



# Look forward.

Optimize print and mail—  
adding power, flexibility  
and accuracy to your  
entire operation.

# Where message meets momentum.

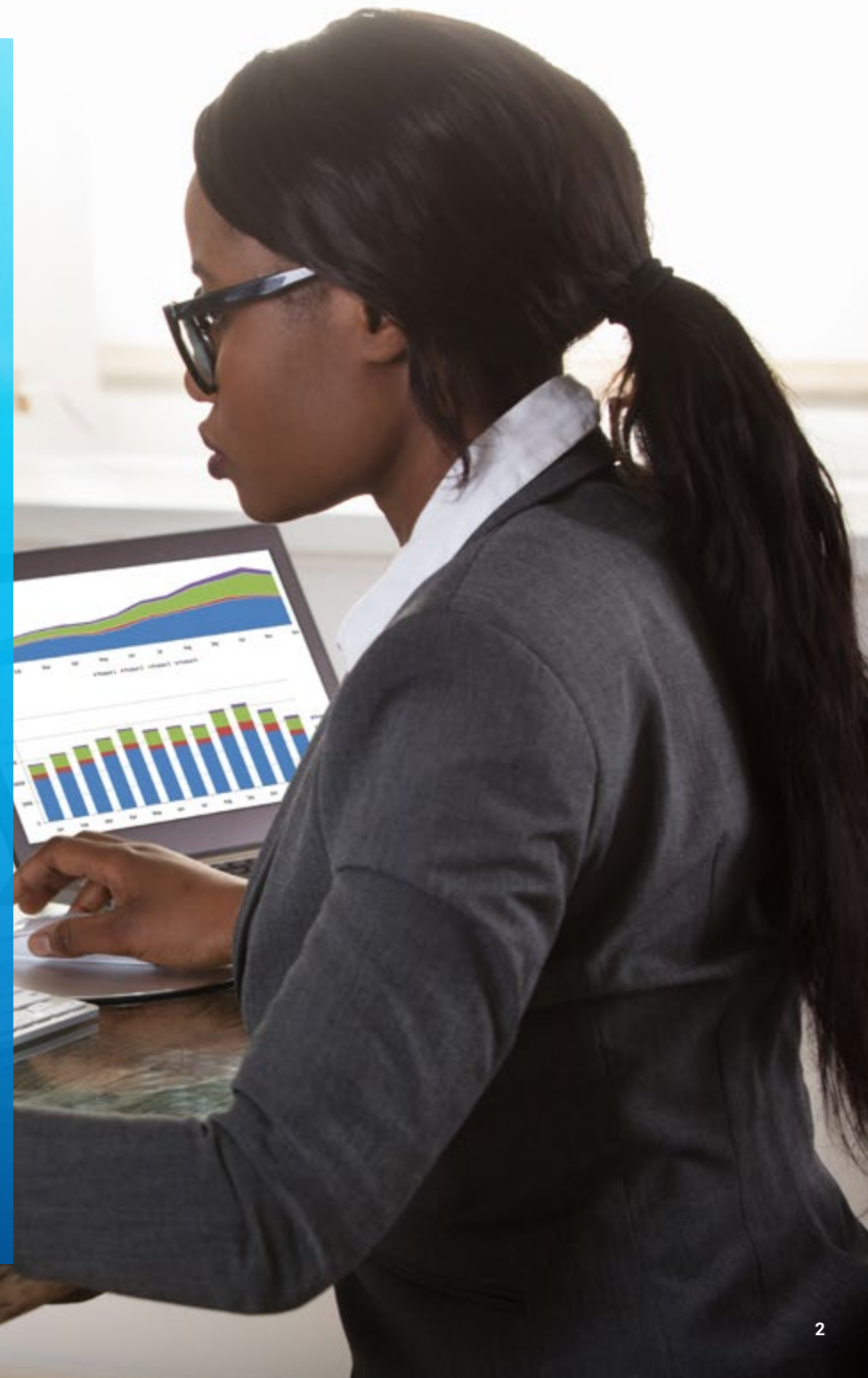
**No one can afford to stand still—especially in print and mail operations.**

Every day you face new demands and even greater cost pressures. Today, it's personalization, digitization and data complexity. Tomorrow, it's regulation, postal increases and higher labor costs.

