforms & normalization
- Device connectivity
- Operator management & security
- Forms creation

Solimar Products

- Solimar® Print/Director™ Enterprise
 - XCHANGE::PostScript
 - PostScript::IPDS
 - PostScript::PDF
 - PostScript::PostScript
- XIMAGE™ - Form Creation

Benefits

- Ability to easily configure system security rights and operator privileges for each user
- Automated system to transform, optimize and route data streams to correct output devices
- Easy-to-use operator interface reduces need for supervisor intervention
- Flexibility of leveraging virtually any output device regardless of the source data or job
- Expert help from Solimar's award winning customer support team

Direct Mail Partners is a privately held company headquartered in Carrollton, Texas with an additional production facility in Austin, TX. They specialize in document automation and preparation, digital printing, letter shop automation, business reply mail management, fulfillment, and all types and service levels of presort mailing services.



Direct Mail Partners is a “full service” company with the goal to be the finest one stop solution for all outsourcing needs ranging from the smallest most basic jobs to the larger more complex projects. The Company operates out of a 44,800 square foot facility in Carrollton, TX and a newly acquired 7,500 square foot facility in Austin, TX to support disaster recovery and overflow needs, as well as to enhance growth opportunities. Currently, over 300 customers are served by approximately 45 full-time employees and up to 50 part-time personnel.

Direct Mail Partners operates with the philosophy that the customer always comes first. That includes unsurpassed attention to detail in client projects and bids, coupled with personalized service throughout planning and execution. Success is measured in terms of customer satisfaction and retention, earning the business with each and every project. Solimar Systems interviewed Bruce Albrecht, Vice President at Direct Mail Partners to discuss the deployment and operation of their Solimar® Print Director™ Enterprise solution.

“Using the Solimar solution...projects are completed much quicker and at a lower operational cost.”

Bruce Albrecht
Direct Mail Partners

The Challenge

Direct Mail Partners accepts a wide variety of data formats and document types from its various customers across several industries. The applications include direct mail, statements, invoices, proposals, bills, letters, quotes, contracts/policies, correspondence and more. The customer data is often inconsistent and unpredictable, which is a challenge for getting jobs completed on time and meeting deadlines. Having to manually manipulate customer data so it can be processed to ensure it is compatible with Direct Mail Partners' output devices was time consuming and a serious drain on expensive resources. They were unable to automatically standardize incoming customer data so that projects could be efficiently completed. They needed an automated centralized output management system that would efficiently accept, manage, and route jobs to the appropriate output devices.

Another challenge for Direct Mail Partners was a lack of system control and workflow management with the printing system operators. Too often, supervisors were required to intervene and solve problems when operators ran into obstacles. Not only were they spending too much time resolving operator problems, but it was also impacting Direct Mail Partners' overall production.



The Solution

Direct Mail Partners researched products that could potentially address their challenges. After careful analysis and consideration, it was clear that the Solimar® Print Director™ Enterprise (SPDE) was the best solution for their needs. "Even though Solimar is well known within the industry, we still wanted to perform a thorough due diligence in selecting the right vendor and solution for us," said Albrecht. "Based on Solimar's industry experience, product suite, and solid company reputation, the selection process was straightforward and very logical for us. Solimar had the best overall software, implementation, training and support."

