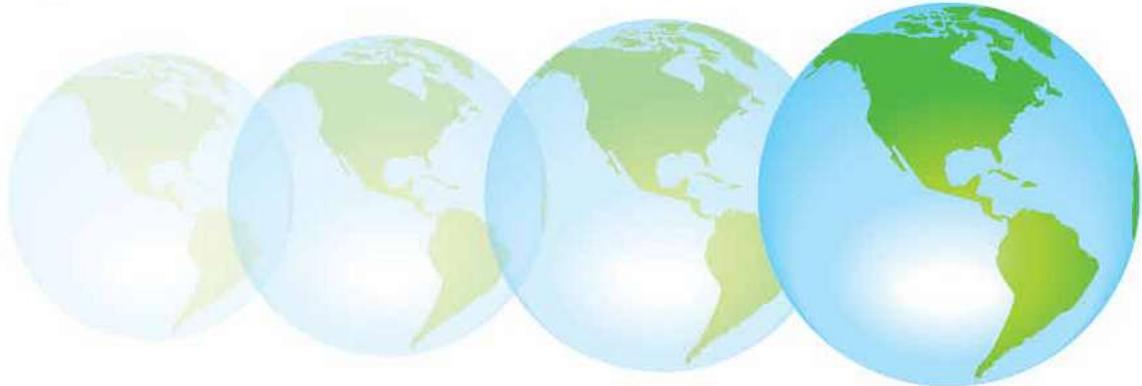




# SEFAS

## Post Composition



## POST COMPOSITION: THE MAGIC BULLET

FIX BROKEN APPLICATIONS - OPTIMIZE PRODUCTION - DEVELOP NEW SERVICES

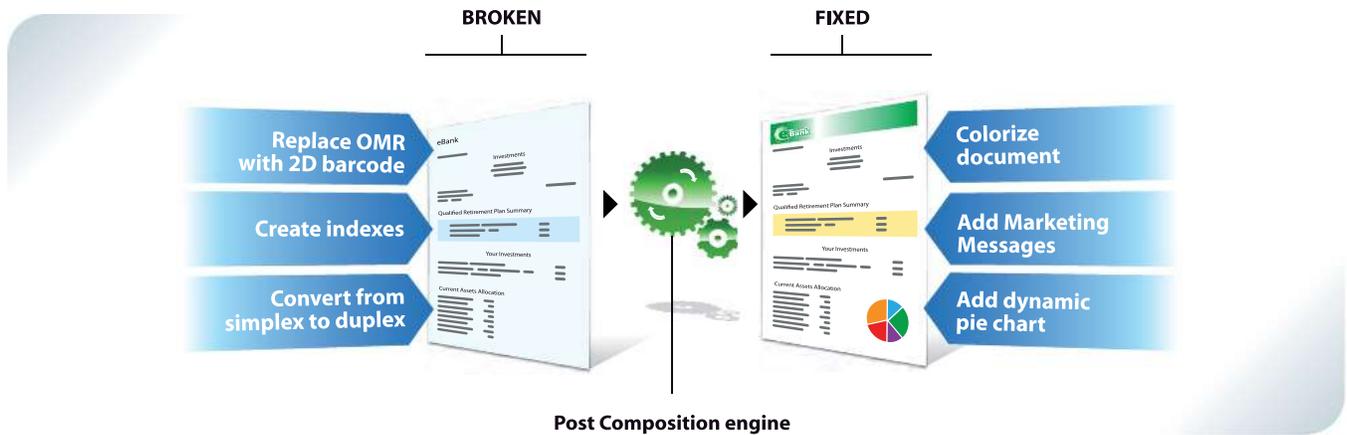
**Sefas Post Composition solutions give you the ability to modify and enhance any production output stream without the need for reprogramming the source application. Cut costs, maximize your resources and broaden your service capabilities in a fraction of the time.**

The business of producing customer communications is no easy task. Diverse applications, complex technology and demands for new services make your job a challenge. You need practical and affordable ways to make the most of your equipment, maximize your staff, and expand your services in order to be successful. Sefas is the magic bullet that will enable you to make the most of your legacy print streams. You can fix broken applications that hamper workflow, optimize production processes to better leverage staff and hardware, and expand service capabilities – all without the need to reprogram source applications. Beyond this, faster process improvements and the ability to implement enterprise-wide initiatives across all applications provide unmatched business value. Best of all, since our solution is post composition, you are in control of driving process improvements and maximizing the potential of your operation.



