



# SEFAS Document Production Suite



## INTEGRATING YOUR WORLD OF DOCUMENTS FROM COMPOSITION TO PRODUCTION MANAGEMENT

**Sefas solutions give you a centralized single architecture to gain control of legacy applications, create new documents, apply global enterprise changes to all documents, and improve enterprise customer communication while leveraging existing production equipment with total control and end-to-end visibility.**

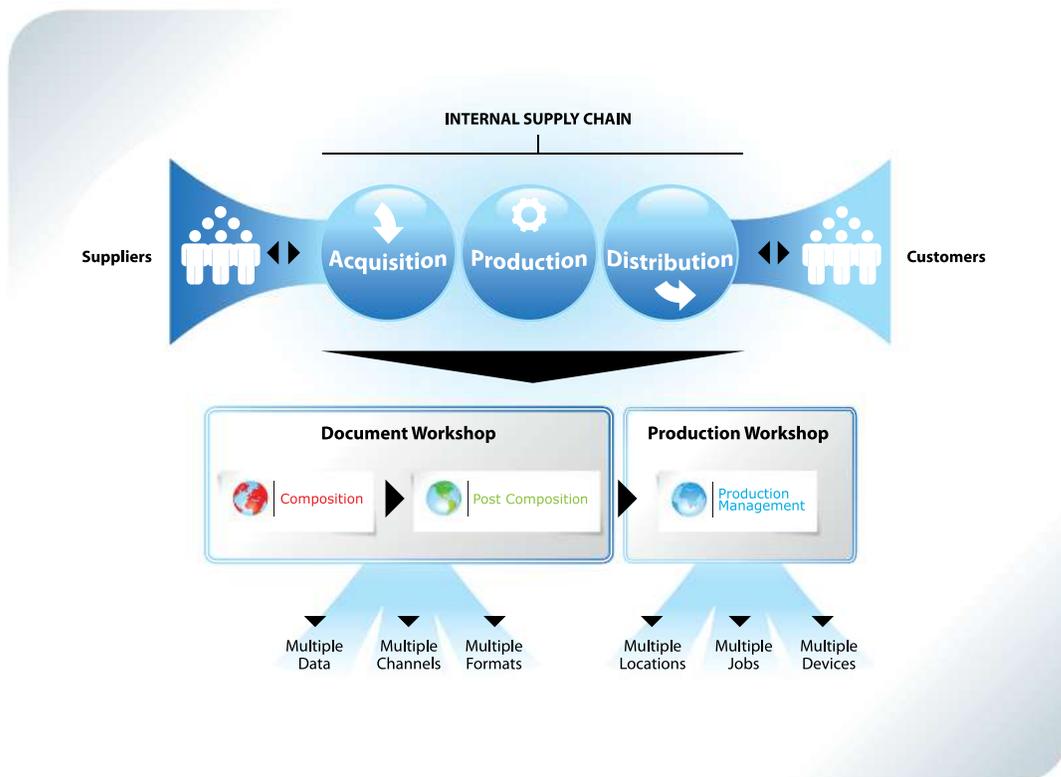
Managing the document production process in enterprises with diverse applications and a range of equipment and services is a challenge. Meanwhile, the importance of targeted and timely customer communications remains core to business success, and demands abound for expanded services, improved compliance assurance, multi-channel access and enforcement of brand consistency standards. Gaining control of your resources at every stage of the document supply chain is critical to your success. Sefas solutions integrate your world of documents and give you centralized control and end-to-end visibility over the document supply chain with a modular solution approach that grows with your business. Solve immediate challenges and fix broken applications now, then add automation, deploy new document applications, and develop new services—all while leveraging existing equipment to maximum advantage and without the need to re-program legacy applications.