While printers, inserters and sorters provide the engine, our software solutions provide the edge. BlueCrest is dedicated to advancing document messaging operations to meet the demands of the future. Empower your team to be smarter, faster, stronger—*better*.

As the market leader in production print and mail, our software solutions help you tackle your most pressing challenges.

▶ **Look forward.**



# Where speed meets precision.

Transform printstreams. Automate workflow. Maximize savings. Boost productivity. Our software solutions make every aspect of your operations more powerful, more flexible and more accurate—and can be deployed across your entire production floor.

Stand-alone modular solutions integrate easily with your existing technologies, adding value to the software and hardware you rely on today.

- Flexible
- Scalable
- Open architecture
- Device independent
- Cloud-based or on-premise



**INCREASED PERFORMANCE ACROSS  
END-TO-END PRINT AND MAIL WORKFLOW**



# Where innovation meets opportunity.

## See the big picture.

Our solutions collect billions of data points—tracking every aspect of print and mail efficiency. Analytics and robust reports provide the real-time insights you need to boost the performance of departments, jobs, equipment and staff.

## Pay attention to the details.

Maintain total control over every component, in every mailpiece. One-to-one barcode tracking ensures compliance, simplifies reprints and records an end-to-end audit trail of every job.

## See what others miss.

BlueCrest turns print and mail data into actionable intelligence. Quickly see what actions are needed to reduce costs, optimize resources and meet your SLAs.



## DISCOVER HOW YOU CAN:

- **Simplify compliance**  
Automate, monitor and document processes to deliver the right message to the right person, at the right time, every time.
- **Boost efficiency**  
Make the most of your production resources, eliminate manual workarounds and minimize downtime.
- **Optimize workflow**  
Gain real-time visibility, flexibility and control to ensure delivery commitments are met.
- **Reduce postal expenses**  
Sort, barcode and automate mail to obtain the lowest postage rates and easily access reporting and tracking.
- **Modify and enhance documents**  
Onboard new applications, enhance print-ready documents and gain greater efficiency.

# Simplify compliance.

As mailings become more personalized and complex, the possibility for error increases. Many communications require strict adherence to regulatory requirements that protect sensitive customer information. A small data glitch or a single page in the wrong envelope can result in severe penalties or fines, not to mention a less than optimal customer experience. Ensure that the right documents are mailed to the correct recipient, every time without fail.

## **Ensure end-to-end integrity.**

Achieve precise control over every step of the production process. Know exactly what happens to every page. Make timely corrections as needed. Verify that each mailpiece is printed, assembled and mailed correctly and on time. Track the entire process to create a complete audit trail.

## **Embed intelligence on every page.**

2D barcodes add a new dimension of integrity and insight. Attach a unique identity to every page to provide complete instructions for more accurate assembly and achieve true piece-level tracking.



## **VISIBILITY**

Track jobs in real time via a browser-based dashboard.



## **CONTROL**

Optimize job processing with a detailed Mailrun Data File.



## **ACCURACY**

Eliminate errors with automated setup and a closed-loop reprint process.



## **EFFICIENCY**

Manage deadlines and attain SLAs.



## **PROOF**

Quickly generate a mailpiece-level audit trail.



## End-to-end visibility.

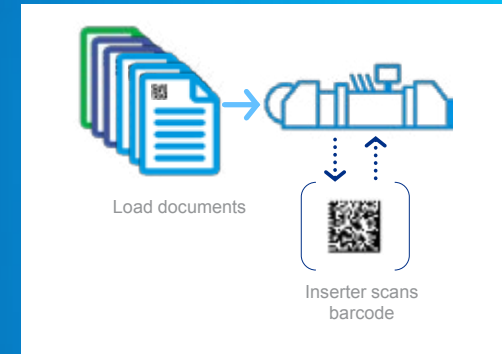
BlueCrest makes it easy to account for every piece throughout the entire production process.

