



BÖWE One: Delivering the ADF

With postal rates on the rise and information privacy regulations becoming increasingly strict, the business of printing and mailing has taken on new scope and importance. Striving to reduce costs, build greater operational efficiencies and ensure compliance, organizations look to leverage existing investments in technology and connect the islands of automation found in their document production systems.

To help mailers realize the benefits of automation, BÖWE BELL + HOWELL offers BÖWE One®, an integrated software solution set that:

- Lowers operational costs
- Protects existing investments
- Bolsters regulatory compliance
- Enhances marketing and message relevancy
- Strengthens customer service
- Increases flexibility and efficiency

Unequaled flexibility

Unlike other solutions available on the market today, BÖWE One is a fully integrated solution that shares and reuses data without the need for extensive customization and costly professional service engagements. The BÖWE One software suite provides the flexibility to scale solutions as requirements change and the modularity to implement only the capabilities needed. With BÖWE One, a company can manage anything from a single machine or department to a full enterprise-wide operation.

BÖWE One is platform-independent and allows companies to interface and connect with virtually any type or brand of existing software and hardware. BÖWE One's capabilities also span across the boundaries of data processing, printing, inserting and sorting. This level of connectivity, and the ability to consolidate and manage

data from many sources, allows companies to focus their time on the data and analysis – not piecing together a complete view.



Implementing an ADF strategy doesn't have to be an all-or-nothing proposition and a multi-million dollar investment. BÖWE One lets you right-size your approach to match your needs, your budget and your applications.

Build operational efficiency

Timely and accurate data is essential in order to make important decisions about your business and increase operational efficiency. More often than not, managers have little or no visibility into production mail operations, and what visibility they do have is often based on old or manually collected data. The result is the inability to identify process inefficiencies, make the necessary changes, and monitor and analyze the improvements.

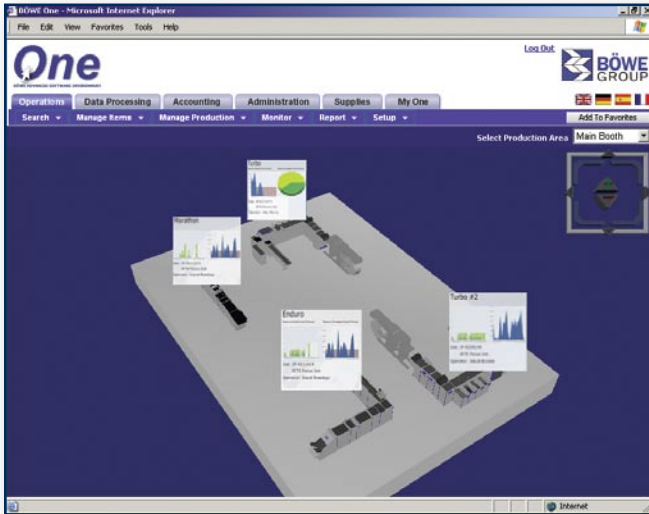
BÖWE One enables real-time visibility of production data wherever you need it. Redundancy, waste and idle times are reduced by virtue of job, operator and resource tracking.

A number of gains and capabilities can be achieved as a result:

- Operator and resource optimization
- Reduction of inefficient or duplicate efforts
- Operational productivity tracking and reporting
- Trend analysis
- Multi-site support

With many other solutions, collecting production data across multiple vendor platforms is problematic, if not impossible. But with BÖWE One you get one of the industry's widest variety of hardware and software data collectors, including advanced vision technologies.

BÖWE One's connectivity provides companies with the ability to track jobs and identify issues before they become problems that could interfere with production and schedules.



BÖWE One also provides an easy-to-use reporting tool for zeroing in on those applications that are not optimized for a specific machine, those operators that struggle to set up or complete a job, or those machines that have slipped in productivity and require preventive maintenance. Business alerts are incorporated as well, so that if a machine is running at less than an acceptable threshold or a job is in danger of missing a service level agreement, an automated notification alerts the appropriate people. Managers also find that increased visibility of production data aids in proper staffing – especially during periods of peak demand.