# YOUR END-TO-END SUPPLY CHAIN SOLUTION



**W**ith the age of digital communication, the document production industry has gone through dramatic change. Customer documents are now dynamic and essential elements of the customer communication management process. Data and digital assets drive every aspect of communication, and every document holds opportunity for enhanced communication with content targeted to the customer's profile. All types of transactional documents represent opportunities for enhanced customer communication that companies want to leverage for maximum advantage. While advances in digital production make all this possible, production centers also face increased efficiency requirements, forcing them to review the chain of production referred to as Automated Document Factory (ADF) and to consider outsourcing to stop unprofitable ADF or insourcing to grow and create economies of scale. Sefas offers a better alternative based on end-to-end visibility, integration of diverse applications, and central control of the entire document supply chain. Sefas offers a modular solution suite architected and optimized for document supply chain management in today's complex enterprise production centers.





## DOCUMENT SUPPLY CHAIN

So what is the Document Supply Chain and what's the value in a supply-chain view? Today's document production factory strives to integrate and automate all functions of the document factory with access points to manipulate and monitor processes for increased value and efficiency. In short, document production is moving toward a supply-chain model where the acquisition, the production and the distribution of all the elements of a document are integrated in an efficient value-generating process. Thus, the original ADF is greatly expanded to include access to the data and to its providers, unifying production by using supply-chain management processes to streamline operations, integrate multiple environments and distribute through multiple channels. This supply chain is open to

customers internally or externally who are requesting the production of documents and who want to track the status of their requests. Documents might be requested for physical print and mail production, for electronic delivery or any combination of physical and electronic production, with output to any media or via any delivery channel. With these sorts of requirements, the term "document" itself has taken on a far broader meaning, expanding from the traditional world of the paper document to the world of digital media. The document supply chain model recognizes this new reality and organizes the ADF into three major steps: the composition of documents, post-composition optimization, and production management.



## DOCUMENT RESOURCE PLANNING (DRP)

Within the context of the Document Supply Chain, the need has emerged for a new class of software solution that can empower production managers to monitor and control the document supply chain, just as ERP systems grew up to serve management needs in other enterprise supply chains with similar efficiency goals. Enterprise Resource Planning systems are software solutions that monitor, control and track business processes from beginning to end and help

users implement an efficient supply chain within their organizations. In the same manner, the Document Supply Chain demands Document Resource Planning to manage and coordinate all the resources and functions of the business-critical document supply chain. DRP is the logical evolution of document management in the digital age and holds the promise of increased efficiency and flexibility for the modern document production industry.



## SEFAS WORKSHOPS: DRP AT YOUR FINGERTIPS

Designed for maximum flexibility and control in any document production environment, the Sefas solution suite puts Document Resource Planning at your fingertips in two easy-to-use workshop environments. The Document Workshop provides unified management of all documents at the front end of the supply chain, enabling input normalization, composition and post-composition

enhancement. The Production Workshop provides visibility and control for the back end of the document supply chain, enabling efficient production, tracking, and distribution. Each workshop offers modular solution components that work under a single architecture to simplify complex processes and speed operational improvement.

