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The future with e-Boks

With targets of many million mail-pieces for 2004, Post Denmark are committed to their success in eCommunications. They have a dedicated sales team, with their first customers being Energy Denmark (utility company) and Berlingske Tidende (news/media – Oldest Danish newspaper since 1749). Additionally integration has been developed with another well known service for their customers, known as e-Boks. As an extension to the standard services available, of hardcopy and electronic delivery, e-Boks is a secure electronic mailbox for receiving and archiving important personal documents. Users can register documents for e-Boks delivery according to their own preferences and can view mail over a standard web browser. e-Boks simply means another electronic output channel for the Emtex solution, but yet opens up a wealth of opportunities for Post Denmark and their customers.

Having already invested heavily in eCommunication and the Emtex solution, Stevnsborg continues to investigate further value added services. With VIP, there is possible interest in PDF encryption and password protection, while VDE enhancements such as adding colour and virtual inserts are also possible areas to expand on the existing solution. He concludes, 'In Emtex, we have found a first class solution provider, who combine superbly architected software with a sales and support capability second to none. From the outset we have formed a strong working relationship with Emtex and we look forward to sharing future successes in communication.'

e-Boks is a registered trademark by e-Boks A/S. e-Boks A/S is owned by KMD, DMdata and Post Denmark by one third each.

Emtex solutions underpin eCommunications Strategy for Post Denmark

Post Denmark A/S have implemented an Emtex output management solution to facilitate their move into the eCommunications market space. With the corporate objectives of mirroring their existing dominance in the Danish 'physical mail' sector, with the same successes in e-delivery, Post Denmark's eCommunications team needed to find a solution with an equally high level of deliverable innovation.

Emtex provided a solution that could not only deliver electronic and print-ready documents from any datastream to any output device, but also enable printstream manipulation and document modification along the way.

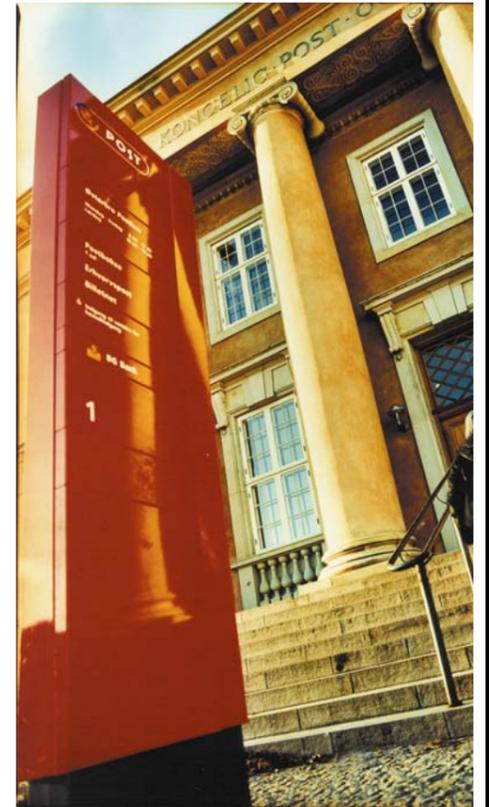
Why eCommunication?

Post Denmark are the National Postal company for Denmark. With a turnover in excess of 1.5 billion euros, their business remains primarily domestic based, for which they play the dominant role within their country. Nevertheless, following a planned privatisation, the constant pressures of competition in a declining market and the ever growing substitution of non-traditional mail services, Post Denmark recognised the need to diversify into the realm of eCommunication, in order to ensure their place at the top.

PDI (Post Denmark IT), the IT division of the organisation, would provide the technical resource in delivering the solution, however spearheading this new venture, was Head of eCommunications, Kim Bo Stevnsborg.

The solution basics

The essence of the solution was to deliver a service which would offer customers the choice in how they send and receive documents, potentially reducing printing and postage costs through e-delivery while improving customer service.



