



Gain the operational intelligence you need to drive productivity, business outcomes and growth.

It's easy when you have Clarity™.



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Print and mail operations are more complex and competitive than ever.

You must adapt to survive...



...and that makes it hard to control maintenance costs, understand what's really causing issues and plan capacity effectively. You have to know all of these things in order to be successful in today's market and to drive business growth. You need to be able to continually assess operational performance and find opportunities for both continuous improvement and operational savings.

It is undeniably difficult and time-consuming to analyze the volumes of system and operational data to know where to start...until now.

Clarity™ solutions: A more intelligent view into your operations starts here.

- Powerful real-time insights
- + Predictive analytics

- = Greater operational performance,
higher profit margins and
stronger business results

And that's precisely what Clarity delivers. With an intelligent view into the interaction between machines, jobs and operators — across print and mail — your operations can now access actionable insights to increase asset availability, drive productivity and optimize yield and quality — through a clearer lens than ever before.



Clarity™: Data > Insights > Precise action

Clarity lets you know the root cause of issues and the best ways to correct them.

Our solution provides:

- Real-time and historical analytics on the interaction between machines, jobs and operators.
- 24/7 visibility and on-demand access to connected systems.
- Interactive, dynamic dashboards that deliver powerful insights for smarter decisions.
- Customizable, dynamic views for personalized access to information.
- Collaboration tools that allow insights to be easily shared across the organization.
- Automated alerts within range of minimum or maximum tolerances.
- Superior compliance: Ideal for operations that must meet stringent requirements for regulatory compliance and data security.
- Flexible cloud and on-premise deployment options that can grow as your business grows and help you meet diverse organizational requirements.



Clarity™: Go beyond merely surviving. Thrive.

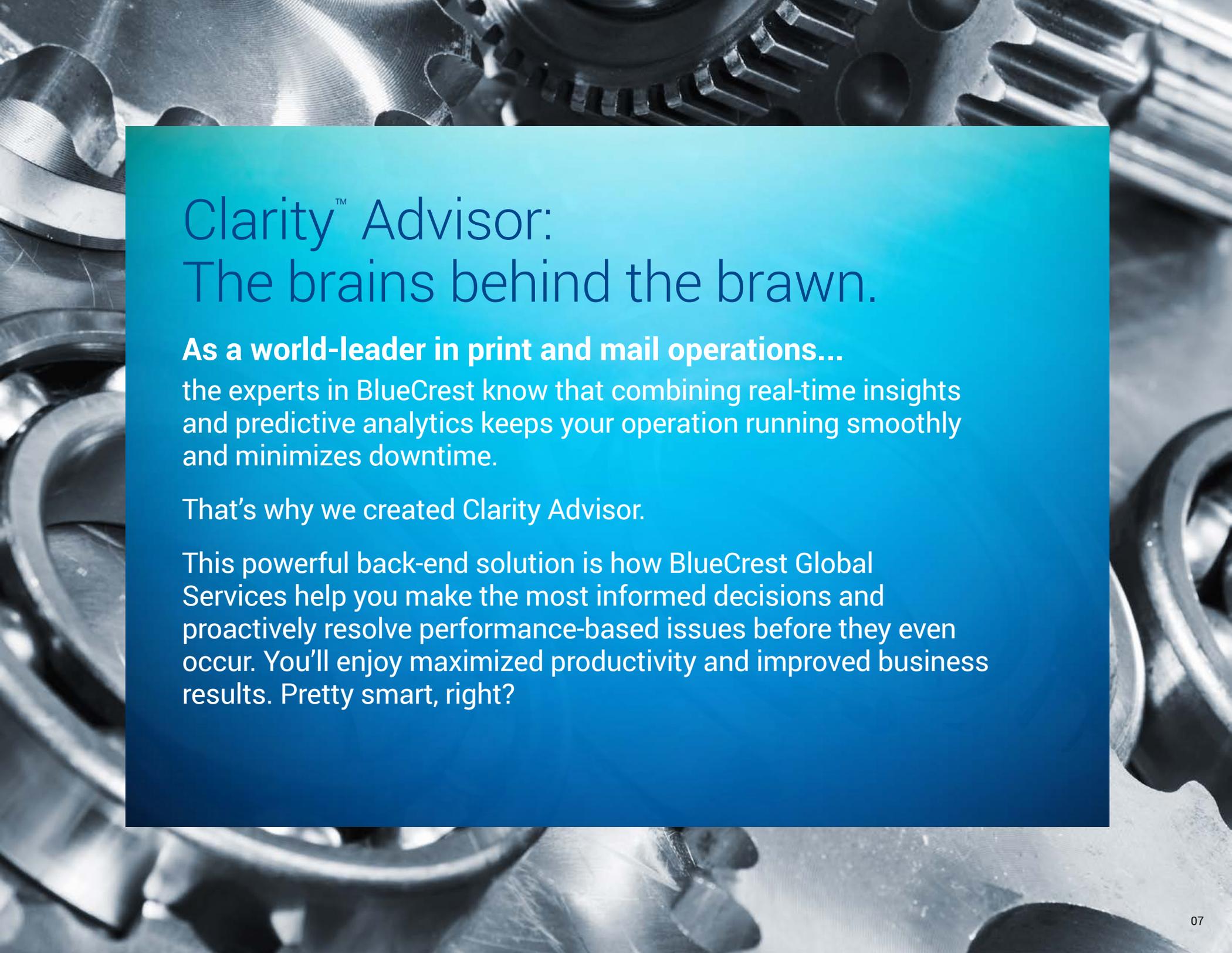
By integrating Clarity into your print and mail operations, you'll:

- Gain precision in your business decisions with near real-time insights into your print and mail operation
- Connect multiple systems and sites across your enterprise for comprehensive visibility and control.
- Leverage intelligent insights to understand the root cause of operational losses, regardless if they're system, workcell, operators or workflow related.
- Anticipate, collaborate, compare your operation to industry benchmarks and coordinate responses to dynamic operational conditions with greater agility and precision.
- Optimize capacity planning to meet current and new SLAs.
- Drive greater operational performance.
- Achieve higher profit margins.

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."

— Charles Darwin





Clarity™ Advisor: The brains behind the brawn.

As a world-leader in print and mail operations...

the experts in BlueCrest know that combining real-time insights and predictive analytics keeps your operation running smoothly and minimizes downtime.

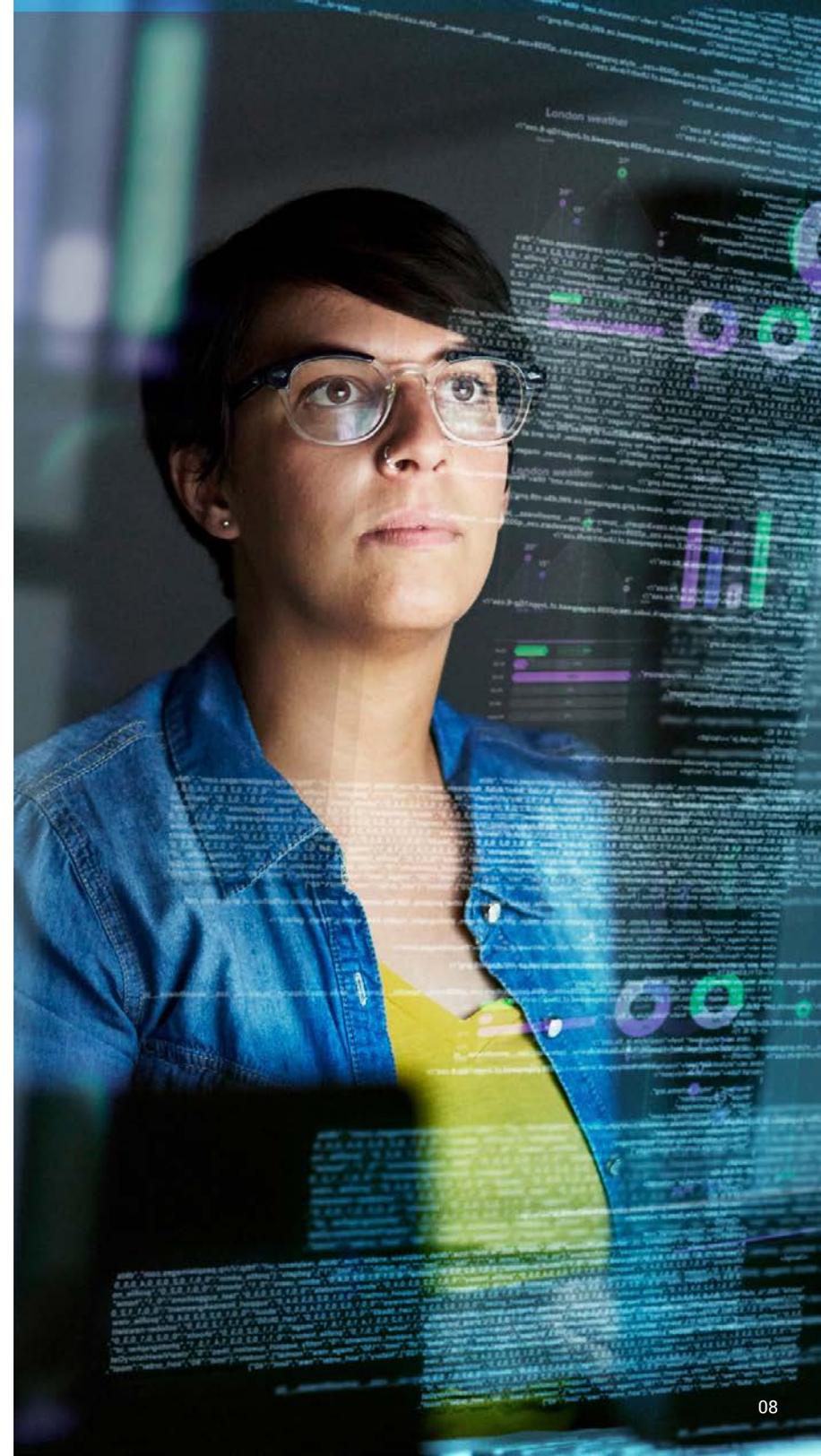
That's why we created Clarity Advisor.

This powerful back-end solution is how BlueCrest Global Services help you make the most informed decisions and proactively resolve performance-based issues before they even occur. You'll enjoy maximized productivity and improved business results. Pretty smart, right?

Clarity™ Advisor: Use our expertise to keep you up and running.

Advisor:

- Identifies and diagnoses product issues around the clock by providing 24/7 visibility and on-demand access to data of connected systems.
- Fully leverages BlueCrest Global Services. With real-time insights and predictive analytics, it helps define how you can find the most cost-effective way to deliver greater value.
- Has predictive indicators that enable BlueCrest Global Services to make informed decisions and resolve performance issues before they occur.
- Gain support beyond your assigned resources — connect field experts to the right answer; with Clarity we leverage all of our global experts with expert skills and knowledge to interpret the data and provide proven recommendations.



Clarity™ Optimizer: Stop guessing. Start knowing.

Realize real time and predicative course correction to reduce costs and gain total control. It's not fantasy... it's **Clarity Optimizer**. Through the clearest lens available, you'll gain full transparency across both print and mail solutions. Plus, address critical issues faster and in the most informed ways.



