



BUSINESS PROFILE

VariVerge, LLC is a mail service provider specializing in variable data transactional mail processing that delivers a variety of solutions for their clients relating to flexible outsourced printing.

INDUSTRY

Mail service provider

LOCATIONS

Amarillo, TX
Dallas, TX

BUSINESS SOLUTION

- Workflow automation
- Data stream transform
- Post-composition document enhancement

SOLIMAR PRODUCTS

- Rubika®
- Solimar® Print Director™ Enterprise (SPDE)
 - SPDE Queue Manager
- SOLfusion™
- Solimar Indexing Tools

BENEFITS

- Data stream transforms increased output flexibility
- Enabled 2-up imposition to increase continuous feed inkjet print efficiency
- Enhanced post-composition documents by automatically adding dynamic 2D barcodes
- Increased document quality by conditionally inserting high resolution artwork and images into post-composition documents

INTEGRATED SOLIMAR SOLUTIONS



VariVerge Selects Solimar Solution to Enable Flexible Inkjet Print Workflow

VariVerge, LLC is a Texas-based mail service provider specializing in variable data transactional mail processing. With locations in Amarillo, Texas and Dallas, Texas, VariVerge is a print-to-mail provider for clients with a variety of needs when it comes to security and timeliness. The VariVerge employees are sensitive to each client's specific needs and meet them in a timely, professional manner. Their process involves receiving data through their secure SFTP, composing variable data documents, printing, folding and inserting so it is properly processed and prepared for USPS acceptance.



VariVerge inserts about 6 million pieces annually and has the capability to insert 150,000 to 250,000 pieces a day. They support several vertical industries including medical, financial, insurance, utility, state and local government. They specialize in outsourcing statement printing and mailing needs for tax and appraisal notices, credit union statements, bank statements, collection letters, direct marketing mail, utility billing statements, invoice printing, and medical bills by providing flexible solutions and reliable service.

VariVerge is Statement on Standards for Attestation Engagements No. 18 (SSAE 18) SOC 2 Type 2 compliant to ensure client information and data security are protected by closely managing customer information based on five "trust service principles"—security, availability, processing integrity, confidentiality and privacy.

Solimar Systems recently interviewed Luke Austin, Vice President/CEO of VariVerge LLC to discuss their decision to acquire and implement their Solimar Systems solution.



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LUKE AUSTIN, VICE PRESIDENT/CEO - VARIVERGE