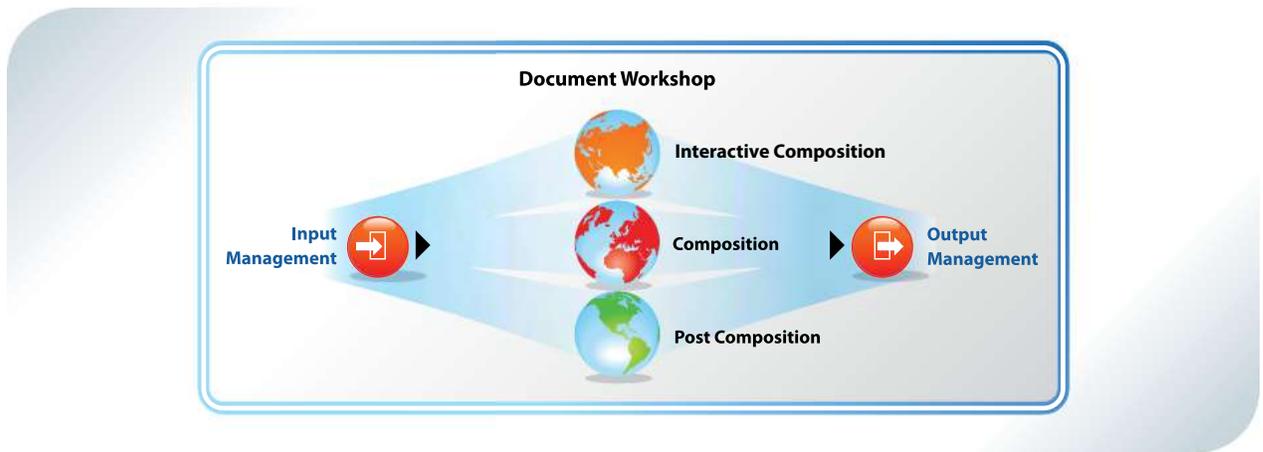


# DESIGNER

## YOUR DOCUMENT WORKSHOP

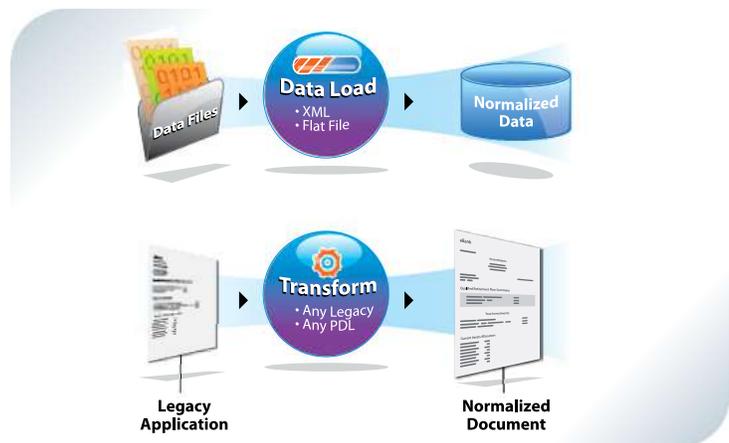


**D**esigner is the Document Workshop of the Sefas suite. It provides unified pre-production document management, enabling input normalization and output management for all print streams, with add-on modules for post-composition enhancement, collaborative document design, and on-demand, interactive composition. Designer streamlines the design process, speeds up the building of applications, and centralizes the management of common document functions. An Application Explorer provides built-in guidance through all the logical steps, from input to output, with all the tools necessary to compose and enhance at your fingertips.



## INPUT MANAGEMENT: DATA NORMALIZATION

The key to our unified document environment is the Virtual Page Format (VPF), which decouples document design from data architecture and decouples output choice from composition. To convert incoming print streams into VPF, you simply map the data elements using an intuitive graphical interface. The process extracts recipient-specific data from legacy applications and structures it in a normalized database for accurate re-engineering and re-rendering in alternate output formats.