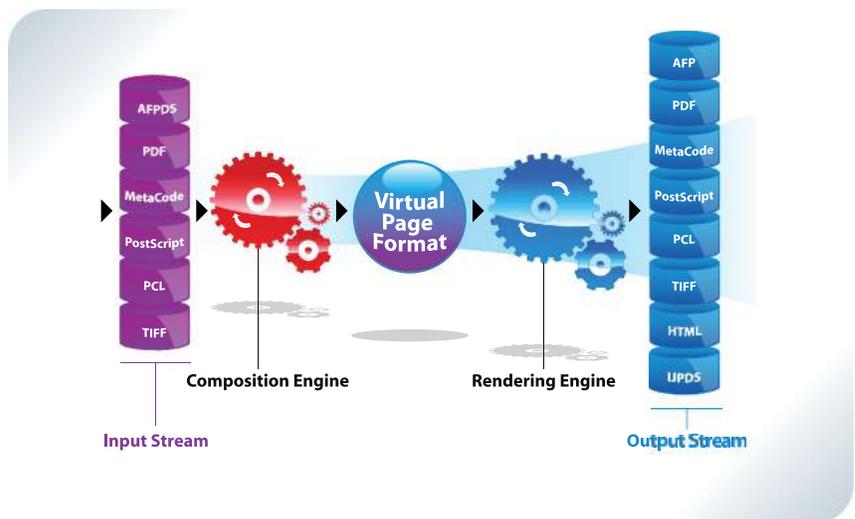
# FIX BROKEN APPLICATIONS

Do you manage hundreds of legacy print streams with little to no influence over their timing, format or design? The result can be a nightmare of applications that are costly to produce, inefficient, and hamper your ability to meet service levels and budgets. Often the best you can hope for is a workaround to handle the most basic shortcomings. Sefas Post Composition solutions put you in control. Imagine the ability to implement improvements to production applications and workflow, without impacting your business customers or enlisting teams of programmers to do it!



## STREAM CONVERSION

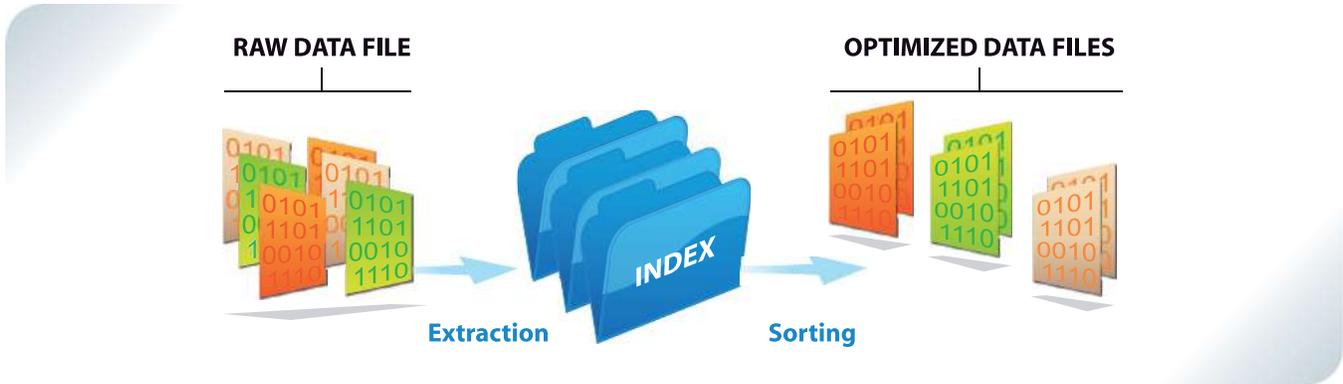
Print streams come in many different formats that make operations complex and difficult to manage. With our post composition tools you can process any format without worrying about compatibility or resources issues within the print stream. Simply convert your incoming print streams to our virtual page format, then render output in any format desired. You'll no longer need to support outdated systems to maintain compatibility with legacy applications. Transforming print streams also gives you increased flexibility and new service options.