- Assign a unique barcode ID to every sheet.
- Link document data, including recipient name, address and account number.
- Record detailed processing results for each document.
- Reject and reprint damaged documents automatically.
- Create a complete, searchable audit trail, complete with document images.
- Ensure consistency between print and digital communications.

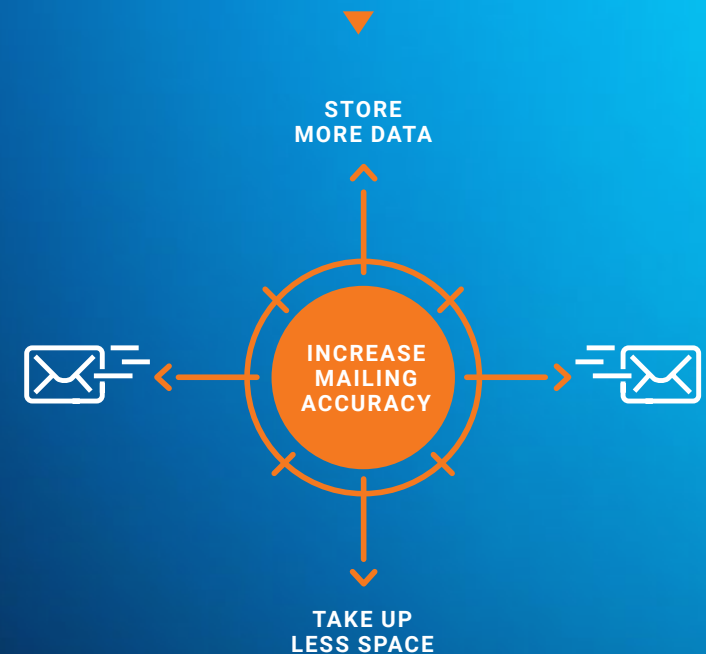
## More than accuracy: complete accountability.

Capture detailed data at every step to provide proof of process and comply with HIPAA and Sarbanes-Oxley requirements. Get instant answers your questions:

- Have any pieces been duplicated?
- Have all spoiled pieces been repaired or reprinted?
- Is every sheet in the correct envelope?
- Has every piece been processed?
- When and where was it processed and by whom?



## 2D BARCODES ADD A NEW DIMENSION OF INTEGRITY



### EXPLORE OUR SUITE OF COMPLIANCE SOLUTIONS

Output Manager    Enterprise Manager    Output Enhancement    OfficeMail    Production Workflow    Document Lifecycle Tracking

[VIEW ALL PRODUCTS](#)

# Focus on efficiency.

The pressure for productivity is intense. Faced with smaller job sizes, tight budgets, growing complexity and ever more stringent service level commitments, print and mail operations can't afford to miss a beat. To compete, you must be able to efficiently manage disparate jobs while you drive down costs and improve quality.

## Streamline workflows.

- Easily transform legacy applications to optimize asset utilization.
- Quickly and easily onboard new jobs.
- Create electronic output to support client preferences.
- Cleanse and sort addresses to reduce postal expense.
- Consolidate, commingle or split jobs to minimize processing time.
- Enable automated reprints and document-level traceability.

## Get the most value from your production assets.

- View the activity status of every asset in real time, so you can balance workloads and maximize capacity.
- Track jobs and workflow for SLA attainment. Identify the root causes of problems and implement predictive course correction in real time.
- Move desktop-produced communications to the production environment for greater speed, tracking and savings.



## SAVINGS

Drive down costs of material, labor and postage.



## SPEED

Automate processing steps to reduce cycle time.



## OPTIMIZATION

Make the best match between job, operator and equipment.



## INSIGHT

Predict and prevent and production bottlenecks.



## DYNAMIC SCHEDULING

Accommodate top priority jobs and meet critical SLAs.

## Gain a bird's eye view of your production process.

Access the detailed, actionable insight you need to keep your operation running smoothly. Monitor performance in real time and analyze productivity at the shop, job and mailpiece level for end to end visibility and control.

