

Xerox Transactional Print & Mail Services offers traditional onsite and offsite print and mail services for transactional and direct mail applications. Working with customers around the globe, Xerox Print & Mail Services provides data management, composition and fulfillment to client destinations.

# Case Study

## Xerox Transactional Print & Mail Services

Order management helps Xerox Finland address rising postal rates



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— Rob Coate, System Consultant

### Challenge

Faced with changing postal rates in Finland, Xerox Transactional Print & Mail Services began working with private mail delivery companies and Finland’s National Postal Service to combat increasing postal costs. With multiple service providers and rates, Xerox needed an order management system that would allow its production management system to automatically choose the most economical delivery route for the mail piece and then split and batch jobs accordingly.

### Solution

Xerox selected Ironsides Automated Order Tracking (AOT) to track and manage each order through the full production process. Combined with Ironsides Automated Production Tracking (APT), Xerox can now segment and re-batch jobs based on postal providers and track each job and mail piece through the entire workflow from prepress to enveloping.

### Results

With a true end-to-end solution that includes automated order tracking and production tracking, Xerox can offer customers the best postal rates available while still ensuring document integrity and compliance with regulations such as GDPR. Real-time reports allow Xerox managers to measure improvement by machine and staff throughput for increased operational efficiency.



*“Ironsides AOT was a natural fit and takes our investment in automated production tracking to the next level. With Ironsides, we can track every order and job from the time we receive it in prepress all the way through to production, inserting and mailing.”* — Rob Coate, System Consultant

In 2017, the Finnish government passed the Postal Act which opened up the letter-delivery business to more competition. In response, Finland’s National Postal Service, Posti, moved from one flat rate to separate rates for rural and urban delivery. This allowed newspaper and even milk delivery companies to enter the postal market offering significantly lower rates for mail delivery in rural areas.

“When you’re delivering 30 million letters a year, any change in postal rates has a big impact on the profitability of a print and mail services operation,” said Rob Coate, System Consultant. “With 30 percent of the mail produced going to remote areas in Finland, it was critical that we identify a lower cost postal service for rural deliveries. This meant we would have multiple postage rates—urban and rural—and, in many cases, multiple postal operators who could potentially deliver the letter. Our goal was to separate each job down to the piece level and evaluate which operator could deliver the letter at the cheapest rate. To do this, we needed an order management system that would enable us to track every mail piece as we split the incoming jobs by mail operator, bundle them into larger batches and sort them according to the operator’s delivery sequence.”

Xerox already leverages on Ironsides APT platform across its print and mail facilities to track individual pieces of every job through the production process. By adding Ironsides AOT software the company can track data and events such as customer, project type, job receipt, composition, quantity, due dates, approvals, sortation and more through their prepress process.

“Ironsides AOT was a natural fit and takes our investment in automated production tracking to the next level,” added Coate. “With Ironsides we can track every order and job from the time we receive it in prepress all the way through to production, inserting and mailing. This allows us to split large jobs according to postal provider and for the most efficient use of our equipment and staff. Most importantly,

our customers get the benefit of the lowest postal rates for their mail delivery.”

The investment in Ironsides AOT and Ironsides APT supports Xerox’s ongoing commitment to meet customer SLA and compliance regulations including GDPR. With Ironsides, Xerox has highly efficient and fully integrated document tracking and auditing capabilities, which ensure piece-level integrity.

“With Ironsides audit trails and reporting capabilities, customer queries can generally be handled in less than ten minutes. We can provide our customer with a comprehensive report generated from the APT dashboard detailing every processing event in the production cycle. We can also search the entire job history to find a specific mail piece, and report on which day the piece was produced, on which machine, and which operator handled the piece,” continued Coate.

**Ironsides AOT provides real-time visibility to all prepress operational activity for improved efficiency and time savings.**

**Ironsides AOT features:**

- **Seamless integration with existing composition and transformation tools.**
- **Piece-level tracking to the record level.**
- **Batch and comingle similar jobs while orders are in prepress for optimal ink jet production, mailing and distribution.**
- **Audit and SLA reporting down to the order record, printed image, finished piece, packaged carton and shipped order / job.**
- **One centralized dashboard for real-time visibility on each order.**