Reduce the cost of operations

There are a number of ways that BÖWE One helps companies reduce the cost of document-processing

operations. Organizations of all sizes and from all industries can benefit from using BÖWE One to drive the design and utilization of well-composed documents and optimized print streams. In addition to the gains from operational efficiencies described, BÖWE One also helps reduce operating costs by minimizing postage expenses and automating the reprint process.

Postage expense

With the ever-increasing cost of postage and continual efforts by the USPS® to ensure that they increase their operational efficiencies, organizations stand to lose millions in postal savings if they fail to comply with new USPS regulations. Multi-page

Recent Postal Rate Hikes:	
January 10, 1999	\$0.33
January 7, 2001	\$0.34
June 30, 2002	\$0.37
January 8, 2006	\$0.39
May 14, 2007	\$0.41
May 12, 2008	\$0.42
— US Postal Service	

mail sets, single-sided documents and over-sized envelopes all result in increased postage costs, materials and labor. BÖWE One helps organizations employ advanced solutions to mitigate these rising expenses, including CASS™ address cleansing to minimize undeliverable and returned mail, PAVE™ sortation to maximize postal discounts, and online presentment to eliminate postage altogether. Production optimization may include merging smaller applications with larger runs to increase densities and postal discounts, converting from flat envelopes to 6" x 9" or #10s to reduce processing time and materials cost, or adapting single-sided pages to duplex printing to trim the weight of each piece and reduce postage. In all cases we focus on operational efficiencies, so real-world improvements like moving from simplex to duplex, eliminating unnecessary white space, or separating overweight mail result in bottom-line benefits in terms of cost, processing time, and efficient utilization of staff and equipment.

First-Class Mail Rates - Effective May 12, 2008	
First-Class Mail letter (1 oz.)	\$0.42
First-Class Mail letter (2 oz.)	\$0.59
Postcard	\$0.27
First-Class Mail large envelope (2 oz.)	\$1.00
Certified Mail	\$2.70
— US Postal Service	

Automated reprints

It is inevitable that mailpieces will occasionally become damaged, but the effort required to complete a reprint of specific pieces is inevitably expensive and time consuming. Despite the automation that may be present in a finishing area, reprints often require extensive manual intervention. BÖWE One eliminates the hassle and cost by initiating and scheduling reprints automatically. Whether for a single document or an entire print run, the system can issue a reprint on-demand at a local printer, or direct the pieces to any number of production printers based on volume, color and finishing requirements. BÖWE One provides mailers with the flexibility to respond appropriately and eliminate time-consuming and expensive intervention.

Protect existing investments

Making the most of existing investments is important for any organization, but it is often especially crucial for companies that have recently undergone mergers or acquisitions. Restructuring efforts often spark significant concerns over redundant functions, incompatible systems and outdated equipment. Even without this type of consolidation, the reality is that many printing and mailing operations work with a mixture of software and hardware from a variety of suppliers and vendors. BÖWE One brings these disparate pieces together with a high degree of flexibility and interoperability.

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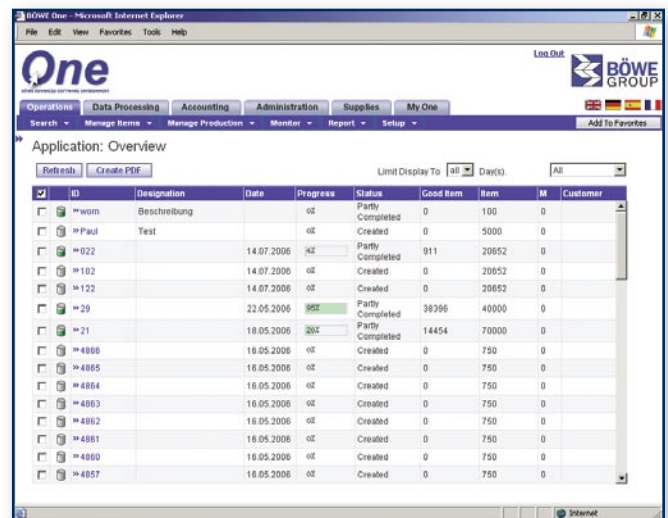
Regardless of the machines or applications driving the process, BÖWE One provides the ability to repurpose documents and integrate with equipment to meet the changing needs of an organization.

