



## Innovating Your Document Re-engineering with Solimar Systems' Rubika

Are you struggling with document workflow bottlenecks? Whether you're a current Solimar Systems Rubika user or exploring solutions to streamline your operations, now is the perfect time to transform your document processes. Rubika leads the industry in revolutionising print and digital communications, helping organisations across sectors dramatically improve operational efficiency while reducing costs. As a highly adaptable document re-engineering tool, Rubika empowers companies to enhance and optimise their existing print files with remarkable flexibility.

### A Powerful Foundation: Understanding Rubika

At its core, Solimar's Rubika delivers robust document re-engineering capabilities that transform print workflows. Print providers, in-plant operations, and mail production facilities can optimise their output without the complexity of accessing source files or composition systems. Acting as an intelligent middleware solution, Rubika modifies print-ready documents like PDF or AFP files after they are created by upstream processes or legacy systems. What sets Rubika apart is its ability to seamlessly enhance documents—adding barcodes, augmenting text, reorganising pages, sorting pieces based on size and destination, or incorporating fresh content such as adding targeted marketing messages.

The true innovation of Rubika lies in its power to automate complex, multi-step workflows. By harnessing Rubika's comprehensive feature set, organisations see immediate benefits through cost reduction, accelerated time to market, and enhanced document precision. Let's explore the many ways you can leverage Rubika's capabilities to transform your operations.

### Streamlining Mail Piece Creation & Ensuring Compliance

In today's fast-paced business environment, efficient mail piece creation is crucial. Banks, healthcare providers, and utility companies send millions of transactional and direct mail documents to customers – from invoices to statements, notifications, and promotional offers. Each document must meet strict regulatory and formatting requirements. Rubika automates this entire process by seamlessly incorporating barcodes, OMR marks, and other essential tracking elements. Better yet, Rubika's intelligent grouping capabilities by postal codes or zones help businesses unlock valuable postal discounts, driving down operational expenses.



## Transform Communications into Revenue Opportunities

Why settle for standard transactional documents when you can turn them into powerful marketing tools? Rubika enables you to integrate dynamic marketing content seamlessly into your existing communications. Instead of viewing statements and invoices as operational costs, transform them into revenue-generating opportunities. You can deliver added value by incorporating targeted cross-sell or upsell messages directly into transactional documents while creating new revenue streams.

Consider this: a utility company can now deliver personalised promotional offers for energy-efficient products based on individual customer usage patterns. This level of personalisation makes every communication more relevant and engaging, driving stronger customer relationships.

## Bridging the Gap: Modernising Legacy Systems

While many organisations rely on legacy systems generating outdated document formats, replacing these systems is only sometimes practical or cost-effective. Rubika offers an intelligent alternative: modernising your existing documents without the need for system replacement. Watch as Rubika transforms older formats like AFP and VIPP® into modern, searchable PDFs ready for digital distribution. This approach allows you to extend the value of your current systems while meeting modern digital communication demands.

## Mastering Multichannel Output

In our digital-first world, the ability to deliver seamless multichannel communications is essential. Rubika excels at modifying and outputting documents across all channels – print, email, web portals, and mobile apps. Instead of managing separate workflows for each channel, create a unified process that saves time and resources.

Picture a healthcare provider using Rubika to simultaneously produce traditional print statements and email-ready PDFs, each perfectly formatted for its intended channel. Through intelligent rules-based processing, Rubika ensures every communication reaches its destination in the optimal format.



See how Mayo Clinic uses Rubika to dynamically create personalised patient booklets that are printed and mailed from their in-plant facility.

## Advancing Sustainability Goals

Environmental responsibility is no longer optional—it's a business imperative. Rubika helps organisations reduce their environmental impact through intelligent paper usage and waste reduction. By intelligently combining multiple documents for the same recipient into a single mail piece, you'll significantly reduce envelope and paper consumption while maintaining efficient communication.

Rubika's intelligent content analysis can also automatically identify and remove unnecessary or redundant pages from print runs. This intelligent optimisation not only reduces waste but delivers meaningful cost savings.

## Ensuring Security and Compliance

Maintaining compliance is critical for organisations in highly regulated industries, such as finance, healthcare, and government. Rubika simplifies this challenge by providing robust security features, including watermarking, redaction, and encryption for sensitive documents. These capabilities ensure your confidential information remains protected across all formats—printed, emailed, or digitally stored.

## Your Partner in Success: Solimar University Online

Solimar Systems believes in empowering users to maximise their success. Through the comprehensive Solimar University Online (SUO) program, customers and partners can access extensive training resources designed to unlock Rubika's full potential. From in-depth video tutorials to interactive training sessions and hands-on labs, you'll discover everything needed to transform your workflows.

What makes SUO exceptional is its focus on best practices for real-world applications. By learning from actual implementation success stories, you'll gain practical insights to innovate within your own organisation. Visit [suo.solimarsystems.com](http://suo.solimarsystems.com).

## Take the Next Step with Rubika

Ready to revolutionise your document workflows? Solimar Systems' Rubika provides the comprehensive toolset you need to optimise operations, enhance customer communications, ensure compliance, and reduce environmental impact. Through Rubika's powerful capabilities and SUO's expert training resources, you'll drive efficiency, cut costs, and deliver superior customer experiences that keep you ahead of the competition.

**Ready to discuss your needs and questions? Let's have a chat!**  
**Ping us at [SOLichat@solimarsystems.com](mailto:SOLichat@solimarsystems.com)**

**Jamie Walsh, Sales Manager EMEA & APAC**

mobile: +44 (0)7377 143 665 • [linkedin.com/in/jamiewalsh](https://www.linkedin.com/in/jamiewalsh) • [jamie.walsh@solimarsystems.com](mailto:jamie.walsh@solimarsystems.com)



Solimar Systems, Inc. • tel: +1.619.849.2800 • [www.solimarsystems.com](http://www.solimarsystems.com)

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