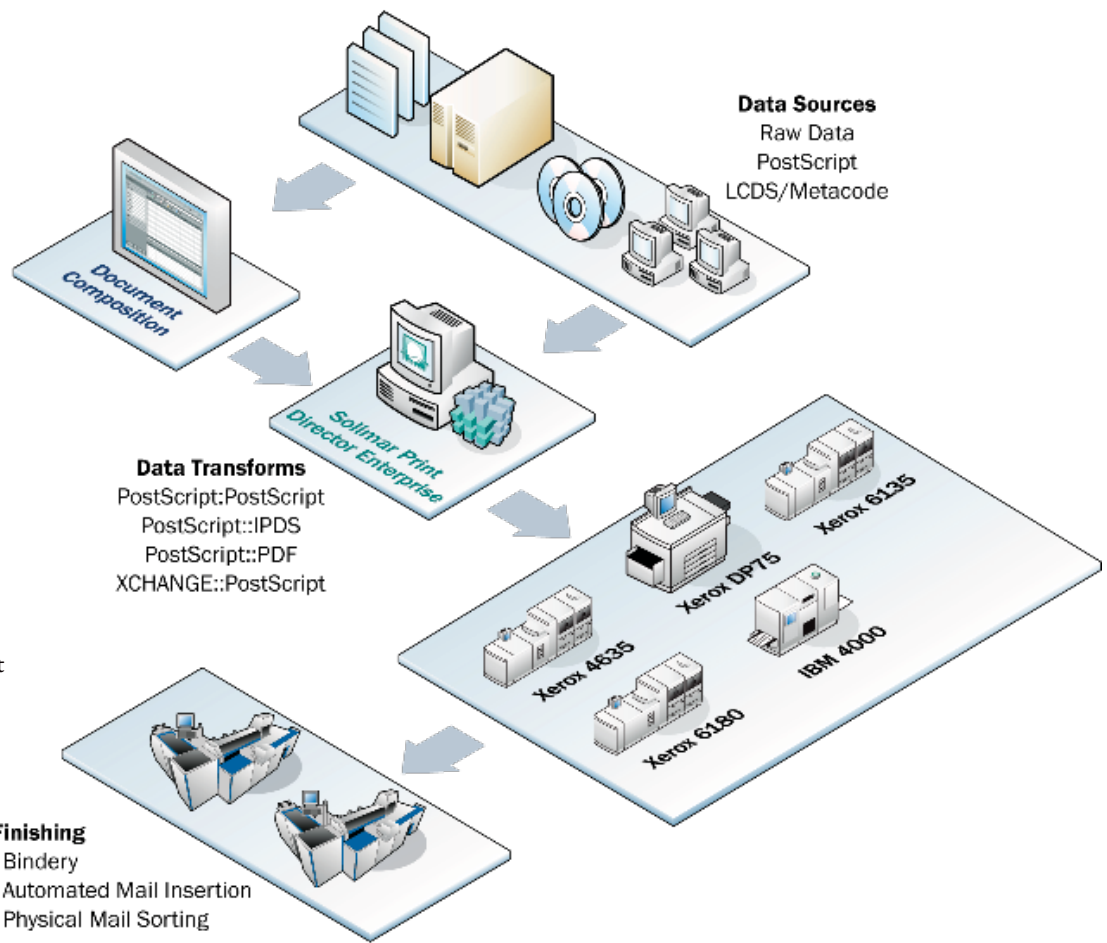
Once the SPDE system was installed, Direct Mail Partners could now successfully accept and process a variety of data types from their customers. Incoming jobs were no longer restricted to certain printers, which previously caused production backlogs. Not only did the system streamline their device dependency issue, but it also performed efficient load balancing and reprint functionality.

"Using the Solimar solution allows us to easily accept all jobs from any customer without the need to make adjustments or re-work the data," adds Albrecht. "We don't have to spend time and resources to manipulate the client data to ensure we can accept it."

To minimize operator errors, the integrated security of the SPDE system allowed Direct Mail Partners to tailor each user with appropriate operator rights and privileges according to their assigned job functions. Using the SPDE system security, the operators were restricted in what they could and could not do. As a result, they made less errors and required less intervention from the supervisor staff.

"The immediate one-call Solimar support I receive is crucial to the success of our business."

Bruce Albrecht
Direct Mail Partners



The Results

"The built-in system control, management and automation functionality of the Solimar Print Director Enterprise solution allows us to operate faster and more efficiently," says Albrecht. "The bottom line is that our projects are completed much quicker and at a lower operational cost."

"Between the user-friendly interface and the security controls for all the operators, the SPDE system has significantly reduced the amount re-work and required attention of the supervisors," says Albrecht. "That gives the supervisors more time to focus on the core business rather than solving printer operator errors."

According to Albrecht, the Solimar post-sales support team has always been there when he has needed them. "The Solimar customer support team is flawless and quick to resolve our issues," said Albrecht. "The immediate one-call Solimar support I receive is crucial to the success of our business. To put it in very simple terms, they execute and deliver."

"Partnering with Solimar was the right thing to do for us," adds Albrecht. "It had made a huge difference in the way we get things done."



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