## INDEX CREATION

The ability to track individual customer communications is essential for legal and regulatory compliance. Now, more than ever, print/mail operations need the ability to locate each document, no matter where it is in the production process. Legacy documents were not built with this type of integrity in mind. Sefas Post Composition tools have been engineered to give you the ability to uniquely tag each document so that it can be tracked through the various steps in the process. More than that, we give you the ability

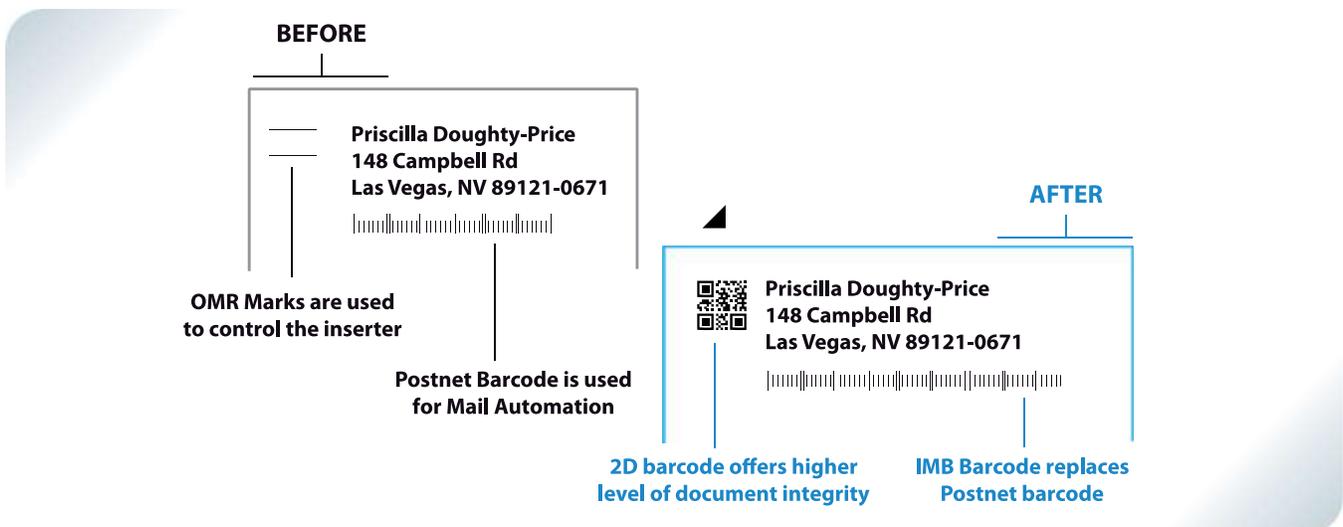
to mine data elements within the document itself and associate data elements contained in a variety of external databases. Now you can add value to the communication while ensuring production integrity and regulatory compliance. Increased operational integrity, automated compliance tracking, and online search and retrievals are just a few of the many business capabilities enabled by Sefas Post Composition tools.



## BARCODING

Barcodes are essential tools that drive integrity and automation within any print/mail operation, but they also come in a variety of formats that may or may not be compatible with your infrastructure. What's worse, many legacy applications have antiquated control marks or have no automation control whatsoever. This makes intelligent inserting, postal presorting and item tracking nearly impossible. Sefas Post Composition tools give you the ability to add or change barcodes on the fly, without

the need for reprogramming. For example, you can quickly read and interpret antiquated OMR or PostNet barcodes and reapply their logic in more modern formats like IMB or 2D. Or easily add barcodes to documents without control marks by reading the incoming print stream and inserting the control logic in real-time. You can also generate control files to drive dynamic inserting and postal manifests to achieve maximum postal discounts.





