

Case Study: Reduce programming requirements with document composition technology from Precisely

Seeking simplicity in mail production

A leader in credit reporting and direct marketing, Experian maintains credit information on over 200 million consumers and 14 million businesses, as well as demographic data on most U.S. households. The organization provides address information for more than 20 billion promotional mail pieces to over 100 million households every year. Five production facilities occupy a combined 1 million square feet, and nearly 2 billion pieces of mail ship annually from Experian's mail processing centers.

Business challenge

Experian needed to find a solution that would help it simplify a highly complex document production process. In particular, Experian was looking for a solution that would help reduce data programming requirements, increase flexibility in the document generation process to allow for the production of highly customized customer correspondence and simplify the overall document production workflow.

“With EngageOne Compose, we can sort personalized data and print as we want. That lets us cut our programming requirements and greatly simplifies the process.”

- Eileen Peschong, Team Manager of
Imaging Programming

Client profile

Experian

- Maintains credit information on over 200 million consumers and 14 million businesses, as well as demographic data on most U.S. households
- Provides over 1.5 million annual bankcard statements; quarterly and year-end bankcard reports; and customized letters to retailers
- Generates seven to nine million individual credit reports of five to fifty pages each year



Solution

To address the need for flexible and scalable document automation technology, Experian relied on the combined expertise of Precisely and Océ. The partnership pairs high-speed Océ digital printing with EngageOne Compose composition software from Precisely to create a manageable, productive document factory. "We use EngageOne Compose to produce Experian's personalized consumer credit reports," said Steve Mears, Experian's IT Director.

With the implementation of the EngageOne Compose solution, Experian can compose and preview documents on the desktop prior to printing. The company is able to generate Advanced Function Printing (AFP) by unit testing the application fully before executing EngageOne Compose on the mainframe. According to Mears, "Experian also uses the EngageOne Compose post-production engine to handle specific finishing requirements such as Optical Mark Recognition reprints, outsourcing and other functions best performed after pages are composed."

The EngageOne Compose production engine runs under Microsoft Windows and IBM OS/400 and can generate multiple outputs. EngageOne Compose generates AFP, which is sent to the Océ FlexServer systems. In addition to AFP, Océ handles a variety of other print data formats without conversion issues or rewriting of applications. The FlexServer system uses Océ PRISMA document management capabilities to route documents to the appropriate printers.

Experian has nine Océ printers, ranging from PageStream 372 models to four 466 duplex units and two DemandStream models for on-demand output. "The Océ FlexServer lets us transfer data from the offsite mainframe," explained Mears. "We can bring print images in from the mainframe as soon as they are available, so we have them onsite and ready when we need to print."

Benefits

Whether it's sensitive credit information or personalized direct mail, effectiveness depends on accuracy and quality. Precisely and Océ have brought together best-of-breed components that have helped Experian maintain the highest levels of performance on a daily basis.

Technology used

- EngageOne Compose for document composition
- Océ FlexServer for data transfer
- Océ Printers for on-demand output

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