They required a system which could process customer print files (primarily in AFP, PCL) and split them for output into either PDF files for electronic delivery and presentation or to AFPDS for printing at a bureau. Print file splitting for either electronic or print output, would be dependent on a Post Denmark customer profile database. In addition, the PDF output would be further split into discrete mail-pieces, with certain pages (e.g. terms and conditions page) being removed from the output as defined by Post Denmark, eCommunications or their customer. The AFPDS output for print however, would still contain the complete document. This enables Post Denmark, eCommunications to create tailored PDFs to meet the specific requirements of their customer and to minimize the size of the PDF for electronic delivery.

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Why VIP and VDE?

The VIP (Virtual Intelligent Presentation) system from Emtex is an output management solution with a full breadth of functionality offering centralised control of production printer management, automated re-prints, maximisation of asset utilisation, plus much more. However in this instance there would be no actual physical printing at Post Denmark. Indeed, the key interest in VIP was based around its superior transform capabilities, as they needed the ability to input any customer printstream and output it for electronic delivery or to any printer at an outside service bureau.

Another key area of importance to Stevnsborg was the level of performance VIP could offer, particularly in terms of the speed and size of PDF delivery.

PDF file size needed to be reduced, while maintaining a high level of clarity for screen output, at a minimum speed of 625 pages per minute.

'As a new business venture in eCommunications, we needed to offer our customers service flexibility. The 'any-to-any' transform capabilities of VIP were extremely compelling, enabling us to accommodate any combination of inputs and outputs. Performance was equally important to us, especially for electronic output, as customers often select this channel based on their ability to access the latest information quickly and easily. VIP would make easy work of this part of our solution'.

VDE (Virtual Document Enhance) is a printstream re-engineering solution that can modify and enhance

printstreams and print-ready documents, without the need to change the underlying business applications. VDE extends upon the same open architecture that makes VIP so flexible, and works by performing actions on a document (based on a pre-defined script) whilst still in its virtual format, before output.

These actions can include the addition of colour, marketing messages, barcodes/OMRs, virtual inserts and also deletions; in addition, functions such as indexing, datastream merging, address cleansing and mail-sorting. At Post Denmark however, VDE would perform the critical indexing and splitting of print files for either print or electronic output; as well as the removal of pages and unwanted finishing marks for electronic output. Stevnsborg continues 'VDE is an excellent new solution in the realm of document enhancement and more importantly for us, e-delivery