# OPTIMIZE PRODUCTION

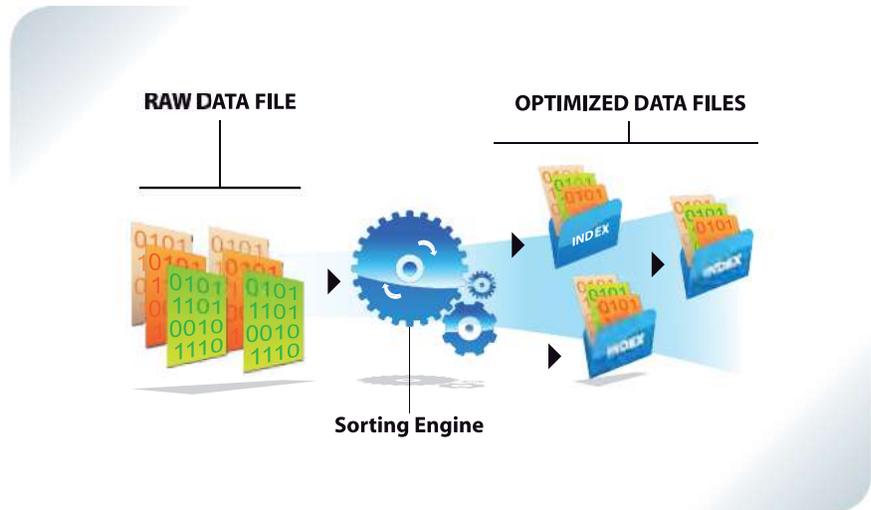


Have you invested millions in high speed machinery, only to fall short of your goal to maximize productivity and cost savings? The trouble may not be with your equipment, but with production workflow that's not optimized to take best advantage of your infrastructure. It's likely that you run thousands of batch jobs, each with varying attributes, formats and timing. And since you have very limited control over upstream applications, the only way to achieve operational efficiency is to optimize production in a post composition environment. Sefas provides just this capability, giving you everything you need to right size and optimize your production workflow.



## SORTING, SPLITTING, MERGING

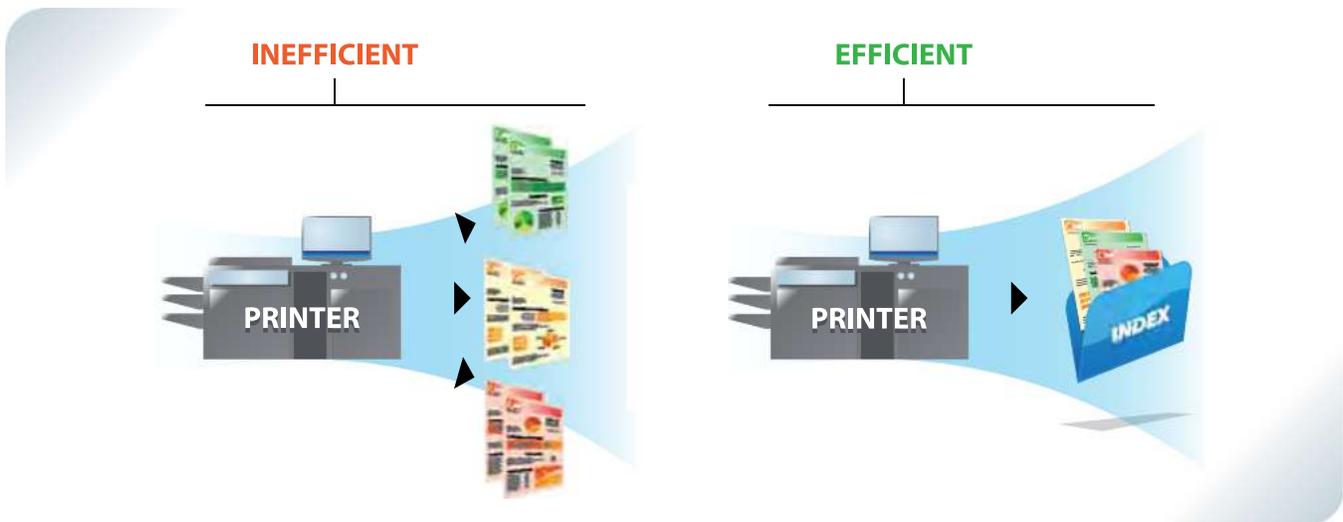
Organize incoming production before it hits the printer. Most jobs are less than 100 pages, each with its own set of requirements and formats. With Sefas Post Composition solutions you can ingest and transform “like processed” jobs of varying print formats and combine them into a single output stream. Further optimize with postal sorting, householding and splitting to enable concurrent processing on multiple devices – all with real-time document-level tracking to ensure compliance and meet SLAs.



