

Orda Print Delivers TransPromo Value for Bezeq



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Yaron Assael, Business Development VP., Orda Print

PrintNet Makes TransPromo Profitable

Israel-based Orda Print Industries Ltd specializes in transactional printing for the telecommunications and finance sectors. To keep its competitive edge, Orda invested in TransPromo production and now offers TransPromo communications and sophisticated direct mail promotions to over 100 clients.

“For the rest of the world, TransPromo is the next big thing. In Israel, it is already almost the standard,” explained Yaron Assael, Orda Business Development VP. “Israeli companies tend to be receptive to new technologies that can rapidly provide added value by enhancing product quality, while also increasing revenue”.



Investing in the latest technology ensures that Orda deliver more value to their customers

Color makes a difference

“After the first company adopted TransPromo, it immediately became the standard for that firm,” said Assael. “Companies didn’t want their customers to receive regular black and white transactions when others were receiving full color mail pieces that included attractive marketing offers. Today, it’s unusual for customers to receive any promo piece in black and white because all major institutions in Israel are printing full color TransPromotional documents.”

Challenges and Opportunities

Driven by the need to make the design and revision of complex variable applications easier, in 2007 Orda began investigating newer, more capable technologies after years of using the same composition package. Other requirements were full process automation, processing improvements and the desire to offer customers more marketing value.

While the search was on, Orda won a major tender to produce TransPromo documents for Israel’s largest telecommunications company. “It was clear to us the job should be designed by the new software,” said Assael.

Complexity made simple

The new order offered great opportunities but serious challenges. The chosen software had to support complex, performance-sensitive data files; selective inserts based on customer segmentation; multiple input and output formats; multiple languages (Hebrew, Arabic and Russian); and business rule calculations. Hefty input files of more than 3 GB each needed powerful software to keep them under control. A real time testing environment was also required to evaluate four versions of the variable application. Orda soon realized that most software could not meet such complex requirements.

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Better than the rest

“After a brief period with a competing software, we found it was not mature enough and the Hebrew support was not completely tested,” said Assael. “Because of the new project’s intense schedule, we decided to switch immediately to GMC to print hundred thousands of transactional pieces for the new client. We started working with GMC at the beginning of 2008 after PrintNet proved more effective than the closest competitor’s software.”

The software is designed to quickly and efficiently set up complex print jobs involving a plethora of variables from multiple data sources. The application also accommodates the three languages – Arabic, Russian and Hebrew – in the same run, automatically switching to left-to-right reading for Hebrew and English text.

Adding Value

PrintNet helps Orda add value to client communications. The telecom customer’s TransPromo statements, for instance, can include virtually unlimited, relevant, variable messages and content – even in multiple languages – within the same job.

With PrintNet variable logos support different branding strategies and dynamic charts and banners are inserted. There are opportunities for cross-selling and showcasing new services and selecting information based on customer segmentation.

Orda can also now provide a real-time testing environment and reports for evaluating different versions of an application.

Fast, Flexible and Easier to Use

Orda's previous print software couldn't handle complicated mail merging and sorting, forcing it to outsource some projects. With PrintNet, Orda keeps more work in-house, saving money and increasing control.

PrintNet is easier to use too. According to Orda's in-house IT specialists, changes and edits to existing jobs and programming new ones – previously time-consuming and complicated tasks – are now quicker and easier. Added to PrintNet's processing power, this gives a faster time to market for deadline-driven TransPromo documents.

Increased capacity and productivity

The variable TransPromo workflow involves a number of input and output formats, which PrintNet can automatically handle simultaneously, enabling Orda to deal with formats like AFP, PDF and HTML which it couldn't before. This facility has increased capacity and productivity. Work can proceed continuously un-

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interrupted, even at night, weekends and holidays. Projects are finished faster, so Orda can accept more jobs and thereby grow sales.

Print, electronic – Let the customer choose

Flexible output support is also necessary for hardcopy and electronic formats. Archiving requires statement data streams as AFP output, while three different product lines are printed on three different paper sizes: 17", C5 and A4. PrintNet accommodates the modifications needed to run all applications consistently, without interrupting the workflow.

As some customers prefer e-invoices, PrintNet generates electronic PDF versions of the TransPromo statements, with "on the fly" links to relevant promotional mini-sites.

20 Million Documents a Month

"PrintNet T gives us full support for our full color activity, which is really complex," Assael said. "We print mainly transactional documents and sophisticated direct mail, running about 20 million variable data documents a month, many of them in full color." Applications include customer statements, invoices, checks, promotional inserts, coupons, letters, and TransPromo statements for the telecom and banking business.



High volume full color inkjet printing, eliminate the need for pre-printed paper

"PrintNet handles the IJPDS files for the Kodak engine efficiently and helps reduce files sizes, and therefore the downtime, for those printers."

Orda reports that graphics quality has vastly improved, thanks to PrintNet's advanced color management expertise. Files are easier to handle and resolution is consistent.

Process Automation

PrintNet has fully automated the TransPromo workflow, cutting costs, human errors and turnaround times.

"Our automation abilities were really poor. Now, Performance is much better. Using PrintNet PA, we handle complicated jobs automatically, processing files after working hours, on weekends and during holidays. Business rules are handled quite easily, and the process automation lets us take in many inputs and simultaneously process them into a choice of outputs," continued Assael.



Streamlined production, adds quality and efficiency

Extra service, reduce costs

Since adopting PrintNet for TransPromo, Orda has cemented its leadership in a very sophisticated market. Every day its customers benefit from stronger communications and measurable results, while Orda Print reduces costs, improves productivity and records a significant return on its investment.

Key Facts

Client

- Israel-based Orda Print Industries Ltd. is a large printing company publicly traded on the Tel Aviv Stock Exchange
- Business focus is transactional printing for leading telecommunications companies and banks
- Applications include statements, bills, coupons, letters, and promotional programs

Challenge

- Produce TransPromo documents for leading telecommunications company
- New business with complex requirements
- Need sophisticated data handling and full automation capabilities
- Real-time testing, supporting four languages
- Selective inserts, and performance-sensitive input files
- Online proofing and approval

Solution

- GMC PrintNet allows Orda to do the complete job in house
- A single operating platform streamlines the whole process
- The software handles all personalized document applications, data input and output formats, printing and delivery
- PrintNet manages all complex projects seamlessly and quickly

Results

- Fully automated process that runs 24 hours a days 7 days a week
- Error and defect free production
- Large, complex jobs produced faster and cheaper
- Work viewed and approved electronically, in real time
- Orda now has a leading edge in the market
- Most importantly, their customers are happy too



Traditional transactional documents provide customers with a record of their activity



Documents are designed to match the customers lifestyle, delivering vital information and personalized marketing offers

GMC Software helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning software serves thousands of users worldwide and is based on ISO 9001:2000 certification and CMMI development methodology.

GMC Software The Standard in Personalized Communication

GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

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