

Results/Benefits

The Xerox/Emtex solution offers a number of unique features that were not available with their previous solution (IBM InfoPrint Manager)

- 600 dpi resolutions
- A4 cut sheet output
- Ability to load pre-printed stationary
- Closed Loop Job Integrity control, including the ability to automatically detect and reprint documents wrecked during the finishing process.
- Single point of control of all printers from one Emtex VIP console to improve printer Operator effectiveness.
- Intelligent Job workload sharing/balancing across all printers to maximise print throughput during tight print windows
- Ability to print to Xerox Hi-light colour printers for printing documents requiring variable colour such as Reminders
- Offline Emtex VIP development station for easy offline proofing
- Upgrade path to electronic documents for archiving and Web via VIP's PDF option

The ability to produce documents on-time, with 100% integrity at the same time as providing a flexible, efficient and easy to manage print operation made this solution stand out from the rest. The first phase of this solution was delivered and implemented within 3 months, a credit to the planning and project management team from Xerox and Emtex. The solution has now been replicated in 5 major sites across Italy with plans for a possible 15 more sites in the near future. For this major Italian Utility Company, the problems of late bills and its costly repercussions are now a thing of the past.



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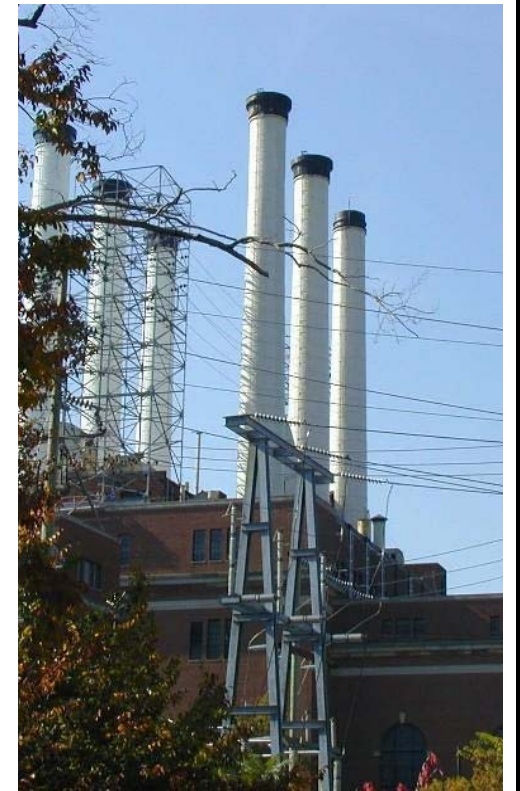
# Emtex Case Study: Italian Utility Company

## Major Italian Utility company Powers up, Cuts Cost, Boosts Turnaround and Reliability with Emtex VIP Solution

An Italian Power Company had serious problems with its billing operation. Sending out late or incorrect bills has major financial and legal consequences that had to be rectified. With the volume of customers increasing exponentially, the existing solution from IBM was just not up to the job. Xerox and Emtex came up with the answer – to implement an Automated Document Factory (ADF) that ensured 100% integrity and significantly improved throughput. After winning the tender, Emtex together with Xerox Business Services implemented a world-class solution that provided both the flexibility and capacity to meet their current and future requirements. Through the success of this implementation, the solution has been replicated in 5 major sites across Italy with plans for a possible 15 more sites in the near future.

### Business Situation

As a major European electric power company, this organisation supplies over 56 GigaWatts of power to 29 millions customers. Since moving from a government agency to a public owned corporation, they are under constant business pressure to ensure its runs an efficient and economical operation. With a customer base this size, billing is obviously a critical business activity that has a direct impact on the company's performance. Sending out accurate bills on time and receiving prompt payment is paramount to maintaining financial health. However, with increasing volume and a growing number of sites across



Italy, they started to encounter problems with billing such as mail integrity, reprints, managing mixed environments and delays were causing great concern. In fact, they estimated that for every day a billing is late and therefore the subsequent delay in bill payment, the company could stand to lose more than 500,000 in lost interest.

To avoid such losses, this power company embarked upon upgrading their billing operations and chose IBM as their solution provider. IBM implemented InfoPrint Manager at several sites driving IBM continuous-feed printers. However, with customer accounts growing at an unprecedented rate, it was clear that a faster, more fully automated billing system would be required.

**emtex**

**The Emtex/Xerox Alternative - Requirements**

Emtex Ltd, working with Xerox Italy as the prime contractor, were invited to propose an alternative solution. Their stringent requirements included:

- Implement a closed loop print solution to ensure 100% integrity of printed documents between the printers and mailer and for generating automated reprints.
- Single point of control over all printers from one console
- Replacement for IBM InfoPrint Manager and all IBM printers
- Intelligent Job splitting across all printers to improve throughput and print by postal district
- Upgrade path to electronic documents in the future with PDF and XML options
- Mixed printer environments including cut sheet and continuous feed and highlight colour

Xerox XBS won the Outsourcing tender to implement the solution. Initially, this was in five major cities but with plans to expand to 15 sites over 2 years.

**Emtex VIP Solution in Action**

Through project management by Xerox, the solution was carefully architected to ensure that all the requirements of the customer were met. In order to build an ADF, all the partners needed to work closely together. On the host, CSF manipulates the raw billing data and produces the billing documents in AFP format. Barcode, OMR marks and a MRDF (Mail Run Data File) file - required for integrity checking - are then added by Streamweaver, before being sent to the Xerox XBS print facility either electronic via FTP or via tape for large volume runs.