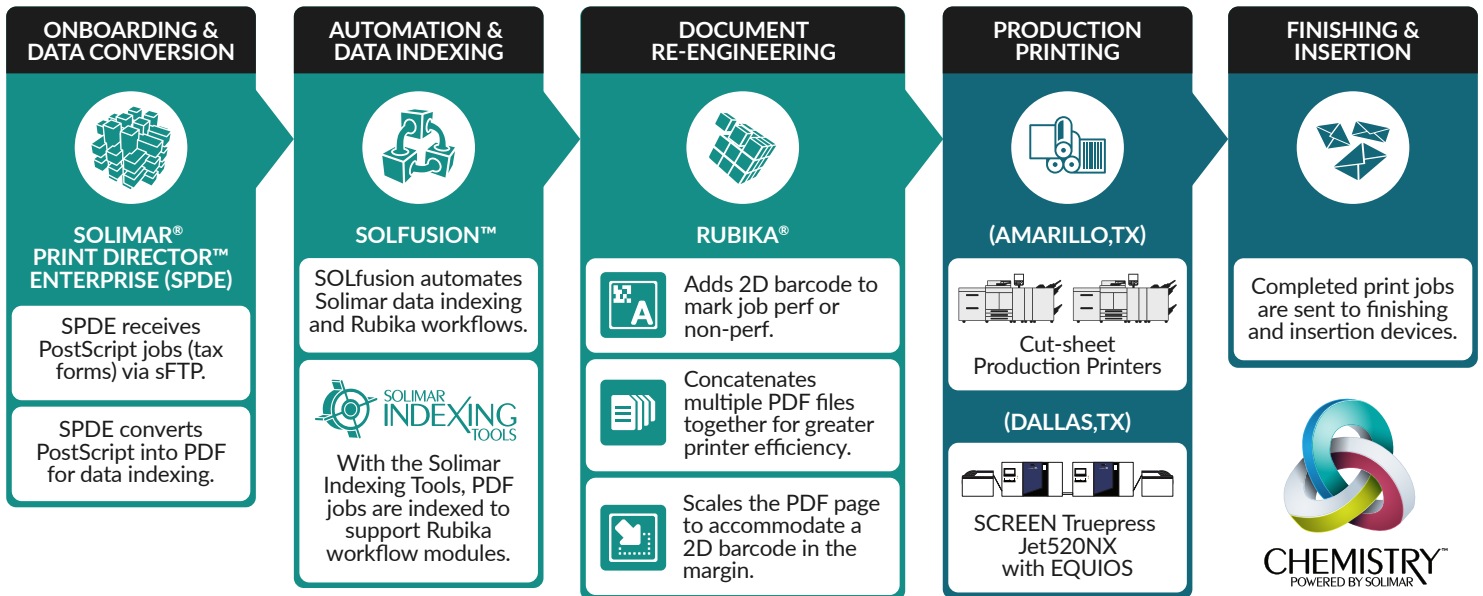
THE CHALLENGE

In the past, VariVerge had primarily generated PostScript files to be printed on various cut sheet printers. However, in order to prepare for the acquisition and implementation of a new high-speed continuous feed SCREEN Truepress Jet520NX inkjet full-color printing system they needed to ensure their production workflow was compatible and efficient for the new printer. They needed a seamless method to impose their documents using 2-up positioning as well as inserting 2D barcodes in the document margins to drive and control a dynamic perforator. Being able to add these capabilities to their workflow without extra resources or financial cost was a major requirement.

Another significant objective VariVerge wished to achieve was to become more flexible in accepting and outputting different data stream types to ensure client jobs could be completed on various print devices and without delays.

"Our goal was to become as flexible and agile as possible with our client jobs," said Austin. "At a moment's notice, our objective was to be able to produce any job on either a cut-sheet or a continuous feed inkjet device without any extra reprocessing time, without added resources or without increased expense."





THE SOLUTION

VariVerge determined that a solution comprised of Solimar® Print Director™ Enterprise (SPDE) and Rubika® would serve as the optimum system workflow for their production needs. SPDE is a set of programs designed to turn computers into a powerful enterprise output management systems. SPDE connects host computers to production printers that, under normal circumstances, cannot interface with each other. SPDE ingests data streams and resources that are automatically converted into new printer languages for target printers or other output destinations. The transform modules do not require any changes to be made to the application generating the print data. With SPDE, VariVerge printing is now flexible on new or different output devices whenever needed.

Their solution also included Rubika which provides them powerful and unique post-composition document re-engineering capabilities. VariVerge implemented Rubika to eliminate manual processes, add value to documents, and increase the quality of print data. "Rubika is a very good solution for our post-composition document enhancement workflow needs," said Austin. "It automates many areas, which saves us labor costs."



...the SCREEN America folks highly recommended Solimar as our best option.

LUKE AUSTIN, VICE PRESIDENT/CEO - VARIVERGE



Unlike other software solutions, which rely on custom programming, Rubika requires no complicated coding. Instead, it provides an intuitive user interface to allow rapid implementation of production changes. Rubika is used to solve a variety of challenges and can be configured in several different ways to increase efficiencies and profitability – albeit avoiding expensive programming time, resources and costs. "Early on we saw the power and flexibility what it could do

for us from an automation perspective. We liked the strong features and its modularity, but most of all we appreciated the simplicity and how easy it was to set up and operate. As we grow we can add new functionality with extra modules when we discover new incoming client work that dictates it," said Austin.

THE RESULTS

The combined solution of SPDE and Rubika enabled VariVerge to maintain a "single universal production workflow" that supports both their original cut sheet printer environment and their new continuous feed inkjet device. VariVerge estimates that the Solimar solution saved them several months of expensive development costs by not having to build a separate workflow for each print device environment.

"We estimate that we saved well over \$100,000 with Solimar. By not having to develop a separate workflow for our new inkjet press we avoided a very significant engineering effort," said Austin. "We likely saved one or two years of development time and a \$100,000 expense. That is a lot of dollars that can now be re-directed elsewhere thanks to Solimar and the flexibility of their products."

Solimar was also able to help VariVerge convert their current print streams to PDF and enhance the data stream with added content of 2D barcodes and overlay images for their documents. They were able to keep their existing workflow in place and simply "bolt on" Solimar capabilities from SPDE and Rubika. "This was very appealing to us as it reduced programming time and our existing applications are still ready to be run on a cut sheet device at any time," said Austin.

"Based on our research we knew Solimar was the ideal solution for us," said Austin. "To reinforce and support our decision to select Solimar, the SCREEN America folks also highly recommended Solimar as our best option."

"The Solimar management and staff members have been very helpful in facilitating our understanding of SPDE and Rubika capabilities," Austin added. "The technical support team was also extremely helpful during the implementation of our solution."