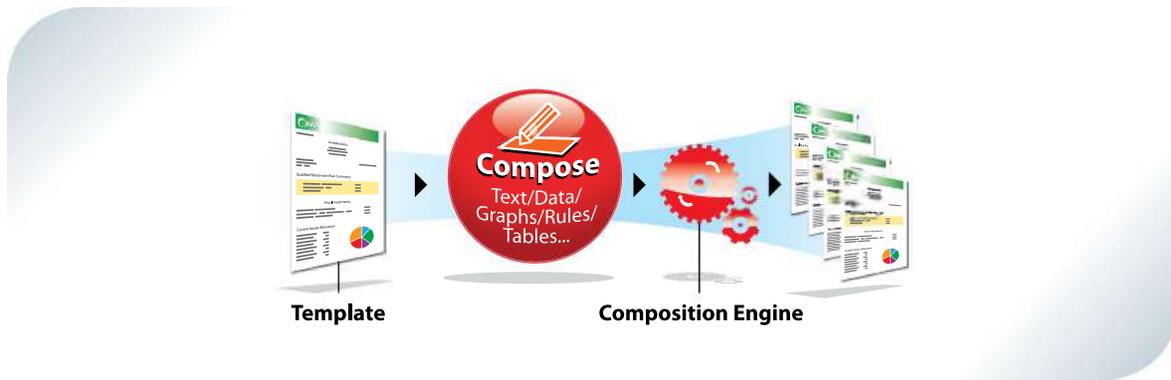




## COMPOSITION: COLLABORATIVE DOCUMENT DESIGN

Designer Composition provides document design and composition capability that gives you the facility to communicate with your customers by designing a wide variety of documents—from complex statements and bills with multiple data sources to customized booklets, direct marketing mailers, and compliance correspondence. The solution helps companies manage digital assets, define document presentation standards and meet compliance requirements. The Designer Composition user creates a base layout that can include text, graphics, tables and other elements. Data defined during the Input Management

process is dynamically incorporated into the template with rules added to allow customization to the specific needs and characteristics of recipients. Collaborative design capabilities enable multiple users to contribute directly to the design process, creating content and associated personalization rules in object blocks. Content objects are stored in a central repository for easy access and sharing. The object architecture and collaboration features enable consolidated content and fewer templates, resulting in faster change implementation and reduced maintenance cost for a powerful return on investment.



## INTERACTIVE COMPOSITION: PRINT ON DEMAND

Designer Interactive Composition provides the ability to deploy Designer Composition document templates in interactive mode for ad-hoc and on-the-fly customization by business users. As part of a structured business process, a user can select a template, customize designated content areas, then submit the document for production. On demand document composition offers business value by ensuring brand control and regulatory compliance in ad-

hoc letters, as well as centralizing storage and retrieval of sent letters. Centralized production also off loads labor and costs from inefficient departmental production. A typical call center, for example, reports an average of nine minutes for a representative to complete a letter-generation task, three minutes of which is dedicated to physical printing and handling. Saving these three minutes for every letter generated can be a huge business advantage!

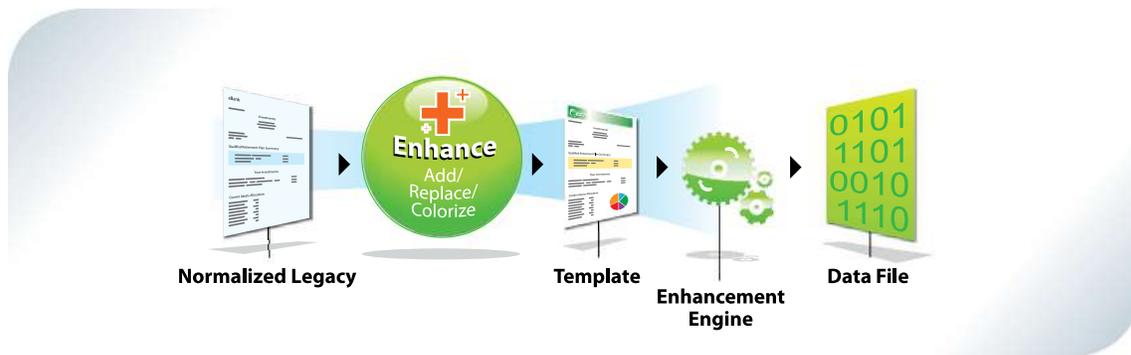




## POST COMPOSITION: PRINT STREAM RE-ENGINEERING

Designer Post Composition gives you the ability to modify and enhance any production output stream without the need for reprogramming source applications. Enhance print streams, right size workloads and add higher levels of automation and integrity to your operation. Maximize your capabilities by fixing broken applications, optimizing your workflow and developing new and more profitable services. To dramatically improve document value and