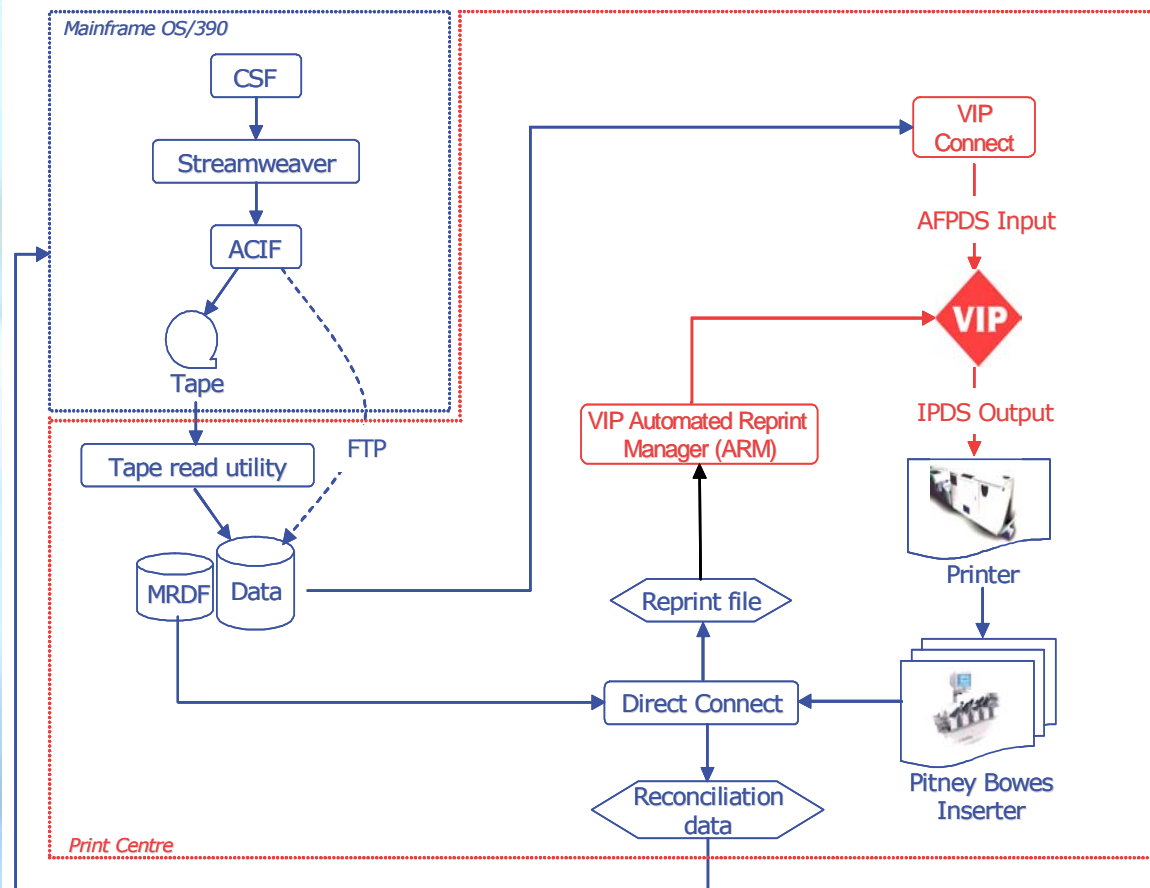
At the print facility, Emtex VIP Connect manages the receipt of the incoming print file. At the heart of the solution is the VIP Server transform engine that accepts production print data and resources and simultaneously performs "on-the-fly" output transformations to any format or device. The transform engine provides accurate production of documents on the required output device, including printers and viewers. This is accomplished by first transforming any incoming datastream into the VIP Virtual Dynamic Document (VDD) format and then transforming this into the desired output. VIP is able to provide simultaneous transformation and output. This enables users to drive the fastest high speed production systems available. This ability to deliver phenomenal production output speeds is a unique feature of VIP.

VIP provides a critical component to the document flow process for document management from host to post. By virtue of VIP's ability to identify document boundaries

between mail pieces, 'real time', Remakes/Reprints are automatically made available for any output device, without having to go back and re-initiate the print job from the host or application.

This was seen as the major benefit over the existing batch approach offered by IBM's InfoPrint Manager.

By utilising VIP's indexing features and WYSIWYG browser technology, the specific mail-piece can be identified using an indexed field, for manual reprinting. To further enhance the automation of this remake process, VIP was configured to read the MRDF control file and compare this with that generated by the Pitney Bowes Series 9 inserter. This MRDF file contains the appropriate references for VIP to initiate the reprints. When the Pitney Bowes Inserter/Folders have completed all the jobs and have sent the 'Complete' message, a Job Run bill and report is prepared electronically and sent back to them.



*'By Virtue of VIP 's ability to identify document boundaries between mail pieces 'real time', Reprints are automatically identified, reproduced then directed to any output device, without having to go back and re-initiate the print job from the host or application. This was seen as the major benefit over the existing batch approach offered by IBM's InfoPrint Manager'*

*'The ability to produce documents on-time, with 100% integrity at the same time as providing a flexible, efficient and easy to manage print operation made this solution stand out from the rest'*