The ADF functions contained within the BÖWE One software suite are not hindered by differences in printing and inserting platforms, barcode technologies or data formats. Service bureaus in particular find that BÖWE One enables them to overcome the challenges presented by the variety of data formats they must handle in order to accommodate customer demand, though they are not the only ones who benefit from BÖWE One. No matter their industry or focus, companies rely on our fully integrated ADF suite to unite the complex process of a mixed environment that would otherwise run in isolation from each other.

Bolster regulatory compliance

Regulatory compliance is a growing concern in today's business environment. A rising number of regulations, ranging from the state, federal and industry levels, impose increasingly strict standards regarding how confidential and sensitive mailpieces are handled. Organizations that fail to address these risks are subject to fines, lawsuits and loss of market share.

BÖWE One enables integrated piece tracking that is essential for organizations to meet the demands of regulatory compliance. Using BÖWE One, a company can verify that a piece was printed, processed and mailed. BÖWE BELL + HOWELL vision systems, machine control systems, and BÖWE One's comprehensive management software provide unmatched visibility into the production process and the integrity and security of sensitive documents and information.



The screenshot displays the BÖWE One software interface within a Microsoft Internet Explorer browser window. The interface includes a navigation menu with options like 'Operations', 'Data Processing', 'Accounting', 'Administration', 'Supplies', and 'My One'. Below the menu is a search bar and a table titled 'Application: Overview'. The table has columns for 'ID', 'Designation', 'Date', 'Progress', 'Status', 'Good Item', 'Item', and 'Customer'. The table contains several rows of data, including job IDs like 'worn', 'Paul', '022', '102', '122', '29', '21', '4888', '4885', '4884', '4883', '4882', '4881', '4880', and '4857'. The 'Status' column shows various states such as 'Partly Completed', 'Created', and 'OK'.

BÖWE One integrated piece tracking provides companies a number of important benefits, including the ability to:

- Track jobs and individual mailpieces
- Control machine functions using centralized instructions
- Confirm that high-value mail has reached the recipient

BÖWE One also offers multiple levels of control. Different organizations have different tracking needs: a company that sends out coupons has quite different requirements from one that processes bank statements. BÖWE One can perform simple tracking of a particular job or application, or provide in-depth accounting of every item and every page processed. The modular, scalable system has been designed to accommodate a wide variety of

needs by matching the available technology with specific requirements.

Utilizing hand scanners and desktop systems, BÖWE One can also track manually processed mail – from activities performed in staging areas and between production stations, all the way out to the shipping dock – with full integrity.

Manage quality

BÖWE One provides quality management as well. Complementary to integrity tracking, in which the contents of a mailpiece are validated, quality management measures how well the mailpiece was prepared. A sample list of quality controls includes:

- Monitoring print color quality and ensuring that each piece has acceptable toner and color coverage
- Validating the use of the correct paper stock and envelopes
- Ensuring that each mailpiece has been correctly folded so that only specific information is shown through the address window
- Making sure that barcode quality standards are achieved
- Checking whether postage was applied

