

# Print Service Provider Grows Business with the Addition of Document Integrity Systems

---

GLS/ NEXT Precision Marketing is a printing, mailing, and marketing services provider with three locations in Minnesota. They service customers in healthcare, travel and leisure, financial, manufacturing, retail, and other industries. The company creates products such as direct mail, catalogs, magazines, packaging, and enrollment kits using digital, sheet fed, and web printing technologies. They are ranked in the top 100 by Printing Impressions magazine.

Vital to GLS/ NEXT Precision Marketing's success is accuracy and reporting, down to the individual item level. Customer demand for such accountability, along with regulatory requirements, prompted the company to add intelligence and tracking to their legacy swing arm mail inserters. The target job spurring the integrity investment features matched and inserted personalized materials. The GLS customer insists on 100% accuracy and proof that GLS assembled and mailed each piece.

"Reporting was a vital requirement for doing this work," said Steve Kirk, GLS' VP of Operations. "We compared several vendors and chose Document Data Solutions because they had the best reporting. Other companies could not offer the level of detail we needed. "

Mr. Kirk attributes mailpiece integrity to the success of another job, of several million pieces, also run on the DDS-enhanced legacy inserter.

"The customer pulled the job from their previous mailer. We got the work because the former mailer made a single mistake. This customer has zero tolerance for errors." says Steve Kirk. GLS has been running the weekly job for eighteen months, with no errors.



Steve Kirk  
GLS/ NEXT Precision  
Marketing

## Extending Equipment Lifespan

Adding intelligence to existing equipment extended the life of the machinery at GLS/ NEXT Precision Marketing. With *iDataScan™* and *iDataManager™* from Document Data Solutions, GLS/ NEXT Precision Marketing could meet the customer demands for accuracy. The company added revenue with no investments in new inserting equipment.

*"We didn't need a new inserter, we just needed integrity."*

*Steve Kirk, VP Operations*

DDS even designed a new intelligent transport module for the old machinery. Instead of stopping production, the DDS software now directs possible mismatches to a custom-built diverter for later

inspection. Mail production continues uninterrupted and decisions about repairing mailpieces are no longer made by machine operators as they run production jobs.

### **Increased Personalization Drives Need for Better Controls**

Reliable mail piece integrity provides GLS/ NEXT Precision Marketing with a competitive advantage. They have signed new business when integrity and reporting were the only factors distinguishing them from their competitors. The company runs high-margin work requiring matching and personalization on equipment they would have otherwise demoted to running simple bulk mail applications.

Digital printing applications at GLS have grown dramatically over the last few years. The switch to digital documents and exploitation of variable data has made document integrity even more important. GLS/ NEXT Precision Marketing's experience with item verification allows them to offer their customers targeted and personalized pieces that boost responses and conversions.

Mr. Kirk believes item tracking and mailpiece integrity are minimum requirements for mail service providers today. The technology no longer applies to only transactional documents. As his customers have proven, individual piece tracking and accountability are now "table stakes" for vendors who wish to produce the direct mail campaigns customers find most valuable.

### **Document Integrity Added to Polywrapper**

Document Data Solutions' success with the inserting equipment prompted GLS/ NEXT Precision Marketing to engage the company again to tackle integrity and productivity challenges associated with their polywrapping machine.



One of GLS' primary polywrapped applications are annual enrollment guides for company benefit programs. The timeline for creating, assembling, and distributing this material is tight. If employees do not receive enrollment documents within designated open enrollment periods, the federal government can assess fines for every late package. Besides meeting delivery deadlines, each employee's packet must include the proper forms and information. A customized solution from DDS helps GLS achieve the dual objectives of efficient and accurate benefit guide assembly as well as documenting each packet's completion date and time.

The application is complex. The 36 benefit guide variations contain documents in multiple languages. A single insurer services multiple companies, adding even more variability to the job. GLS machine operators load pre-printed documents into the polywrapper's nine feeder stations. The polywrapper feeds selected material on-demand according to each employer's benefit profile.