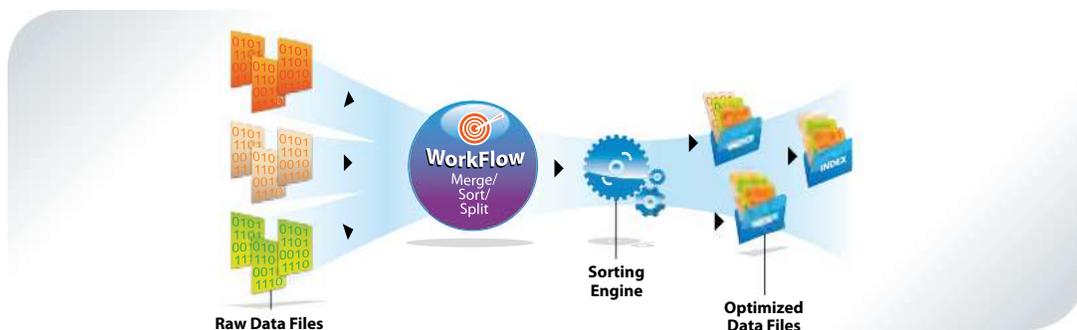
operational efficiency, colorize documents, add marketing messages, convert pages from simplex to duplex, add barcodes, modify inserter marks and more. Simplicity of use helps you fix applications fast, without disturbing your existing production environment and without the need of expert technical programming. The results are rapid savings, increased productivity, and better customer communications.



## OUTPUT MANAGEMENT: POST-PRODUCTION OPTIMIZATION

Designer incorporates sophisticated output management capabilities that enable you to define output profiles for all your document applications and manage them from a centralized location. Output profiles enable you to integrate output sorting, splitting and merging into the automated document production process. For example, optimize output for production by creating multiple files from one job to maximize your production equipment, or incorporate

CASS postal sorting into the document workflow. You can also define imposition profiles and specify output rendering formats, including the specification of multiple formats to be rendered simultaneously (ADF for production print, for example, and PDF for archiving and e-presentment). A drag-and-drop interface that creates a visual flow-chart makes output management profiles easy to define, manage, and monitor—saving time in production.



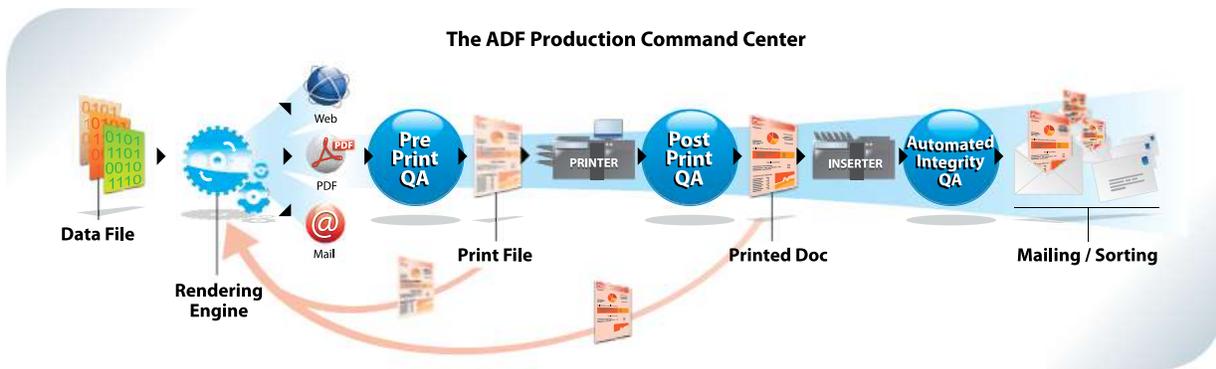


# PRODUCER

## YOUR PRODUCTION WORKSHOP



**P**roducer is the Production Workshop of the Sefas suite. It provides real-time job and document tracking to optimize your ability to meet SLA commitments, as well as automation that links all equipment in your production center for maximum utilization. It is your central command center for end-to-end visibility and ADF control, enabling you to get the most out of your existing equipment, people and infrastructure.



