Business Profile
Successful service bureau uses Rubika to re-engineer documents and add automation intelligence for finishing and postal savings.

Industry
Print Service Bureau

Location
Midwestern United States

Business Solution
- Document Re-engineering
- Data Stream Conversion
- Output Management

Solimar Products
- Solimar® Print Director™ Enterprise (SPDE)
- Rubika™ - Document Re-engineering
- SOLindexer™ - Indexing System
- SOLscript™ - VIPP® Optimization
- XIMAGE™ - Form Creation

Benefits
- Efficient automated document re-engineering capabilities
- Streamlined and improved workflows requiring less labor and time
- Reduced dependence on development staff
- Faster turnaround time of customer jobs
- Reduced operational costs

Major Service Bureau is on a Roll with Solimar's Rubika™ Solution

Headquartered in the midwest United States with revenues of nearly $900 million annually, a major service bureau serves over 14,000 clients in healthcare, financial services, manufacturing and other industries by creating and managing mission critical documents that enable their customers to operate complex businesses functions.

A leading document services provider, the service bureau uses nearly a century of industry expertise and technology to help organisations increase efficiency, reduce costs, mitigate risks, grow revenue and meet the challenges of globalisation. They offer consulting, technology, design, printing and staffing services to address document needs across a customer's enterprise - from the office environment, to the in-house production centre, to externally-sourced printing.

The service bureau continues to grow and advance their technology base to thrive in today's competitive climate, further demonstrating their commitment to helping their customers meet desired business goals.

Solimar Systems recently interviewed the service bureau's principal technology specialist to discuss how implementing an efficient document re-engineering solution using Rubika™ from Solimar Systems has enabled their development staff to significantly reduce programming efforts, time and costs.

> *"When document changes are requested, we no longer need the data source file. Rubika helps us apply changes plus it enables us to insert 'output intelligence' to the original files without re-composing the documents a second time."*
>
> Principal Technology Specialist
> Major Service Bureau

The Challenge
A common challenge for most service bureau organisations is modifying existing print-ready output files for their customers. For the service bureau these changes were accomplished one of two ways. One method was to start the job from scratch by securing access to the original source data file(s), making the requested changes, and re-composing the documents over again. The change management process is repeated for each change request and adds additional turnaround time for both the service bureau and their customers.

The second scripting method involved transforming the original PDF print-ready file to PostScript, interrogating the new PostScript output file and writing new development code that allowed the requested changes to be implemented to update the documents. This workflow required specialised skill sets, was difficult to document, and did not allow for new technical resources to be quickly and easily applied to a solution.
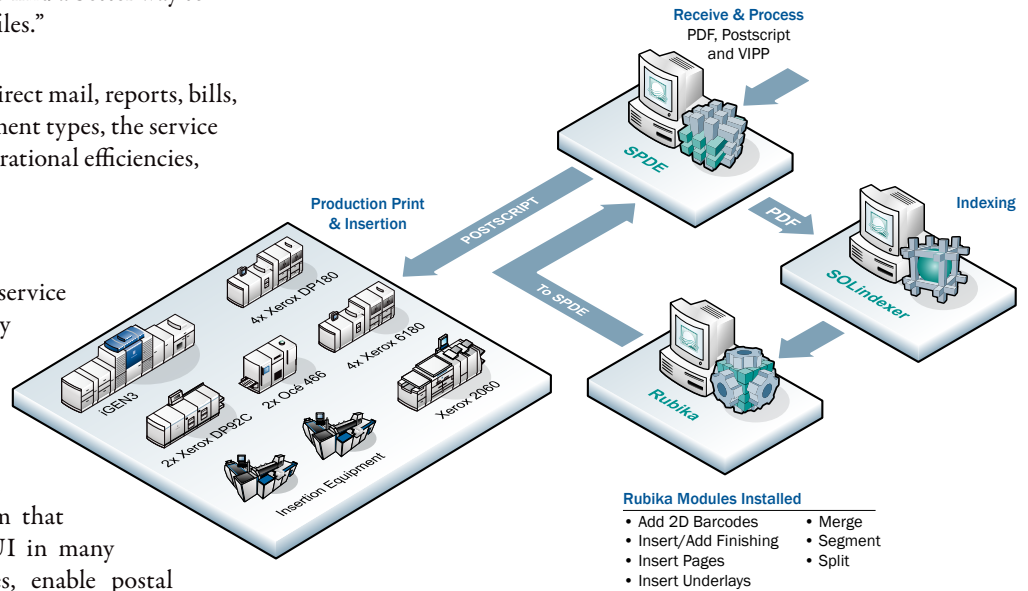
Print Smarter.™

"Neither method was an efficient way to operate for us", says the Principal Technology Specialist. "We needed to find a better way to deal with changes made to print-ready output files."

As a large outsourcer of statements, manuals, direct mail, reports, bills, invoices, letters, policies and many other document types, the service bureau had a lot to gain by improving their operational efficiencies, including managing print-ready files.

The Solution

As a current client of Solimar Systems, the service bureau was familiar with Solimar's company reputation and industry experience. After some research by the service bureau, it was clear that Solimar's Rubika product offered the best solution, implementation, training and support. They discovered that Rubika is a modular document re-engineering system that can be easily configured via an intuitive GUI in many combinations to automate manual processes, enable postal savings, add value to documents, and modify print data on-the-fly at run time.

Receive & Process
PDF, Postscript and VIPP

SPDE

POSTSCRIPT

Production Print & Insertion

To SPDE

PDF

Indexing
SOLindexer

Rubika

iGEN3
4x Xerox DP180
2x Xerox DP92C
2x Océ 466
4x Xerox 6180
Xerox 2060
Insertion Equipment

Rubika Modules Installed
- Add 2D Barcodes
- Insert/Add Finishing
- Insert Pages
- Insert Underlays
- Merge
- Segment
- Split

"By modifying the existing data streams we avoid the costly expense of re-developing and re-coding an entire application."

Principal Technology Specialist
Major Service Bureau

Using Rubika, the service bureau now easily accepts print ready files and interrogates the data stream to automate traditional manual processes including:

- Householding for common mail recipients
- Invoking duplex printing from simplex output
- Adding 2D barcodes
- Adjusting mailing address positions
- Checking for mailing address validation
- Splitting by foreign and domestic mail addresses
- Splitting by postal weight requirements
- Splitting for kitting and adding slip sheets
- Selecting printer trays based on page content
- Adding cover pages to mail pieces
- Merging underlays
- Embedding fonts
- Producing optimised PostScript output for printers
- Producing electronic indexed archive output for viewing

The Results

The Rubika solution has provided the service bureau with automated mechanisms to manipulate and control print-ready output files. "When document changes are requested, we no longer need the data source file. Rubika helps us apply changes plus it enables us to insert 'output intelligence' to the original output files without re-composing the documents a second time", says the Principal Technology Specialist. "Rubika has helped us reduce our development resource costs by 45%. Considering the number of times we have avoided writing new code because of Rubika, it provides us a significant cost saving advantage."

The Principal Technology Specialist explains why the service bureau chose Rubika for their document re-engineering needs. "We choose Solimar's Rubika product because it is the best tool for what we needed. It has streamlined many bottle-necked production areas within our workflows. It was simply the right solution for us. From the sales process through product support, Solimar has the right people in place to deliver outstanding service."