## ●●● AUTOMATED INSERTING

Automated inserting systems are evolving at a rapid rate, with higher speeds and greater degrees of intelligence and capabilities. Unfortunately, most companies lack the practical ability to optimize their legacy applications to fully exploit these advancements. In fact, 80% of the volume in a typical “high-volume” shop comes from 20% of the total number of jobs. As a result, 80% of workload averages 100 pages or less and is not well suited for high speed inserting. This can make it difficult to fully exploit the throughput

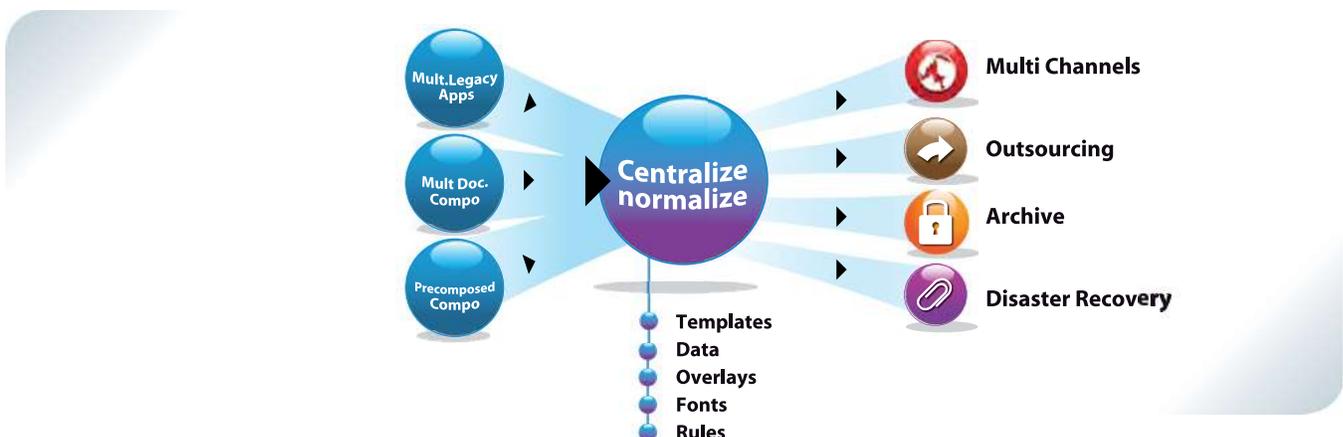
speeds or dynamic capabilities available in advanced inserting systems. Our post composition tools allow you to quickly leverage capabilities like selective inserting or remapping bin designations to exploit the full hardware capacity of your inserter. You can easily utilize electronic form overlays within the print stream to reduce the need for specialty and preprinted stock. Add electronic onserts inline within the print stream to reduce labor and the need to warehouse multiple stocks and inserts.



## ●●● NORMALIZING, STANDARDIZING

The biggest challenge for print/ mail providers is supporting legacy applications. Programming modifications upstream are costly and time consuming. As a result, you must often devise workarounds or ad-hoc processes to accommodate work that results in higher costs, slipping service levels, and inefficiencies in both labor and equipment. With Sefas Post Composition, you can normalize any incoming print stream and render in a standard format of your choosing,

all without the need to reprogram the source application. Reduce the number of formats and protocols you must manage, suppress sensitive or personal information, add proactive messaging, invoke CASS and PAVE processes, swap logos, implement the new IMB requirements, and much more. Whatever changes you need to put into place, you can service multiple applications and implement global changes within your enterprise in a fraction of the time.





# DEVELOP NEW SERVICES



Every business is tasked with the same objectives; deliver compelling products that are cost competitive and timely. This is true for production centers as well, with the extra challenge of having to do this with no control over the incoming work format. Sefas Post Composition tools give you format control and allow you to add value to incoming documents quickly and easily. Add color, personalized messaging and online viewing capability, all without the need to reprogram source code in legacy applications. Sefas Post Composition tools are powerful, yet easy to use, and will let you add service capabilities that will keep your customers coming back for more. With the ability to enhance legacy output streams, you can implement advanced capabilities that were simply too cumbersome or costly to attempt in the past. The built-in wizards don't require advanced programming skills, so you'll get to market more quickly and minimize your dependency on specialized programming expertise.



