

Díjbeszedő drive growth in new markets with TransPromo solution



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Gábor Jelinek, deputy CEO of Díjbeszedő Holding Zrt.

Telemail's rise to premier status

Having produced and distributed over 110 million documents in 2009, Hungary based Print Service Provider DÍjbeszedő is a national market leader. Following an international strategy, the company plans to expand into the Central European region. When considering the right technology to help them achieve this, GMC Software Technology came first in every respect, says Deputy CEO, Gábor Jelinek.

Successful growth

DÍjbeszedő was founded in 1949 as a support service for a Budapest energy supplier. Reading gas and electricity meters, producing customer statements and collecting payments, established DÍjbeszedő as one of the first outsourcing companies with an extensive portfolio of services in the Utilities industry.

After the privatization of both utility and outsourcing services in the mid 90's, DÍjbeszedő was able to add additional services to its portfolio providing a factoring service as well as both offset and digital printing for the production of bills and statements. Today the company is a leader in the



DÍjbeszedő's goal to expand in new markets required new thinking and a stronger solution to see them through to success

Hungarian outsourcing market, and serves approximately 160 customers from the Financial Services, Utilities and Telecom industries, turning over €40 million per year.

New markets, new thinking

In order to maintain their strong market position, a clear goal for the company in 2009 was to break into new markets specifically in the European region. They looked to do this through expanding their offering to full color printing as well as introducing TransPromo documents – producing statements and bills that incorporated customer relevant promotional offers.

As an initial step, Deputy CEO, Gábor Jelinek, made the decision to implement a new Océ Colorstream 9000 series printer, the first in the CE region. DÍjbeszedő quickly recognized that they needed to reconsider their current software in order to fully exploit the capabilities of their new printer and successfully achieve the end goal.

In addition, the lack of interoperability between their new printer and previous software meant that new applications such as TransPromo were extremely complicated to develop.

A big leap in the right direction

With the goal in mind, DÍjbeszedő made a strategic decision to implement GMC Software Technology.

“In the end, it was clear that we had to choose GMC Software Technology. It was by far superior to other products; more productive and more reliable. Built to deliver high-end TransPromo applications, the software enabled us to utilize full color with a highly intuitive design interface and automated processing. The pay-off with GMC Software Technology was obvious right from the start”, states Gábor Jelinek.

Transpromo continues to grow

Jelinek continues to state that there is a huge market for Transpromo services across Central Europe and that it will be a rapidly growing phenomenon in the future. “The growth of TransPromo is evident, as nearly every tender for printing services requests TransPromo to some extent.”

Many of DÍjbeszedő's clients have been keen on the concept of TransPromo statements, thus making DÍjbeszedő's decision to move to a highly reliable and effective solution even more prominent. DÍjbeszedő is now seeing continued benefits from communicating the transpromo opportunity to their clients. Current applications are already in use in a utilities company as well as with the Budapest Bank.

GMC enables international growth


Another factor that played a central role in Díjbeszedő's decision to implement GMC is their focus on developing an international strategy. Díjbeszedő entered the Romanian market in 2010, acquiring two companies in that region, one in Cluj and another one in Bucharest. Together with the existing capacities in Hungary and a small site in Moldavia, the Díjbeszedő group will therefore raise their production from 110 million documents to around 200 million in 2010. "We want to be a market leader in the Central European region, not only in Hungary", says the deputy CEO. "This region represents a large market potential to us, since it is not as highly developed and covered as the Western European regions will be. Many of our customers' seek one PSP to service all their operations, wherever it may be. That's exactly what we deliver."

The entrance into new geographies directly influenced Díjbeszedő's software choice. "We were looking for a platform that could be used in all our sites and still maintain a high level of performance. One of our companies in Romania was already using GMC, and in order to gain economies of scale there was no doubt that the GMC solution should be implemented as our central and only customer communications platform."

Ease of installation and migration

"The question of installation and migration from old to new is always a sensitive point", says Díjbeszedő's IT manager Zoltán Kárpáti. "In the case of GMC, we were more than satisfied in every respect." At Díjbeszedő, installation and basic training was completed within 2 months and in September 2009, after only 5 months, they were ready to start the migration itself. "We can without doubt rely on the GMC training and service at any time", he says.

Díjbeszedő are now able to create a larger output with the same resources. Kárpáti states, "the capabilities that GMC Software provides, enable us to combat the challenges we face and seize new opportunities giving us a much faster return on our investment. The value that GMC delivers, is unrivalled by any other in the market."



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2010.09.25 K.I./P.C. dátummal

ADATOK

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 Lakcím: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Számla azonosító: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Számlanév: FOLYÓSZÁMLA BY HUF
 Devizacím: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Bankszámlaszám: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Nemzetközi (BAN) szám: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Eladóműködési időszám: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Kivonat kelte: 2009. szeptember 25.
 Kivonat sorszáma: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

GYORS ÖSSZEFOGLALÁS

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Jóváírás:	1 967 090 Ft
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TRANZAKCIÓK

Értéknap	Könyvelési nap	Tranzakció	Nyitőegyenleg:	Térhelés	Jóváírás
2009.09.25.	2009.09.25.	Fopadott tételel GR88846387 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	-4 805 430 Ft		92 090 Ft
2009.09.25.	2009.09.25.	Fopadott tételel GR88846386 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX			1 825 000 Ft
2009.07.14.	2009.07.14.	Bejuttatott papíros irás: K050440701 Becsülés időszaka: 28105 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX			0 Ft

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Personalised offers as a regular part of account statements: Budapest Bank is convinced about Transpromo marketing as part of their transactional printing.

„The value that GMC delivers is unrivalled by any other in the market.”

Zoltán Kárpáti, IT Manager of Díjbeszedő Holding Zrt.

Key facts

Client

Díjbeszedő Holding Zrt.: Leading print service provider in Hungary providing both offset and digital printing for the production of bills and statements.

Challenge

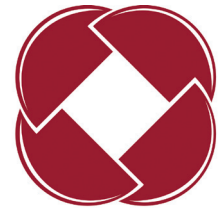
To break into new markets specifically in the Central European region through expanding their offering to full color printing as well as introducing TransPromo documents.

Solution

GMC Software technology enabled the use of full color and TransPromo with a highly intuitive design interface and automated processing.

Results

Díjbeszedő were able to take advantage of new opportunities quickly and see a faster return on investment. Initial setup was completed in 2 months enabling them to achieve economies of scale immediately.



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