- Increase document integrity and flexibility.
- Optimize jobs to balance workloads.
- Tame complex production environments.
- Harness the full capability of your production assets.
- Accurately assess productivity of equipment and operators.
- Dynamically adjust schedules and workflows.
- Track production to achieve SLAs.
- Identify and correct the root causes of production issues.

## Open the door to continuous improvement.

- Connect sensors, equipment and workcells for 360-degree insight.
- Make better informed decisions on scheduling, workloads and prioritization.
- Identify potential bottlenecks—employing real time and predictive course correction to reduce costs and gain total control.



### REAL-WORLD RESULTS

A North American service provider achieved dramatic performance gains.

20%

OVERALL  
CAPACITY  
INCREASE



35%

IMPROVEMENT IN  
PIECES PROCESSED  
PER MAN HOUR

## EXPLORE OUR EFFICIENCY SOLUTIONS

- Output Manager
- Enterprise Manager
- Output Enhancement
- OfficeMail
- Production Workflow
- Document Lifecycle Tracking
- Postal Manifesting
- Clarity Optimizer
- DirectView Interface
- DirectView Dashboard
- DirectView Reporter

[VIEW ALL PRODUCTS](#)



# Fine tune your workflow.

Your customers expect greater value and faster turnarounds—even with shorter job runs. Enterprise-wide workflow optimization makes it possible. Job information flows seamlessly from document prep and scheduling to print production and insertion, so you can drive greater productivity, increase visibility and attain SLAs. Consider:

- Are you able to meet your SLA commitments?
- Do you have real time insight into job and device status?
- Can you quickly spot and remediate potential problems?
- How easily can you accommodate high priority jobs?
- Can you provide customers with accurate status updates?

- Can you create dynamic schedules across multiple operators, equipment and jobs?

## Work faster, better and smarter.

- Centralize control to see the big picture.
- Transform printstreams for processing on any printer or inserter.
- Manage delivery preferences and improve auditability.
- Ensure that resources can meet demand.
- Balance workloads and minimize idle time.
- Eliminate manual steps and time-consuming workarounds.
- Easily create and reuse customized workflows.



**INTELLIGENCE**  
Know the status of every job and device in real time.



**CONNECTIVITY**  
Automate handoff from one process to another.



**FLEXIBILITY**  
Transform printstreams for print or electronic delivery.



**PRODUCTIVITY**  
Utilize the full capacity of your production resources.



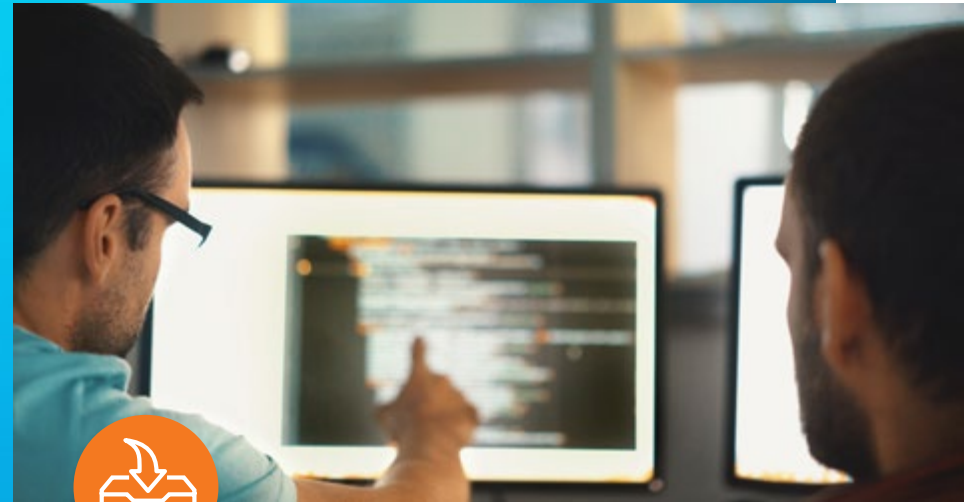
**PREDICTABILITY**  
Automate processes for consistent results.

