



Mail Piece Integrity

There was a time when customer concerns about mail piece integrity were limited to making sure that the number of pieces mailed matched the number of pieces printed. But today there is an emphasis on security and privacy that ups the ante on document integrity by adding the element of regulatory compliance.

Companies that process documents containing confidential medical or financial information are expected to have systems in place that prevent security breaches from happening. And they must be able to respond to inquiries about the handling of individual documents along with the ability to pass customers and government audits. Even if a service provider is not directly involved in the delivery of medical or financial services, they are often considered business associates under the government guidelines. Business associates must comply with the regulations, submit to audits and investigations, and may also be liable for fines or penalties if they are shown to lack adequate security and control processes.

The clipboard method of mail piece integrity won't pass muster! Imagine yourself trying to explain a privacy breach to your customer or a government investigator. Pointing out that you accounted for all the envelopes in the output trays is pretty weak. Especially when a patient or banking customer has reported they received someone else's confidential information in the mail, along with their own.

With no camera-based systems to provide piece-level tracking information, responding to inquiries about individual incidents becomes impossible. Assuming all the pages were correctly finished because no errors were noticed isn't good enough anymore. What is necessary is a verifiable record of the disposition of every page, mail piece, and reprint that was processed through the shop.

Even if there is no complaint, a mailing operation with inadequate quality controls can be at risk. Mail service providers can lose customers who are seeking vendors who can provide greater tracking capabilities as part of their risk-aversion strategies. And in-house mail centers that pose a risk to the company can become targets for outsourcing.

DDS customers who have installed our versatile *iDataScan*™ systems are not only able to retain their profitable transactional document processing work; they are also poised to expand into markets where the privacy and security of confidential data is protected by government regulation.

Mail piece tracking and accountability are quickly becoming the minimum requirements to attract *all types of mailed communication business*, even in applications where it has never been of great concern before, such as direct mail advertising. Companies utilizing sophisticated data analytics and appended demographics to create highly personal marketing pieces are seeking some of the same types of tracking and control technology that has been common in the transactional document world. The value of personalized marketing pieces that are tied to similarly personalized content delivered via multiple channels is much higher than the generic direct mail of the past. Marketers are insisting that every piece is finished accurately and delivered on time.

The loss of print and mail volume due to inadequate quality controls is preventable. A modest investment is enough for most companies to get started, allowing them to add components and capabilities as their needs evolve. We've helped many customers make that first step. The family of DDS products is highly flexible and scalable. Call us to discuss your particular needs or concerns.

Additional reporting and management software is available from DDS to expand on the job and mail piece integrity. The first product is *iDataRepair™* which adds additional functionality to *iDataScan™* systems by letting the operator know of any missing or duplicate pieces seen by the vision system. This allows the operator to resolve any issues immediately and stay in production. *iDataRepair™* also tracks pieces you may need pulled from production and informs the operator what to do with that specific piece. Reports are available at the end of the job that details the pieces in the job, any missing or duplicate pieces as well as "Pulled" pieces. The reports also identify the specific operators who performed each step in the completion of the job.

The second management software product is called *iDataManager™* Central Server which resides on your companies MS-SQL server. The software allows specific management personnel to view from their computer any job being run on any *iDataScan/iDataRepair™* system within their facility. It allows all *iDataScan/iDataRepair™* to pass data to a central collection point so jobs can be split among multiple systems for faster production while keeping piece level integrity of the entire job. Standard as well as custom reports are available to detail operator performance and job details.

If piece level integrity is a concern for your operation, give us a call to see how we can help resolve your issues.

www.dds-usa.com