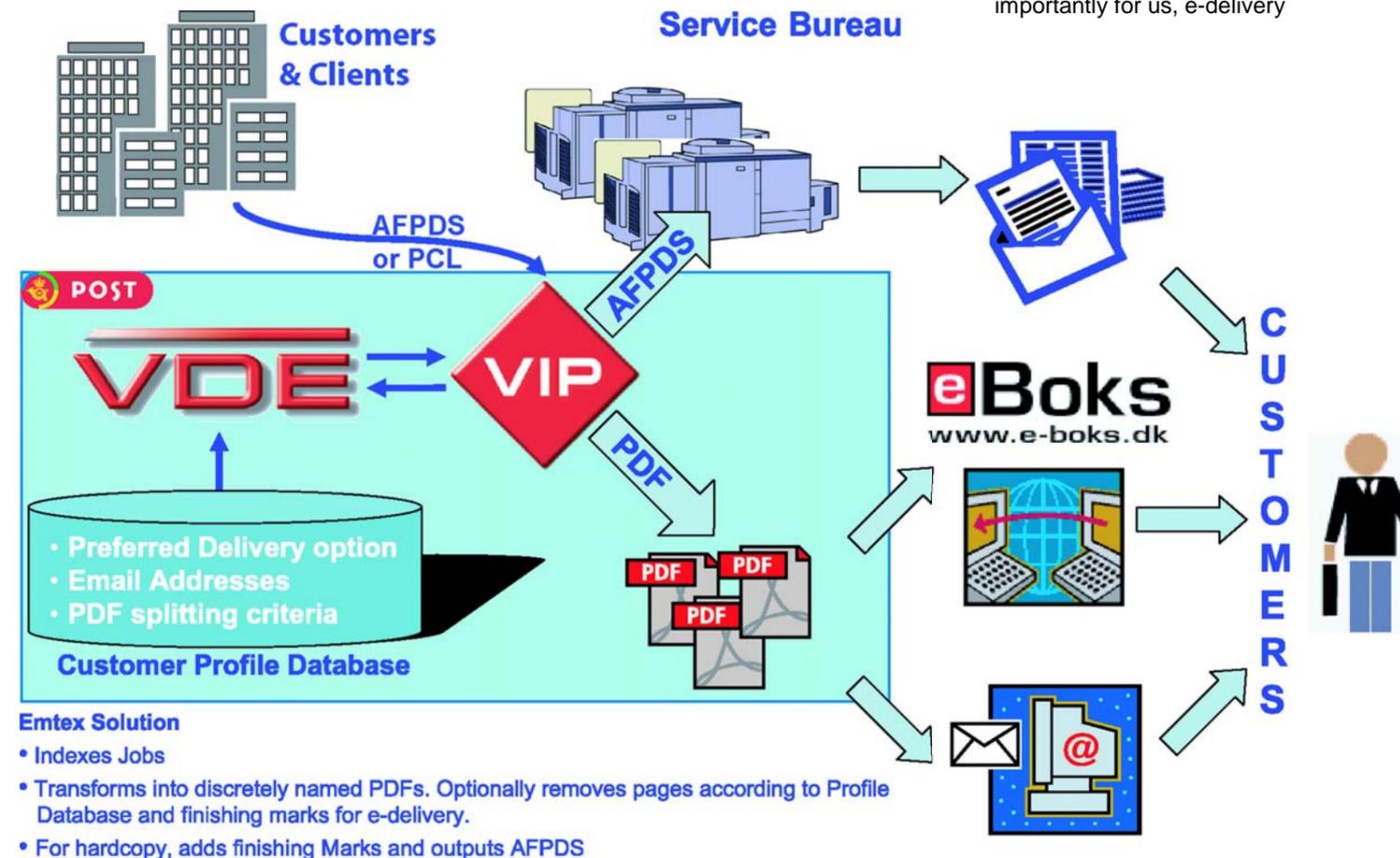
The control and manipulation of printstreams it provides, is invaluable in delivering a communication service tailorable to our customers needs.' At Post Denmark we selected both VIP and VDE, based not only on their functionality and satisfying operational requirements, but also as a direct result of Emtex's ability to deliver a complete solution, that reflects the eCommunications solution we are offering our customers'.

The process

Post Denmark IT installed two VIP/VDE systems. The first of these is a proofing station which checks that the jobs process successfully and that the resources for each job are available, prior to actual production. The second system is for production; VIP receives the customer printstream, primarily in AFP and converts it into its patented VDD (Virtual Dynamic Document) format. Whilst in VDD format, VDE performs indexing by mail-piece, before splitting for either electronic or print output, based on the PDI customer profile database, closely integrated with the Emtex solution. If for electronic delivery, VDE removes the unwanted information, pages and OMR marks, before VIP converts the printstream to PDF for output. If for hardcopy printing, VIP simply converts the printstream to AFPDS, (after VDE adds OMR marks if necessary) for output at a print bureau.

'The 'any-to-any' transform capabilities of VIP were extremely compelling, enabling us to accommodate any combination of inputs and outputs. Performance was equally important to us, especially for electronic output, as customers often select this channel based on their ability to access the latest information quickly and easily'

'VDE is an excellent new solution in the realm of document enhancement and more importantly for us, e-delivery. The control and manipulation of printstreams it provides, is invaluable in delivering a communication service tailorable to our customers needs'



Emtex Solution

- Indexes Jobs
- Transforms into discretely named PDFs. Optionally removes pages according to Profile Database and finishing marks for e-delivery.
- For hardcopy, adds finishing Marks and outputs AFPDS