## Access technology advancements.

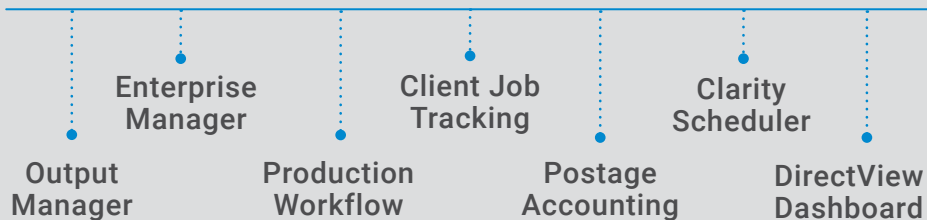
- Modular, device-agnostic tools make it easy to integrate new systems and applications, so you can compete more effectively.
- Easily adapt to customer needs and regulatory demands.
- Simplify onboarding of new jobs and offer more value-added services.

## Ensure business continuity.

- Respond with agility to unexpected workload spikes or emergencies.
- Understand all your options for disaster recovery and business continuity planning.
- Employ predictive course correction to ensure you never miss an SLA or delivery commitment.



### EXPLORE OUR COMPREHENSIVE SUITE OF WORKFLOW SOLUTIONS



[VIEW ALL PRODUCTS](#)

### TOP WORKFLOW CHALLENGES

**49%** Dealing with shorter print runs/ more small jobs

**35%** Document prep

**30%** Customizing workflows

**30%** Managing many workflows

**29%** Reducing turnaround time

**18%** Connecting islands of automation

Source: Software and Automation Trends in the In-plant Industry, In-Plant Graphics, 2018



# Mail smarter.

Today's mailings are increasingly sophisticated and time-sensitive, so postal optimization can provide a real competitive advantage. It's no longer just a matter of reducing postal costs. Optimization delivers an array of additional benefits—including greater flexibility, precise tracking and a significant reduction in return mail expenses—that no mailer can afford to overlook.



## FACT

Postage is the single biggest cost of physical communications.

### BlueCrest offers an array of optimization tools that help you:

- Reduce postage by commingling jobs and consolidating mailpieces.
- Ensure deliverability with address cleansing and validation.
- Maximize discounts with ZIP Code sorting.
- Enable tracking and synchronization with the Intelligent Mail® barcode.
- Automate compliance and easily produce an accurate IMb manifest for multiple jobs.
- Optimize cash flow with automatic, just-in-time replenishment.
- Lower costs by redirecting desktop mail to the production environment.

### Streamline delivery.

Get mail to recipients faster. With intelligent manifesting, you can increase efficiency with on-the-fly pallet and tag creation and induct finished mail pieces, even if the total mailing is not yet complete.

### Account for every cost.

Easily track information on postage costs for multiple time periods, jobs, machines, meters and production sites. Simplify postage costing, account management, reconciliation and chargebacks.

#### DISCOVER THE BENEFITS OF OUR POSTAL OPTIMIZATION SOLUTIONS

Output  
Enhancement

Postage  
Accounting

Postal  
Manifesting

[VIEW ALL PRODUCTS](#)

# Power up your printstream.

Faced with legacy applications, tight deadlines and shrinking budgets, many organizations struggle to provide fast, flexible turnaround on complex documents. BlueCrest helps you efficiently manage different PDLs, re-engineer layouts and make the most of any printstream, so you can:

- Onboard clients and applications more easily.
- Improve response rates by adding color, personalized, relevant marketing messages.
- Add intelligence to support advanced capabilities including barcode tracking.

## Make documents do more.

Meet evolving communications needs efficiently and profitably. Break free from the limitations of legacy applications to create more engaging communications.

- Revitalize black and white documents to exploit the capabilities of advanced color printers.
- Add personalized inserts to drive better response.
- Support multi-channel campaigns, digital self service and call centers.

## Get to print faster.

Quickly transform your customer's print-ready documents to any format you need—without extensive reprogramming.

