

A History of Document Integrity - DataProse



When DataProse COO Curtis Nelson became acquainted with Document Data Solutions (DDS) back in 2004, he didn't know the DDS technology would still be contributing to his company's success over 13 years later. The document production and distribution business has evolved since DataProse first became a DDS customer. Two things that haven't changed, however, are the importance of mailpiece integrity and DDS' commitment to helping their customers produce accurate mail.

Founded in 1990, DataProse specializes in transactional document production and distribution with an emphasis on serving water and electric utilities. Their headquarters in Coppell, Texas handles documents for over 500 customers coast to coast.

Automated Document Integrity Pioneers

In the early days of DataProse's business, the concept of an automated document factory (ADF) was new. Only a few document operations invested in the technology necessary to account for every page and envelope produced in a high-volume document environment. Most mail centers relied on optical mark recognition (OMR) and batch balancing for mail inserter control and quality assurance.

DataProse was different. The company was an early adopter of file-based processing for mail insertion, making their inserting equipment more intelligent. DDS products matched perfectly with DataProse's vision for document processing. The DDS technology allowed the company to automate their operations and reach a level of document integrity unachievable with the older methods.

Double-stuffed envelopes, a problem familiar to anyone in the transactional document business, initially drew Nelson to Robert Ellis and DDS. Conditions such as missing pages or mis-read barcodes cause equipment to insert pages meant for two separate addressees into a single envelope. Batch balancing might alert operators to errors at the end of the job, but workers had to endure lengthy manual processes to find and correct the mistakes. DataProse needed a system to stop the equipment and

notify machine operators of specific errors in real time. A chance meeting with Document Data Solutions at a Mailcom show began a long and satisfying relationship between the two companies.

Adding More Functionality

Since the initial implementation of the product now known as *iDataScan™*, DataProse has benefitted from increasingly powerful functionality built into DDS products. With over 1600 different applications, DataProse must ensure their machine operators set up every inserting job accurately. DDS-controlled cameras mounted on the inserting equipment automatically scan loaded material and compare the images to established standards. Machine operators cannot start a job until the system verifies the machine set-up is correct.

Operators are human. They make mistakes. Fortunately, the DDS system has prevented potentially disastrous errors on those occasions when human error would have caused a damaging incident. Mismatched outbound or return envelopes would impact at least two DataProse customers, affecting their cash flow and customer relationships – not to mention damaging DataProse’s business reputation. *iDataScan™* saved the day more than once.

In another example of automated integrity control, DataProse discovered equipment operators occasionally cleared pieces for mailing without correcting the mistakes. *iDataScan™* caught the errors, but operators sometimes didn't fix the problems identified by the automated software. DDS added functionality to the existing system. Now, DataProse operators must verify any hand-corrected items by scanning them. They won't be able to restart the machines until *iDataScan™* verifies the correction.

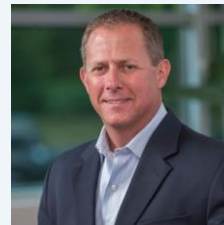
One feature DataProse uses to its advantage is allowing their clients to tag individual mailpieces they want pulled from the mail stream. Clients initiate last minute requests through a customer portal. As *iDataScan™* tracks mailpieces on the production floor, the system automatically diverts the “pulls” instead of including them in the trayed mail sent to the US Postal Service.

iDataScan™ also handles automated reprints. DataProse installed printers for reprints near the inserting lines. When equipment damages documents during processing, machine operators simply authorize reprints and insert the replacements into their proper places in the mail trays. They don't have to update their mail.dat files submitted to the USPS, and all mail enters the postal system as scheduled.

Preparing for the Future

Like many transactional document print and mail services, DataProse has traditionally used cut sheet laser printers and pre-printed forms to produce bills and statements for their clients. They have recently installed a roll-fed inkjet printer and are transitioning to a white paper document workflow. Besides eliminating warehouses full of pre-printed forms, print providers benefit from the white paper strategy by combining several small jobs and enjoying higher productivity from their printing and inserting equipment. Document integrity provided by DDS is critical to ensuring DataProse prints, inserts, and

“Any company considering automation and integrity solutions will make the wrong choice if they don’t talk to DDS first”



Curtis Nelson
Chief Operations Officer
DataProse

mails every document. The task becomes more complex as DataProse begins merging, combining, and sorting documents from different jobs into ideal production and mailing sequences.

As a processor of bills and statements, DataProse must meet strict guidelines for accuracy and privacy detailed in such standards as PCI and HIPAA. *iDataScan™* furnishes the controls necessary for compliance, including verifying the right documents were distributed to authorized recipients.

DDS has been a key DataProse partner since delivering the first integrity system in the early 2000's. "We couldn't have accomplished what we have without Document Data Solutions," said Nelson.

DataProse anticipates adding additional markets and print on demand applications in the future. Document tracking and mailpiece integrity will continue to be of prime importance as they incorporate even more variability in the job mix.

Document Data Solutions is headquartered in Brookfield, Connecticut. For more information on how DDS can help increase your company's productivity, give them a call at 1-203-794-0520.



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