

## Success Story

# Banking on better production processes

**RICOH**  
imagine. change.

## Leading Retail Bank

A leading retail bank has improved the impact and integrity of its customer communications. Ricoh's pre and post-processing print management solution has streamlined document workflows. Documents can be delivered in digital and printed formats. Work is balanced across multiple printers. The solution has improved capacity and reduced costs.

### Transactional Documents

With assets exceeding €1 trillion and nearly 100 million customers worldwide, Ricoh's customer is one of the world's most successful retail banks. The bank mails more than 500 million documents to customers every year. Transactional documents such as bank statements are printed and despatched by in-plant print production centres.

Operating in a lean and competitive market, customer centricity and operational excellence are key strategic focus points for the bank. Rationalisation of its in-plant print production facilities presented an opportunity to enhance the impact and integrity of customer communication whilst improving process efficiency and reducing costs.

### Automated Document Factory

Through detailed analysis and consultancy, Ricoh transformed the bank's print production processes. A unified print management tool, InfoPrint® ProcessDirector™, handles pre and post-production processes, streamlining workflows and increasing flexibility. An integrated third-party solution is used to optimise mailing and posting processes.

The solution provides the bank with an Automated Document Factory. Multi-channel content is optimised and output in digital format or printed using an appropriate production device. Print is sorted to take advantage of discounted mailing rates. Improved production efficiency allowed the bank to close one production centre, significantly reducing costs.

### Customer Objectives

- Rationalise in-plant services
- Increase flexibility and capacity
- Produce multi-format output
- Minimise production overheads
- Reduced postage costs

### Ricoh's Solution

- Print analysis and consultancy
- Automated Document Factory
- Multiple output platforms
- Single unified print manager
- Postal optimisation

# Increased flexibility and capacity

“Ricoh’s solution is a perfect technical fit. It transformed production processes, streamlining workflows and increasing flexibility. The ability to balance work across multiple printers provides back up. We have been able to improve the effectiveness and integrity of our print communication whilst reducing costs.”

Print Production Manager

## Detailed Process Analysis and Consultancy

Ricoh was already a strategic partner of the bank, providing Managed Document Services for the office environment on a global basis. Conducting a detailed analysis of the bank’s production printing processes, Ricoh identified process inefficiencies, of which the most significant was that the bank used different pre and post-production management systems at different locations.

Many production jobs were printed directly from mainframe systems, complicating production processes and reducing flexibility. Work could not be moved from one printer to another and, with post-process optimisation also handled by mainframe applications, the bank was unable to pre-sort mail and take advantage of postal discounts.

InfoPrint® ProcessDirector™ is a modular process management system. Introducing ProcessDirector™ and an integrated postal optimisation solution to the production workflow enabled Ricoh to switch pre and post-production management to a single unified multi-purpose tool, improving process integrity, streamlining workflows and reducing cost.

## Significant Cost Savings

The powerful and intuitive ProcessDirector™ interface allows operators to impose templates, merge data streams from different applications and split production, producing output in digital format or printing it to one or more production printers. The system allows work to be switched seamlessly from one device or production site to another, providing production back up.

Ricoh’s solution has enhanced the integrity of the bank’s communication, building trust and improving customer satisfaction. A closed loop system with page and document level reporting ensures that customers are sent accurate information which relates solely to their account. Detailed reporting also helps the bank to optimise production efficiency.

With multiple production facilities managed as a single unified system, the bank has access to an Automated Document Factory that improves flexibility and capacity, allowing the bank to save money by closing one production site. By pre-sorting mail, the bank is also able to further reduce its cost base by taking advantage of discounted mailing rates.



## Service Improvements

- Fully integrated solution
- Pre and post-process control
- Powerful and intuitive interface
- Channel / platform independent
- Improved integrity and reporting

## Business Advantages

- Automated document processing
- Increased flexibility and capacity
- Multi printer/production site back up
- Significant cost savings
- Enhanced customer communications

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners.

Copyright© 2012 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.