## MESSAGING

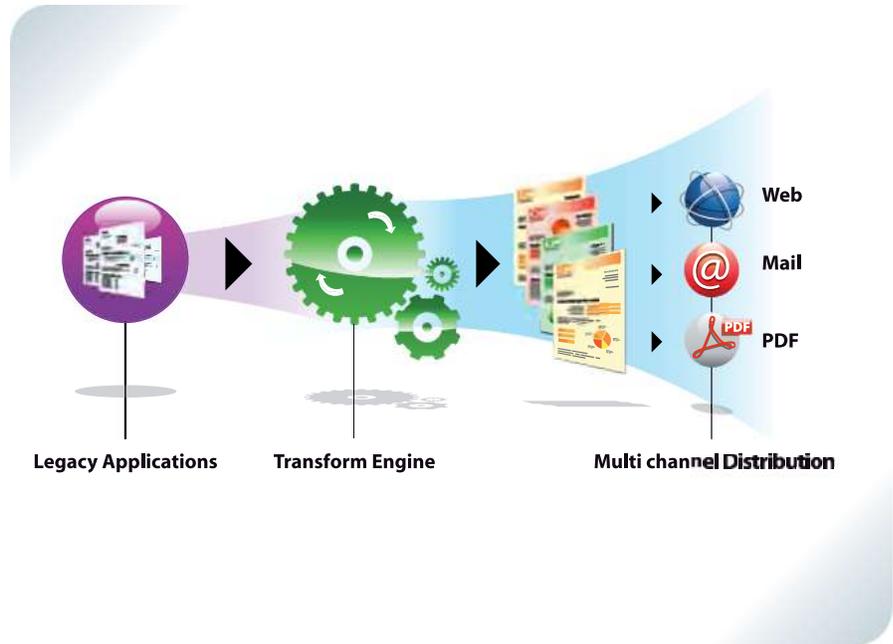
"Transpromo" has been a hot topic in the industry for years, but the practical application of trans-promotional messaging is just beginning to hit its stride. The ability to add personalized content and images to bills, statements, and other correspondence can capitalize on knowledge collected about customers and turn transactional documents into effective marketing tools. But the migration to transpromo has been out of reach for many organizations due to barriers that exist between customer data, document composition, and digital printing services. Sefas enables you to overcome these barriers with a simple and cost effective post composition transpromo capability. Add personalized messages to any outbound customer communication without a lengthy development effort. Insert content in the form of text, graphical images,

and color – or any combination you wish. Reduce call center volumes and improve customer service with trans-educational messaging. Use data elements and white space on the page to trigger campaigns and provide customers with message content that is relevant and timely.