- Enhance documents in real time for simultaneous processing.
- Split and sort jobs for maximum workflow efficiency.
- Distribute to any available printer at any production site.
- Seamless and secure interconnectivity between print production sites (internal or external) for business continuity.

## Improve quality while cutting production costs.

- Replace expensive, pre-printed forms.
- Add bar codes and OMR marks to automate processing and tracking.
- Support ADF requirements to enable automated reprints.
- Move desktop-produced communications to the production environment.
- Consolidate mailpieces to optimize postal discounts.



**MAXIMIZE**  
workflow  
efficiency.



**ENHANCE**  
productivity.



**QUALIFY**  
for postal  
discounts.



**UNLOCK**  
creative  
marketing  
strategies.



**EXTEND**  
the life of  
legacy  
applications.



# Software Solutions Portfolio

## OUTPUT MANAGEMENT

Powerful capabilities for transformation, re-engineering and enhancement of documents for optimized production and multi-channel delivery.

- **Output manager** provides real-time document processing, any-to-any printstream transformation and generation of electronic output across workflow across multiple formats and devices.
- **Enterprise Manager** provides output management, workload balancing, disaster recovery support and encrypted data transmission across multi-site, multi-tenant environments.
- **Output Enhancement** provides printstream re-engineering to modify and enhance print-ready documents, such as adding integrity, without changing the underlying business applications.
- **OfficeMail** moves desktop-produced communications to the production environment for greater speed, accuracy, tracking and cost savings.

## DFWORKS

Integrated solutions to monitor, measure and track the status of workflows, resources, jobs and individual mailpieces. It helps simplify and automate time-consuming production planning and analysis tasks.

- **Production Workflow** allows you to track jobs and workflow for SLA attainment.
- **Document Lifecycle Tracking** provides access to historical mailpiece production information for proof-of-process reporting.
- **Client Job Tracking** provides comprehensive tracking and reporting for print and mail operations with highly complex customer communications workflows.
- **Postage Accounting** manages postage chargeback accounting and funds in metered mail environments.
- **Postal Manifesting** enables intelligent mailing with real-time tray level postal manifest creation in mixed weight manifest environments.



## Software Solutions Portfolio (continued)

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### CLARITY SOLUTIONS

Accelerate results by ensuring maximum output and minimum downtime. Sensor data predicts and resolves equipment and operator issues before they occur.

- **Clarity Optimizer** enables real time and predictive course correction that allows print and mail operations to reduce costs and gain total control.
- **Clarity Scheduler & Partner / Integration** makes it easy to accommodate top priority jobs and meet critical SLAs with adaptive, dynamic, real-time capacity scheduler across print and mail.
- **Clarity for Print** enables print and mail operations to monitor critical production print metrics in order to optimize printing system utilization, improve operator performance, job level insight, manage paper and ink, reduce costs and gain total control.