DDS engineers integrated their technology with the polywrapping equipment's operating system and installed nine feeder cameras. The cameras compare the material the equipment is about to add to the document assembly track with the specifications for each employee. The DDS system stops the machine if it detects a mismatch. GLS can avoid common errors such as initial machine set-up mistakes, reloading feeders with the wrong material, or sequence faults. It is unnecessary to stop the machine periodically to manually verify correct packet assembly, and GLS can confidently build larger, more efficient, production runs.

Besides the nine feeder cameras, a final camera captures images of completed packages. The DDS solution archives PDF files along with a timestamp showing precisely when the machine finished each benefit guide.

Before the DDS modifications, personalizing the address-bearing cover sheets that became the top page of the polywrapped package involved separate steps. GLS had to print the documents on sheet-fed printers, load the printed pages into laser printers for addressing, and then transport them to the polywrapping production line.

Document Data Solutions added a pre-wrap inkjet station, allowing GLS to load blank cover pages into the polywrapper and image the personalized material inline. This addition eliminated the formerly separate processes and streamlined the workflow.



DDS is proud of its reputation for integrating their technology with a wide range of production and finishing equipment. The polywrapper conversion impressed GLS/ NEXT Precision Marketing when the project went so smoothly.

*“They made commitments to a tight schedule and met those commitments, even though they’d never worked with the polywrapper equipment. DDS was the perfect partner.”*

*Steve Kirk, VP Operations  
GLS/ NEXT Precision Marketing*

### **Future Applications Demand Integrity and Tracking**

GLS/ NEXT Precision Marketing intends to add integrity and automation from Document Data Solutions to more of their production lines. On deck are projects to integrate a weigh-on-the-fly scale to verify selective feeding operations. They also plan to augment all future equipment expansion controlled and monitored by DDS systems.

The printing company’s growth strategy hinges on adding value to documents and customer campaigns with intelligent data use. They aim to provide their customers an attractive cost per response ratio. These objectives require reliable tracking and integrity to ensure the right materials are presented to the right individuals at the right time. GLS/ NEXT Precision Marketing knows they can rely on Document Data Solutions to help them achieve their goals, regardless of the complexity of the environment.

### **About Document Data Solutions**

Document Data Solutions (DDS) offers a variety of software products including color management, monochrome and CMYK color inkjet operating software, data management, document inspection, management reporting and integrity vision inspection to create solutions designed to help improve their customer’s business and profitability. The company also features a top level service department. Customers connect with their service team with a click of a button. The Service-in-Seconds™ program keeps customers in production.

DDS has developed many custom software and hardware solutions to fit the unique and specific requirements of their customers.

iDataScan™ is a Multi-Function Vision Reader that inspects documents, mail pieces, booklets or other items ensuring 100% processing integrity without impeding performance. iDataScan's™ flexible, modular design is intended for easy integration on printers, inserters and other processing devices.

Typical Applications include:

- End of process scanning on insertion equipment to ensure mail piece integrity
- Sequence inspection, verifying any missing documents
- Sorting, edge of envelope marking or offset stacking
- Return document or booklet inspection
- HIPAA compliance
- Check or negotiable document inspecting & recording
- Data collecting for process verification, proof of printing & mailing
- Front to back duplex verification
- Pocket to pocket match
- Credit card to carrier match

*iDataManager*™ Central Server is an enterprise-wide solution that brings production information right to a desktop or tablet device. *iDataManager*™ Central Server architecture facilitates the coordination of all DDS systems through a company's MS-SQL server. This allows operations to split jobs across multiple DDS equipped processing lines while verifying every piece. A central data collection point provides views of all jobs and job segments and lists the operators logged into every DDS-equipped system. Managers can also view and print customizable reports accumulating missing, duplicate, pulled and reprinted documents. The DDS system continuously updates job status, including processing times, across the entire operation.

For more information on how Document Data Solutions can help increase productivity, call the company at 1-203-794-0520.