

Redi-Mail Gains Competitive Edge, New Business with PrintNet™ Software from GMC Software Technology

As a leading provider of marketing support services, Redi-Mail Direct Marketing combines world-class technology with secure, state-of-the-art data management and production to offer multi-faceted marketing program services to America's top companies and their advertising agencies. Ranging from the highly regulated financial services and pharmaceutical industries to non-profit organizations, Redi-Mail provides end-to-end solutions that include list generation and sourcing, database management, website development, imaging, and personalized document production and fulfillment services.



Easy job setup and maintenance

Besides direct mail and fulfillment, Redi-Mail specializes in the complex workflow and infrastructure needed for personalized direct marketing, like database hosting, website hosting and sample fulfillment. Redi-Mail offers comprehensive one-stop service for direct mail campaigns that simplifies life for its clients. "Customers choose Redi-Mail because we do more than just put stamps on envelopes," said Allen Spokane, Redi-Mail Vice President of IT. "They like our flexible outlook. We take on things that others can't do."

Expanding Opportunities & Service with PrintNet Personalization Capabilities

Redi-Mail prepares over five million mail packages a week for marketing agencies and other clients in automotive, banking, retail, insurance, non-profit and pharmaceutical industries. To stand out and connect with their markets, these companies want to send sophisticated communications that are highly relevant for recipients. With the implementation of PrintNet, Redi-Mail was able to expand their print-on-demand capabilities in existing markets, and also able to increase business opportunities in new markets.

Doing the Impossible

Today Redi-Mail measures the ROI from PrintNet in terms of being able to do what wasn't possible before. "Being able to produce and deliver projects much faster is an important part of the ROI," explained Spokane. "But more importantly, we are able to offer customers the latest technology in personalization and customization that many of our competitors cannot deliver. As a result, we've been able to significantly grow our business across various industries and disciplines."

Key Facts

Client

Redi-Mail is a leading provider of data management, direct marketing, mail and fulfillment services that help customers produce and distribute millions of strategic personalized communications.

Challenge

Redi-Mail wanted to upgrade their capabilities to capture and manage more variable data and meet customers' requirements for more personalization.

Solution

PrintNet helped Redi-Mail provide state-of-the-art personalization capabilities, along with scalability to handle growing volumes of direct mail and fulfillment work.

Results

Now Redi-Mail layout staff can create variable documents much faster, and PrintNet online proofing helps turn jobs around more quickly. Most importantly, Redi-Mail is now able to tackle jobs that weren't possible before, thus growing the business.

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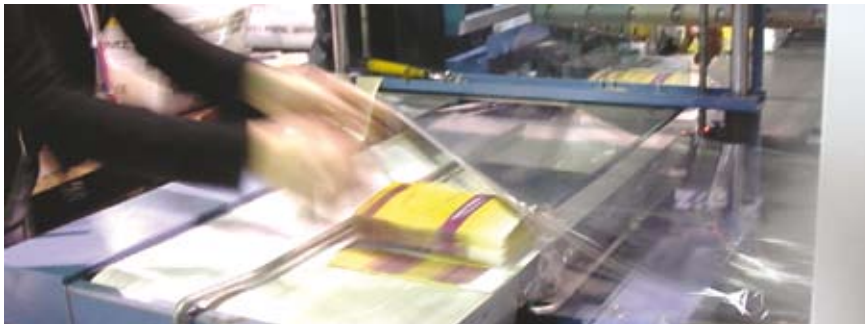
“With PrintNet, we are doing things we couldn’t do before, like changing variable signatures, logos and images on the fly,” Spokane said. “For example, if a mail piece is targeted to family SUV automobile drivers, we are able to print appropriate images and offers, while a similar direct mail piece to younger, single SUV drivers may warrant a different set of imagery and messages. And, of course, you want to do this in real time as you actually produce each piece. PrintNet can easily handle this.”

Faster Set Up for Complicated Jobs

“Ninety-nine percent of our set up time is involved with integrating variable data with copy, and PrintNet helps the set up staff work much faster in bringing variables such as data and custom content together,” Spokane observed. Another feature PrintNet offers is online proofing. This saves time and money, and increases the convenience and approval process for Redi-Mail customers. “With PrintNet, we can automatically send a PDF to a client and give them a live hardcopy. Multiple back and forth reviews of hardcopy proofs have been eliminated.”



Full production and fulfillment



High volume, high speed job support

The Value of Personalization

As personalization becomes more popular, and the volume of direct mail campaigns grow, Redi-Mail understands the value PrintNet has to scale for larger jobs. Today their jobs typically number several million pieces, all variable to some extent. “Because PrintNet software is so robust, we are comfortable running millions of images,” said Spokane. Redi-Mail’s print on demand workflow includes Océ continuous feed printers and Xerox cut sheet printers. PrintNet outputs the data stream to either printing platform without modifications.

The trend of personalized direct mail shows no signs of fading. If anything, it hasn’t even come close to reaching its full potential. With PrintNet Software, Redi-Mail is prepared to grow with their customers and continue as a leader in the challenging world of variable data publishing.

About GMC Software Technology

The New Standard in personalized communications, GMC Software Technology’s PrintNet software suite is a powerful, integrated solution for designing, composing and producing customized print and electronic documents. PrintNet software features ease of use and implementation, advanced data input and handling, platform and printer independence, and multi-channel output support for rapid application development and time-to-market advantages. GMC is a global company, headquartered in Switzerland, with offices throughout Europe, the US, Canada, Latin America and Asia. The GMC group of companies employs Carnegie Mellon Institute’s Capability Maturity Model® Integration (CMMI) for total quality assurance, and is ISO 9001:2000 certified.