



European Head Office
Emtex Ltd
Emtex House
Station Road
Kings Langley
WD4 8LH
United Kingdom

T: +44 (0) 1923 270 882
F: +44 (0) 1923 266 020
E: info@emtex.com

USA Head Office
Emtex Software Inc.
901 Yamato Road
Suite 120
Boca Raton
FL 33431
USA

T: +1 561 241 7229
F: +1 561 988 9561
E: info-usa@emtex.com

emtex
www.emtex.com

This is just the beginning of the benefits that VDE will deliver for FSSI. Bob Foss adds, "With VDE we intend to gradually offer more added value services to satisfy client requirements. One possibility could be the use of VDE to extract information from statements, relative to a particular customer. This information could then be stored in a customer profile database and made available to our clients for the development of 1-to-1 marketing activities and additional mailings which in turn generates more print business for FSSI. VDE can also incorporate high-light color, targeted marketing messages or full page electronic inserts. Additional features of VDE enable processes such as mail-piece consolidation, job splitting, U.S. address cleansing and U.S. mailsort."

For FSSI and other leading edge organizations, VDE is increasingly becoming a key differentiator in offering a high value solution for their client requirements: "Customers are increasingly looking towards integrity and accuracy as a key factor when outsourcing their mission critical

document requirements. A valuable selling point for FSSI is that we can now offer 100% proof of accuracy and quality by delivering reports from integrity procedures we already have in place using VDE. Furthermore, the value added option of last minute document enhancement with VDE is equally appealing."

Commenting on their success and relationship with Emtex, Henry Perez concludes, "From the outset of this project, we sought a quality solution to meet our short term tactical requirements for an improved transformation capability at FSSI. In Emtex we have found a strategic partner at the cutting edge of output management technology. They have consistently displayed the entrepreneurial spirit and solution orientation that has proved critical in developing our print room into the fast moving and operationally efficient environment that exists today. As we continue to champion and adopt Emtex innovation, we look forward to a lucrative and long-standing relationship for both companies."

FSSI discovers strategic solutions for statement excellence with Emtex

As the premier service bureau in the Western U.S., Financial Statement Services, Inc. (FSSI) needed an output management solution which not only solidified their existing foothold in transactional printing, but also injected new operational efficiencies and value into client relationships.

Emtex provided a solution that exceeded short-term tactical requirements to become a key element in their business strategy for securing new clients. The solution effectively addressed the overall management of FSSI's print operation and its resources.

Introducing Financial Statement Services Inc. (FSSI)

FSSI is a privately owned corporation which provides customized solutions for statement processing and distribution to the financial, telecommunications, insurance, utilities and service industries. Their mission is to deliver information technology-based business communications services that favorably reflect their clients' image to their customers. They are one of the largest producers of statements, invoices and other direct mail in the Western U.S., capable of producing over 5 million hardcopy documents and 800,000 mail pieces per day.

FSSI has established two facilities in San Diego and Santa Ana, California, from which they provide a full range of services including data processing, document design, printing, imaging, archiving, internet presentment and mailing. Since the original implementation of the Emtex solution, volumes have grown from 8M to 10M images per month to a peak of 68M, while the printer base has grown from 10 to 23 production printers. However, where activity has been previously concentrated on transactional printing, FSSI has recently observed an



increase in the demand for marketing based communications, which they currently offer as a value added service to their clients.

Any data, any destination

Within the print center at Santa Ana, the FSSI team has consistently strived towards being able to take any job from their clients, to any printer whether in print ready format or raw data. However, prior to Emtex this ideal workflow appeared even further from reach as they were challenged to meet the diverse requirements from major prospective clients. Ultimately, this led them to search for a new solution with superior transformation capabilities.

Henry Perez, Director of Technology and Bob Foss, Print Systems Analyst, were instrumental in investigating and finally selecting the Emtex solution for FSSI. With a Xerox dominated printing environment, FSSI was limited to processing only Xerox LCDS/Metacode and IPDS datastreams feeding a variety of monochrome cut sheet and high-light color Xerox printers. Furthermore, it was a requirement to process and print an AFP application from a significant potential client that compounded the urgency for a more flexible transform engine.

