

“Omni-Channel” Delivery Begins with Print/Mail and Email

Customer Story | Compart



The Solution: DocBridge® from Compart

With the DocBridge family, Compart offers one of the most comprehensive software solutions for the display, processing, and output of documents in every format. Mailings can be created for every type of delivery method, whether in printed form or electronically (Secure Mail, web portals, mobile end devices, desktop, etc.).

The central technology is DocBridge Core, on which the DocBridge Mill Plus and DocBridge Pilot applications run. The principle: DocBridge Mill copies the data from a document and converts it while retaining the formatting. Using profiles and scripts, the document can be modified, separated, distributed, classified, indexed, and converted into all the standard formats.

The advantage: the data can be displayed, printed, archived or otherwise processed as needed.

DocBridge Pilot delivers the functionality for output and bundling of documents for optimal utilization of bulk mailing rates. There are also functions for "enriching" the pages with additional information for continued processing, such as including attachments and instructions for downstream enveloping. Overall, DocBridge

Pilot covers all the standard output management processes (post-composition), including archiving, and supports the standard physical and electronic delivery channels.

The multi-channel solution separates input data streams from the output medium. Fully scalable, this Compart product is used by well-known

organizations of varying sizes and in different industries.

The major advantage of DocBridge is how it integrates into existing IT infrastructures (legacy systems) and adds value to the operation.

Executive Summary

A large state government agency sends over one and one-half million documents a year, most of them via traditional mail. The bulk of these documents are letters: dunning and fine notices, requests for payment, confirmations of business registrations and changes, funding approvals, etc. The printing is handled in house. But because the law does not mandate that the agency send paper documents, it occurred to the head of the agency that most could be sent electronically at a significant savings for the taxpayers. And, of course, there is always a need to keep up with technology, lest the agency be considered a dinosaur. But although omni-channel delivery (via text message, video, web, and channels yet to be defined) is a goal, it is important for the agency to get where they are going carefully, thoughtfully and with all paths considered. First things first: they would create a document output hub to send email as well as mail. Once that was mastered, they would add a channel. What they needed was a bridge to the future -- and they turned to DocBridge by Compart to create it.

By setting up a dual delivery system, the state agency laid the foundation for a centralized, multi-channel output management hub. Digital documents are sent either by e-mail or traditional mail from a central data center created with DocBridge Pilot. Compart's solution prepares the documents for printing and passes them on to the electronic mail queue or, if no response is given, to the print production center.

Multi-Channel Output Management

The Architected Solution:

To be able to provide both printed and electronic communications, the agency instituted the “dual delivery” principle, which was based on a desire for efficiency: electronic delivery is the first, most cost effective choice. Many businesses and individuals that conduct business with the agency opt-in by providing an email address. Those that have not are asked to do so in each mailing. The email channel is used first. But especially in the case of important messages, what cannot be confirmed as delivered electronically is subsequently printed and delivered by mail. The technological core is a central system that takes documents from the specialized applications (business, administrative penalties, subsidies, etc.) and automatically affixes an official electronic signature.

The system automatically checks a central directory (electronic request router) for all individuals and companies that have registered for electronic delivery. If an email address is registered, the document is simply forwarded to the email server. When the recipient logs on to the service to retrieve the document, the sender is automatically notified of the download via an electronic return receipt, which indicates proof

of delivery. If no download occurs within a pre-arranged period of time, the system triggers a print version to be sent to the physical address of the recipient, with a notice asking them to update the email address information.

If the recipient has not registered an email address with the system, the document is automatically routed to the data center. The system feeds it as a complete print data stream in PCL and PostScript formats to DocBridge Pilot. Then DocBridge Pilot modifies the document as necessary (converts to another output format, adds metadata for downstream processing), applies any barcodes or other modifications as needed, and passes it to the print/finish center. The data center also takes advantage of the bundling function built into the Compart solution, which bundles different documents to the same recipient into a single mailing. It is sent via regular mail.

What the agency especially appreciates about the solution is the automated workflow and how DocBridge Pilot retrieves the data and metadata for processing and hand over to the high-speed print production line.

“The performance and reliability are extraordinary when you consider the extremely complex data

structures and number of different formats that the Compart software handles with ease.” For example, the software can reliably output signed PDF files so the official signature is retained in the printed copy.

Everything can be archived for possible retrieval later on.

As “multi-channel” becomes “omni-channel” to meet the needs of the agency and all stakeholders, additional projects are being planned. The agency will incrementally link other applications to the system by expanding the platform to ultimately tie in all applications that produce content output.

In any case, whatever the future will bring the technological foundations are already in place and the in house expertise is developing.

It is a thoughtful, well-designed, carefully-architected project that is scalable and flexible for future development and expansion.

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