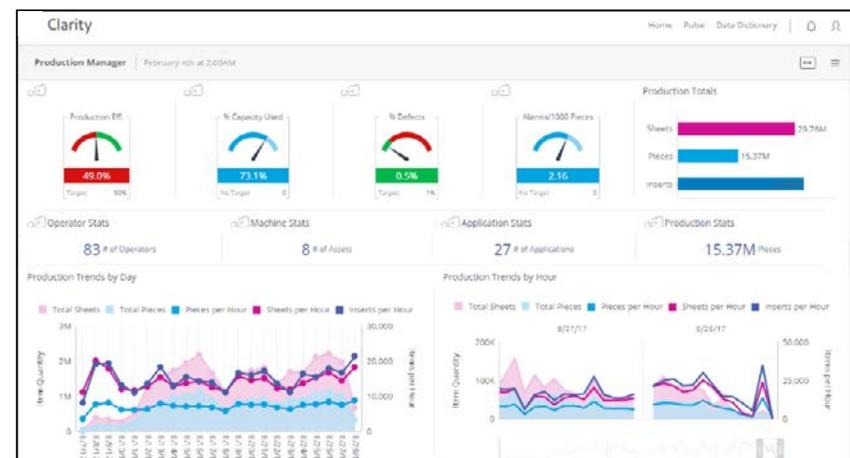
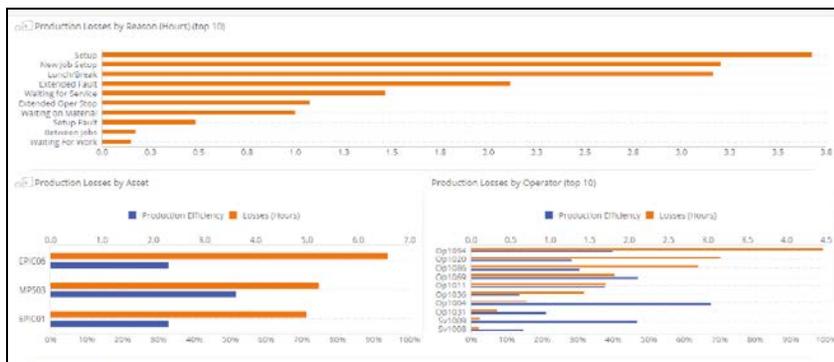
Clarity™ Optimizer: Real time meets real easy.

You don't need to be a fortune teller to predict that Optimizer will significantly improve your operations.

Here's how...

- Evaluate current and historical production metrics at every level – from a single inserting or printing system to several print and mail operations across multiple locations.

- Easily monitor and measure results of continuous improvement initiatives.
- Utilize the quick, efficient drill downs and analysis of events to understand impact, root causes and define the ideal corrective action.
- Turn complex data into business insights.
- Easily sort data and use specific metrics that matter most to your operation.
- Plus, you'll have access to our print and mail experts who will help your organization:
 - Implement best practices.
 - Optimize operational processes.
 - Maximize equipment utilization.
 - Achieve higher levels of operational efficiencies.



Clarity™ for Print: Take a bold step forward.

**Monitoring critical
production print metrics
is essential for complete
operational success.**



With one system monitoring critical information across print and mail, Clarity enables operations to gain total control by:

- Optimizing printing system utilization.
- Improving operator performance.
- Gaining insight on job level performance, end-to-end.
- Managing paper and ink utilization.
- Reducing overall costs.

We do what others can't...and that's good for your bottom line.

BlueCrest is uniquely positioned to link analytics across print and mail into one consolidated view of machine and production optimization. What that does is drive greater overall operational efficiencies, which is a very good thing.

We'll give you:

Faster time to answers about key operational metrics and trends including:

- Printing system capacity.
- Operator performance.
- Ink and paper consumption by job.

Near real-time access to printing system data including:

- Consolidated view of performance measurements between printers and across multiple sites.
- Historical data presented with comparative trends.
- Service level agreement performance.



Clarity™ Scheduler: Never stop improving.

We won't.

Scheduler links a range of variables in near real-time, including available operators and equipment, jobs in production and planned downtime, into one dynamic schedule.

That constantly helps adapt to accommodate top-priority jobs. Delivering unparalleled capabilities, Clarity Scheduler self-optimizes over time, ultimately creating the ideal combination of operator and equipment for every job.



Drive productivity, business outcomes and growth.

Take your operations to the next level with Clarity™.

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