## TRACK AND MONITOR PRODUCTION

Build centralized automated tracking into all phases of production, reducing risk, enabling real-time adjustments, and ensuring service levels and regulatory compliance goals are met while reducing dependency on proprietary operator knowledge and ad-hoc workarounds. Live production visibility and automated collection of

production data improves operational reporting and enables real-time workflow decisions based on in-flight service level statistics. Manage all production equipment in one dashboard, regardless of brand or type, centrally managing queues and prioritizing jobs.



## ENSURE DOCUMENT INTEGRITY

The production center mandate is to complete every job and ensure that every piece gets out the door. Closed-loop processing and bi-directional data sharing involving all equipment in the production center enables you to automate pre-print QA, reprint processing and other document production exceptions with ease, so your

production statistics report 100% complete and accurate results and the integrity of every document is assured. Where business users are involved, provide online document preview to speed pre-print QA. For reprint routing, define contingency criteria to maximize efficiency without jeopardizing SLAs.

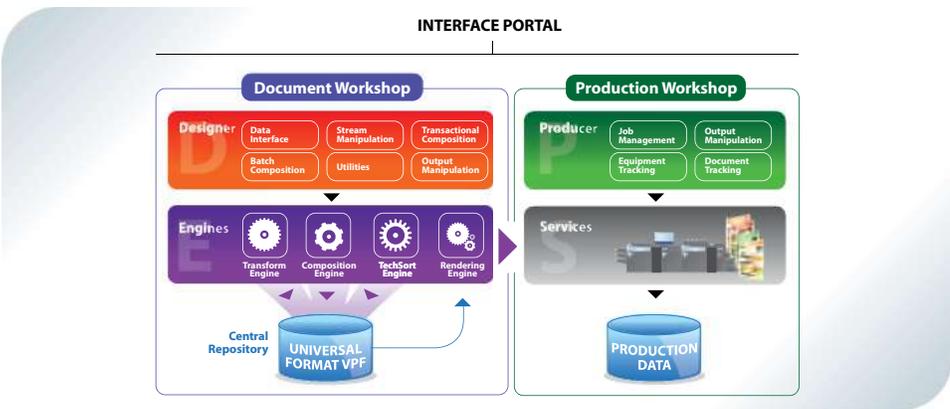


# ARCHITECTURE ADVANTAGES



Sefas integrates your world of documents and gives you end-to-end visibility over the document supply chain. Its two workshop environments, Document Workshop and Production Workshop, deliver Document Resource Planning in a modular solution that grows with your business. Solve immediate challenges and fix broken applications, then add automation, deploy new applications and develop new services, all while leveraging existing equipment to maximum advantage and without the need to re-program legacy applications.

The architecture advantages of the Sefas solution suite enable rapid application deployment, simplified training, reduced maintenance, automation efficiency and unparalleled output rendering speed. Guiding architectural principles that deliver these advantages include :



### Separation of data from design:

Definition of variables is done outside the design tool, meaning data definitions can be shared and a wide variety of input formats can be supported.

### Separation of design from production:

The document design environment is not impacted by production considerations, providing a wide platform choice with optimum flexibility and performance.

### Separation of presentation and output:

The visual appearance of a document is defined only once, in Virtual Page Format (VPF), a universal format that is device, resolution and page independent.

### Central repository:

Provides enterprise-wide access to all digital assets and design objects, enabling true design collaboration and object reusability.

## About Sefas

Sefas Innovation is a world leader in document production technology. The company is headquartered in Paris, France, with operations in the U.S. and the U.K. Sefas solutions offer unparalleled levels of flexibility and performance. Many of the largest financial institutions and Fortune 500 leaders rely on Sefas Enterprise ADF technology to produce complex, high-volume and mission critical transactional documents. For more information about our products and services, please visit [www.sefas.com](http://www.sefas.com).

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