

Active Data Services

Active Data Services provides document-intensive applications for compliant-centric industries. They now rely on Pitney Bowes inserting systems and software to meet the increasingly complex needs of the clients they serve.

CASE STUDY



SUMMARY

Some service bureaus help clients with a small portion of their document management. One provider, Active Data Services, offers end-to-end support—helping organizations manage data, generate documents and capture customer responses.

Active Data provides advanced data and document services that help organizations connect with their customers. At their state-of-the-art integrated document facility in North Carolina, they process over 30 million documents a month, including invoices, claims, enrollment materials and medical records. All applications support a hybrid deliver-and-capture model that involves traditional mail and newer Internet options.

As they strive to deliver the most flexible, scalable and integrated communication services in the industry, Active Data is always willing to make changes that will benefit their customers—including a comprehensive technology upgrade.

“Our company had deep ties with another technology provider, a relationship that went

back years. But that relationship could no longer keep up with our clients’ needs,” explains Peter Ransome, Executive Vice President and Chief Marketing Officer. “We switched over to Pitney Bowes for two reasons: efficiency and integrity. We needed to save our clients money, and do so in a way that we could sleep at night. Knowing that each document is delivered on time, on budget and in the right envelope provides a true competitive advantage.”

Two-for-one swap boosts efficiency

Active Data Services replaced two mail finishing systems with one FPS™ Split Drive inserting system. “The Pitney Bowes system runs much faster and can handle twice as much volume as the system it replaced,” notes Mike McSwiney, Director of Output Operations. “That means we can serve our clients better with fewer operators.

“The new split drive technology increases our uptime, too. If the ultrasonic sensors detect any issues, such as an envelope flap not open, it diverts those pages to a separate folder. Problems are corrected while the system continues to operate at full speed.”

Challenge

Grow business by providing document integrity at the lowest possible cost.

Solution

A switch to the more advanced Pitney Bowes technologies helped achieve 100% accuracy while saving on each and every piece..

In-track sensors provide for greater integrity

Serving clients in the healthcare, financial services and telecommunications industry, it is important to make sure that the right message gets to the right person every time. "Our goal is 100% accuracy for each piece mailed," Ransome explains. "Before Pitney Bowes, it took a great investment in people and processes to achieve the integrity we needed. Now, the FPS inserting system tracks each data element and document through the mail process. We can verify and validate performance at every step."

Software simplifies overall management

Active Data Services delivers data and documents in any format—including print and electronic—and they rely on Pitney Bowes Production Intelligence® software to manage output and streamline their operations. Solutions such as Virtual Intelligent Presentation™ (VIP) allow them to achieve any-to-any printstream transformation, for example, so they can balance workload across a mixed fleet of printer technology in their operations for maximum productivity.

Active Data also relies on Pitney Bowes DFWorks® Postage Accounting Module to cut down significantly on the time it takes to balance and reconcile postage funds," details McSwiney. "Plus we can now track productivity across the board – the number of piece per operator, per shift, per machine. Pitney Bowes provides the insights we need to grow and expand more efficiently."

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Peter Ransome, Executive Vice President and Chief Marketing Officer, Active Data Services

RESULT

"Pitney Bowes allows us to provide greater integrity at lower costs," summarizes Ransome. "From the standpoint of satisfying customers and gaining a competitive advantage, the switch to Pitney Bowes technology has been great. They truly understand our strategic objectives."

Active Data Services plans to continue trading out legacy platforms and adding new Production Intelligence software in the months ahead. "We are already saving 18% per piece," McSwiney adds, "and once we completely convert our shop over to Pitney Bowes, we expect to realize a 36% reduction in inserting costs."

"We're very happy with our decision," Ransome concludes. "Pitney Bowes offers a clear technology roadmap, a true partnership and excellent support. Their approach to the mailstream, through presort services, software, workflow automation, electronic document prep, information management... it's a holistic approach. We don't see anyone else in the market that can offer such comprehensive support to a leading Business Process Outsourcing firm like ours."

"Put simply, we rely on relationships like the one we have with Pitney Bowes to gain market share and grow our business margins."

The Pitney Bowes advantage

Advanced technologies provide the flexibility and confidence needed to satisfy clients who demand the highest level of integrity.



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