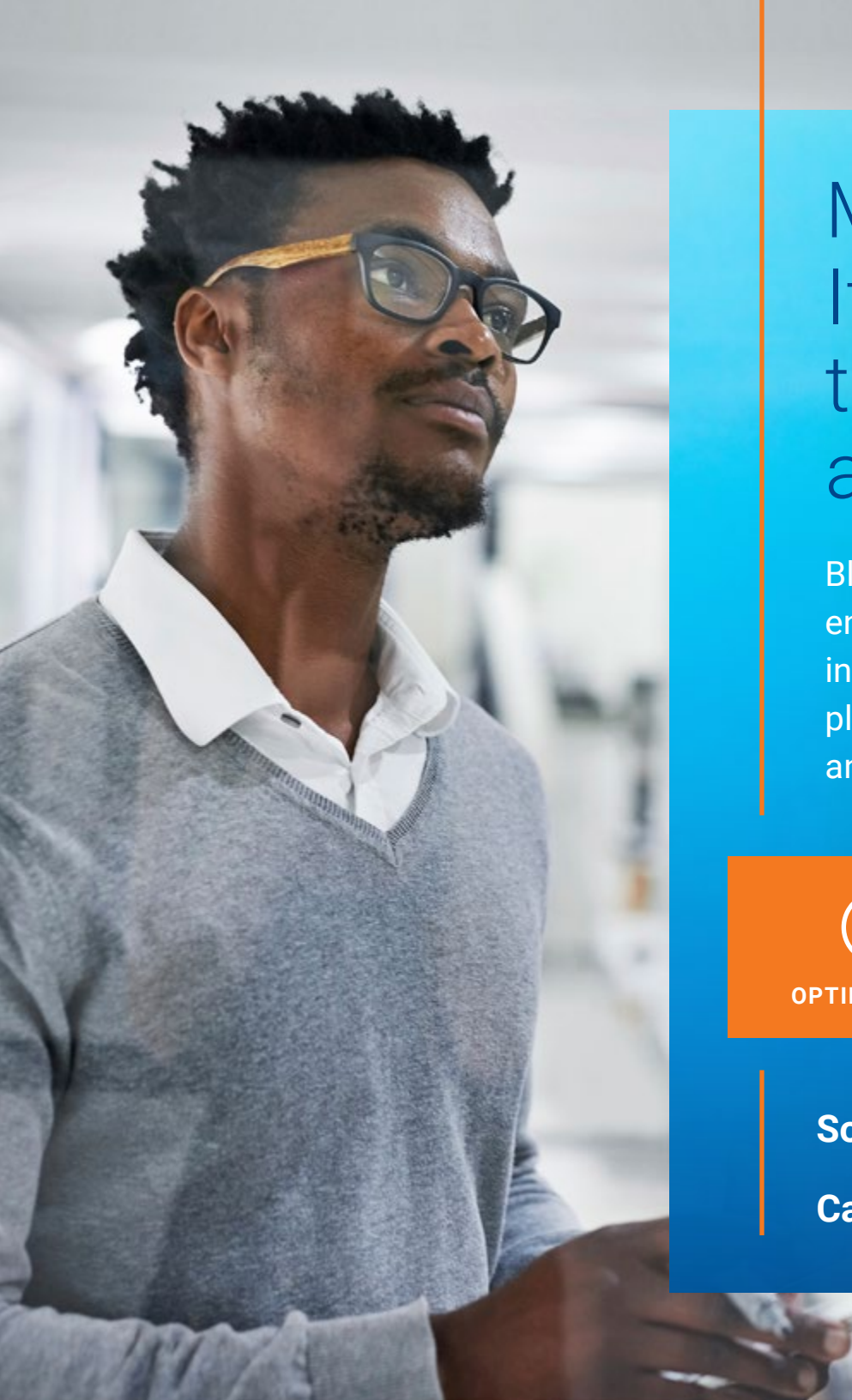
### DIRECTVIEW

Improve operations success by comparing actual performance to plan, understanding reasons why plan goals are not being met and determining what must be done to increase productivity.

- **DirectView Interface** monitors job progress and provides data analytics for immediate corrective action.
- **DirectView Dashboard** puts detailed workcell insight at your fingertips without the need to walk the production floor.
- **DirectView Reporter** helps you measure and manage the root cause of productivity losses.







# Momentum. It's what you need to grow, prosper and move ahead.

BlueCrest solutions integrate and inform your entire enterprise to provide the tracking, status intelligence and intervention options you need to plan proactively, operate efficiently, react quickly and respond to customer needs effectively.



OPTIMIZATION



COMPLIANCE



EFFICIENCY



SAVINGS

**Solve for today. Prepare for tomorrow.**

**Call 877-406-7704**



#### About BlueCrest

BlueCrest, formerly the Document Messaging Technologies division of Pitney Bowes, is an independent technology company with a long tradition of global leadership in enterprise print, mail and customer communications. We take pride in many long-term client relationships with some of the world's largest high-volume mailers, postal organizations and parcel logistics companies.

Our more than 1,500 employees and 1,000 certified technicians worldwide help our clients drive operational efficiency and effectiveness with mail, print and data management software that optimizes communications and innovative IoT technology with real time predictive analytics to boost productivity.

#### Bluecrest Inc.

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