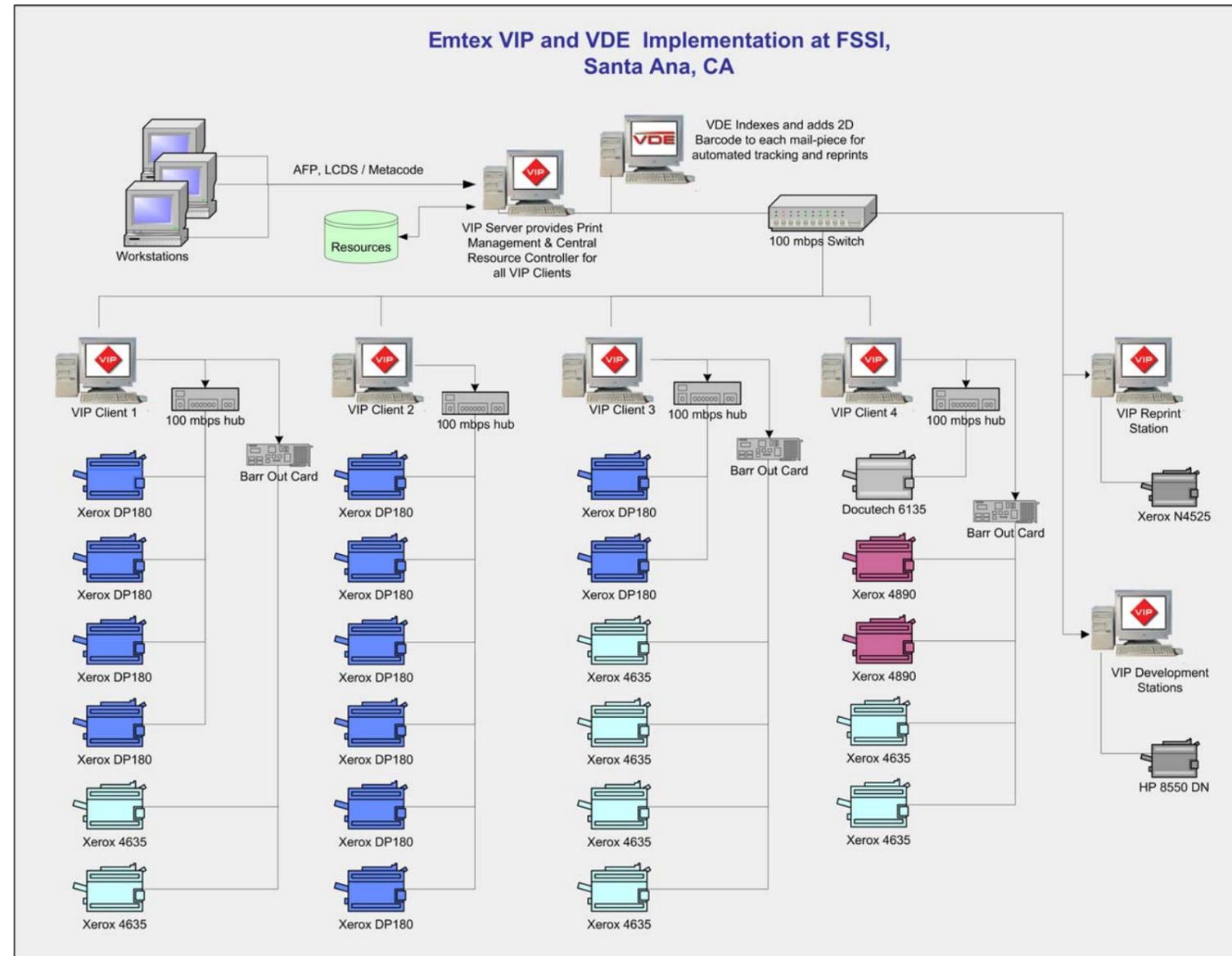
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FSSI selected the Emtex output management solution to accommodate the already growing need for a wider range of transform capabilities. However, although they initially sought a tactical solution to satisfy this need, they soon recognized the scope for a more strategic solution with even deeper functionality. As Henry Perez explains, "Out of a short term tactical requirement to satisfy a customer's data transformation needs, we seized the opportunity to implement and develop a new strategic solution that could not only enable FSSI to acquire new business with superior data input options, but also add enhanced functionality and operational efficiency. The VIP solution from Emtex not only offered the transform flexibility we required, but also the ability to fully manage the print room: centralizing printer control, addressing resource management, reprints and a move to network based operations through TCP/IP. During actual evaluation and testing, Emtex VIP performed better than the competition by producing better throughput speed and output integrity on our printers."

Extending the solution for maximum benefit

With VIP in place as a standardized and centralized output management solution, the FSSI team could now start to address a number of issues that were impacting operational efficiency and the effectiveness of their print center. Their existing dependency on channel connectivity for their printers proved costly and inflexible. With Emtex VIP, they were able to quickly and effectively move to TCP/IP, thus improving the mobility of data on the network. Emtex VIP Resource Manager alleviated the need to load DSR tapes and maintain resource environments on individual Xerox printers. This allowed resources to be centrally managed by the VIP Systems. FSSI no longer required dedicated printers for certain jobs as VIP could now print the job to any printer.

Reprints were previously returned to the job pre-processing stage where significant resources were required to recover a document. The VIP indexed



print module has enabled easy reprinting without re-submitting the job from the host, reducing the time taken to a matter of minutes. Other valuable elements of VIP also include the development station as Bob Foss explains, "At FSSI we have found the VIP Development station of great benefit to us, as it allows applications to be tested and proofed using non-production printers. This provides us with a more convenient and less expensive method for the testing and trial of print jobs without tying up the valuable production environment."

Along with increasing their print operations' functionality and flexibility, FSSI looks to the future for continued

progression towards a 'total closed loop' Automated Document Factory (ADF) with 100% integrity. VIP's modular and scalable architecture already enables the easy expansion and development of their solution towards this ADF environment. More significantly this process has been accelerated by their implementation of the new VDE (Virtual Document Enhance) solution from Emtex.

VDE is an advanced document re-engineering software which enables users to enhance and modify documents at the time of print, but without changing the underlying business applications or any additional document composition.

FSSI is currently using VDE to add 2D barcodes to each mail-piece while simultaneously creating a Document Integrity Data File (DIDF). Both of these actions will enable the automation of their reprint process for further integrity. Bob Foss elaborates on their use of VDE, "With applications coming from a number of different sources, adding barcodes at each source would not be feasible. VDE provides a standardized solution for making these changes just prior to actual printing. We currently have several applications using this technology and have plans for all applications to go through this process as an important stage in the development of our ADF environment."

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