

ABnote Launches TransPromo Platform for Brazilian Bank Bradesco



“GMC PrintNet is unique in allowing us to add both color and intelligence to a print spool.”

Ronaldo De Marchi, Graphic Director, ABnote S.A.

GMC CASESTUDY

Industry Finance

Application Transpromo

Client ABnote

GMC PrintNet Cuts Pilot Project Cycle Time

American Banknote is one of the world's leading secure document printers, generating \$2 billion each year from its global operation producing credit card and bank statements plus other transactional black and white printed correspondence. Its Brazilian operation – ABnote SA of Sao Paolo – is a pioneer in the implementation of TransPromo communications.

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Testing TransPromo

At the 2008 TransPromo Summit in New York, Bradesco, one of the world's largest banks, and ABnote, its transactional print service bureau, were on a fact finding mission to assess the value of adding promotional or educational messages to transactional correspondence.



“We believed that developing a TransPromo communications platform would represent a competitive advantage for us,” commented Marcos Vilanova, Executive Superintendent of Bradesco's Investment Department. “The involvement of America Banknote, a trusted partner, and the support of HP and GMC allowed us to run an affordable pilot, making the decision to proceed relatively easy.”

Consequently, American Banknote installed its first HP Indigo press and the GMC PrintNet software suite in August 2008. “We were already interested in migrating some of our black and white work to full color,” said Ronaldo De Marchi, Graphic Director of ABnote S.A. “It was exciting to find a customer that not only wanted to move to color, but also saw the benefit of TransPromo in creating a better experience for its customers.”



Systems are in place to track every statement guaranteeing 100% production reliability.

Short Timeline

GMC then set to work to help ABnote meet its tight deadline. “The pilot project had an amazingly short timeline,” explained Didier Rouillard, GMC's South American General Manager. “Within a month and a half we had hardware and software installed, people trained and the application tested. This is a process that often takes many months, but with the sense of urgency at Bradesco and an efficient implementation team, we were able to compress the process.”



1 Million TransPromo statements will be produced to calculate the ROI.

20,000 pilot TransPromo statements were in the mail in September with Bradesco seeing preliminary results in October. Additional test runs of 500,000 statements in October and again in November provided a good base for assessing the ROI. “Bradesco is not disclosing the exact figures,” Rouillard added. “Suffice it to say they were very, very pleased with the results.”

For ABnote, De Marchi was quick to point out that despite the speed of the pilot project, it was still a complex process: “It involved nine bank departments, 12 prototypes and 20 meetings between three companies. We congratulate Bradesco's management for their vision of how TransPromo can transform their customer relationships. That was clearly a key enabler in our ability to move this fast.”

Managing the Datastream

The corporate IT resource needed to restructure the data for production printing is one potentially time consuming and expensive aspect of a TransPromo project. “In our case,”

said De Marchi, “we were already receiving formatted statement data for the black and white statements in an AFP data stream. There are many ways to convert an APF spool into other formats, but unique to GMC is the ability to ingest an AFP exit spool, analyzing it for the wide range of data required to effectively generate TransPromo communications. This allowed us to take on the data formatting task, eliminating the need to utilize Bradesco’s busy IT resources.”

He explained that operators can intercept the AFP exit spool and examine it for both relevant data and unused white space on a record-by-record basis. “This means we can identify both

“Color TransPromo trials produced considerably higher results than black and white documents. Suffice it to say that the management was very, very pleased with the results.”

where to put messaging on each statement and what messaging to use, right from the spool data. We can also add color to the transactional data and to any images. GMC PrintNet is unique in allowing us to add both color and intelligence

to a print spool in this manner.” PrintNet’s tight integration with the HP Indigo Production Manager further streamlined the process.

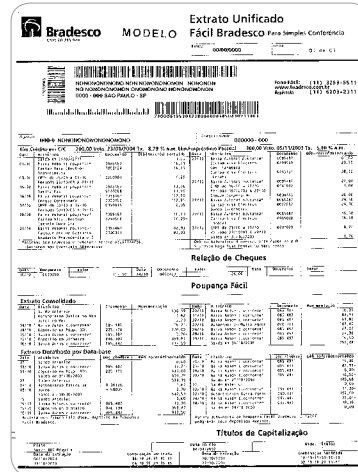
Completed early

De Marchi pointed out that this, with the close collaboration of all the partners, speeded up the pilot – originally scheduled for November but completed two months early. The project also laid the foundation for future development. “Once the results are in and the value of TransPromo is justified for Bradesco, we will work with them to redesign the process to a more sustainable level to allow more segmentation and flexibility,” he said.

GMC’s clients were particularly pleased with level of customization the software made possible. PrintNet allowed them to not only examine the data, but also to apply business rules based on specific customer profiles.

Where next?

Bradesco is examining the results of the pilot before deciding on the next step, but is clearly interested in the future potential of TransPromo communications throughout its business.



Black and white statements provide functionality and the perfect platform to add marketing messages



Messaging is limited with text



Images and color enhance the message and increase response rates

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Key Facts

Client

- ABnote S.A. a public company listed under abnb3 ticker at Bovespa-Brazilian Stock Exchange.
- A leader in transaction printing for the Brazilian market

Challenge

- Bradesco, one of the world's largest banks, was seeking a way to make its customer communications more effective, and to differentiate itself in the marketplace.

Solution

- ABnote, Bradesco's business partner leveraged GMC Software Technologies' PrintNet suite to pilot the conversion of Bradesco's transactional documents, including credit card and bank statements, to a TransPromo model, for printing in full color on HP Indigo digital presses.

Results

- A pilot TransPromo mailing was launched in a record 90 days to 20,000 Bradesco customers, with an additional million customers added over the following two months.
- This rapid development cycle was enabled by the ability of the PrintNet suite to manipulate a formatted AFP data stream, eliminating the need to reprogram the entire statement data stream.
- Bradesco was pleased with initial results and is determining how best to roll out the program to its entire base.



Customer understanding enables targeted marketing and communication with TransPromo

GMC Software Technology 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 PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month – including direct mail, statements, bills, policies, catalogs, correspondence, marketing and transpromo materials.

PrintNet™ The Standard in Personalized Communication



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