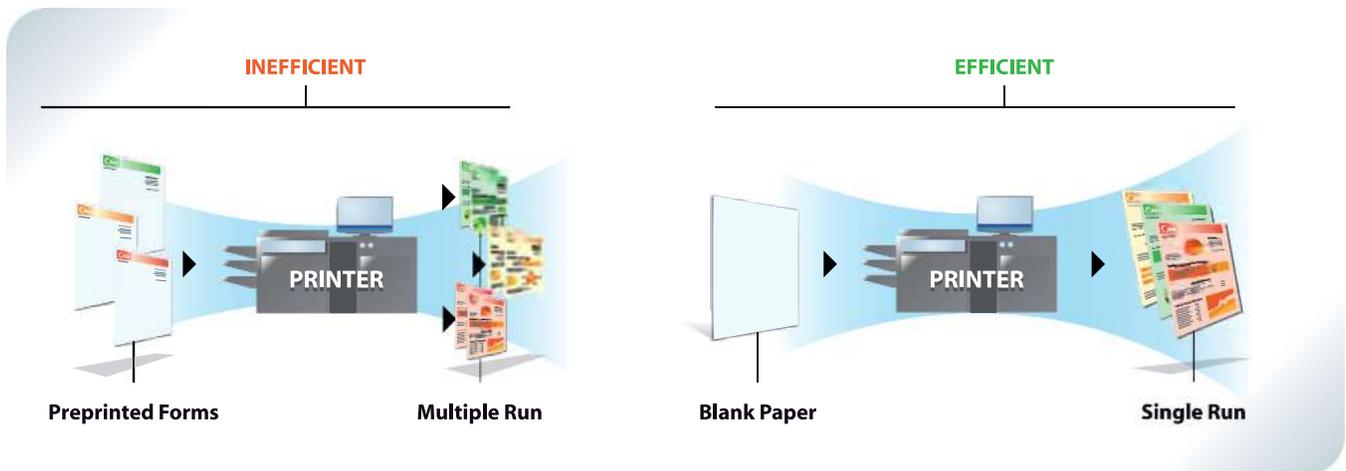


## ●●● ePRESENTMENT- REFORMATTING

The ability to reformat a document on the fly is a long-desired capability in many production centers. When mandates force a program change (suppressing an SSN or masking a remittance address, for example), the effort is costly, complex and time consuming for everyone involved. Sefas Post Composition tools let you modify documents, make adjustments, and remove or add content dynamically without reprogramming. Swap logos for enterprise rebranding, update address blocks across the board to support new IMB requirements, or standardize on the most efficient workflow regardless of applications or equipment.



## ●●● COLORIZATION



Color adds emphasis that improves communication quality and gets attention, yet reprogramming legacy applications to add color is typically postponed until resources allow for a complete document redesign. Sefas Post Composition solutions enable you to quickly and easily add color emphasis to existing content or add new color elements

to pages as a post-production process. This also enables you to eliminate the need for pre-printed stock, further increasing operational efficiency with fewer page change requirements, increased throughput and elimination of warehousing and stock tracking requirements.

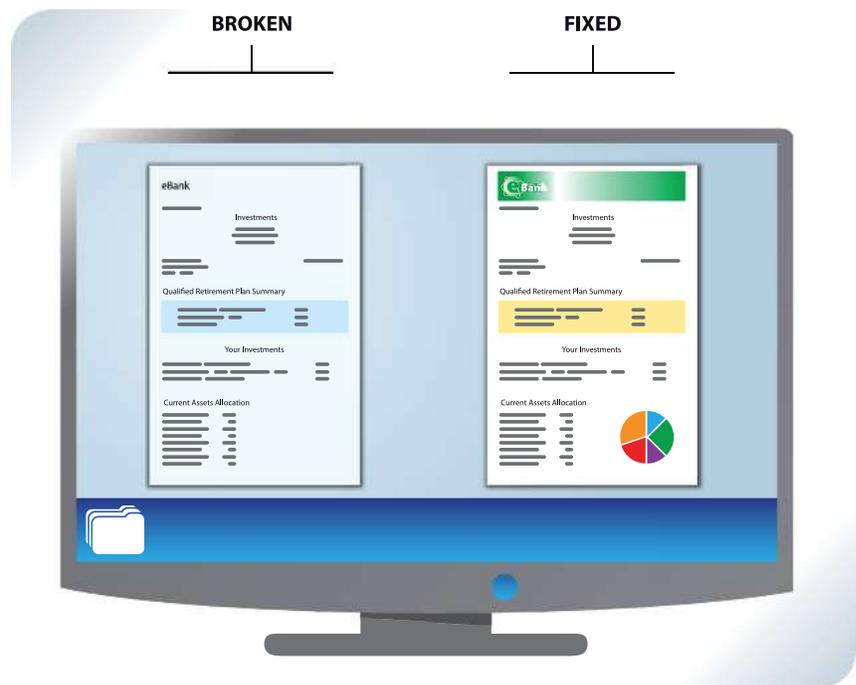


# DESIGNER

## Post Composition

**D**esigner Post Composition offers the power of print stream transformation and the ability to modify and enhance any print stream on the fly. Since it is a post composition tool, no specialized reprogramming effort is required to make the most of legacy applications, optimize the print/mail process, and expand your capabilities and services.

Post Composition is part of the Sefas Designer solution suite. Designer has an easy to use GUI and a centralized database to manage application development. The solution leverages a unified design environment and practical utilities that dramatically reduce the coding effort and skills required to build post composition applications. The centralized database provides security as well as a structured production move-up process. The processing engines can run on all major platforms, are scalable to any size production operation, and run in a virtualized environment to provide industry leading throughput, workload balancing, and fault-tolerance protection.



### 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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