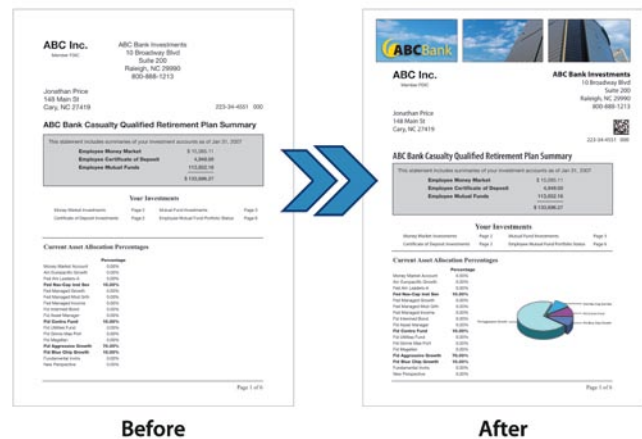
Mailpieces are monitored in real time, and any items in question can be diverted and removed from the mailstream. A system alert signals that a problem has occurred so that operators can respond appropriately.

The level of mailpiece integrity and quality enabled by BÖWE One is unmatched, allowing companies to know with certainty that the correct information will be properly delivered with quality, reliability and security.

Maximize communication impact

While the expense of operations and the risk of non-compliance can be significant, the opportunity to increase the impact of mailpieces can be even greater. BÖWE One helps companies improve the appearance and relevance of documents to make every communication more effective and every mailing process more profitable. Companies benefit from BÖWE One printstream manipulation software, which can modify the appearance of output without need for expensive and time-consuming legacy application programming. Document modifications with BÖWE One are simple, cost-effective and ensure closed-loop integrity.

Efforts to improve communications may include the dynamic use of fonts, application of full-color logos and images, and the re-positioning of data to support new forms and document designs. BÖWE One can add easy-to-understand charts or apply any variety of industry-standard barcodes on the fly. The data format conversion tools within BÖWE One allow companies to convert between print and electronic formats, and from one vendor's print format to another. It is even possible to combine data from documents that originated in different files and/or file formats, including AFPDS, Metacode, LCDS, PCL, PDF, PostScript, XML and a host of other industry-standard formats.



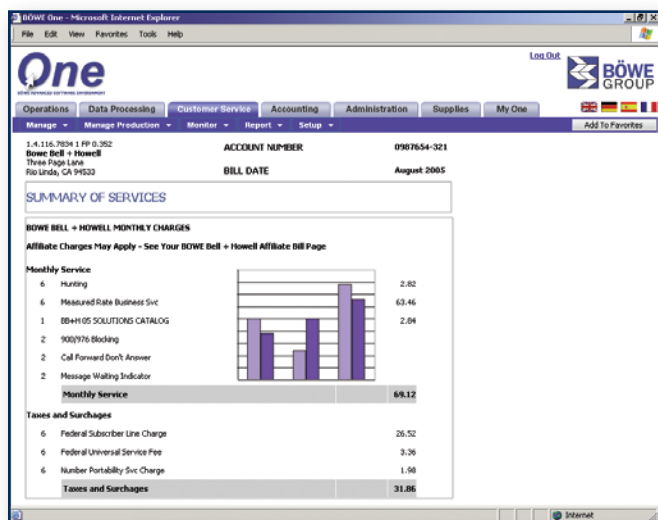
The comprehensive set of tools offered by BÖWE One allow companies to implement design changes and create personalized documents that capitalize on customer data in order to deliver the most relevant communication. For years, the best that many organizations could hope for was mass marketing mailpieces that performed at rather disappointing response rates. Today, however, BÖWE One dramatically simplifies and speeds up the process of creating personalized documents that evoke improved customer response. With the flexible data integration and powerful document composition that BÖWE One allows for, the emergence of the transpromotional document becomes a revenue-generating reality.

Strengthen customer service

Customer service can also be greatly improved with BÖWE One. Document images are presented online to customer service agents for quick and easy resolution of customer inquiries. Tracking data is made available in real time so that representatives can confirm the correct address, the date sent, and the time the piece was mailed. Since agents and customers are referring to the same document image, questions on specific content can be

discussed in detail, and complaints can be resolved more quickly and at a lower cost. Documents can be e-mailed directly to customers, or they can be automatically scheduled for reprint, either on a local printer or via production printers.

The e-messaging capability within BÖWE One allows companies to set up secure Web portals and provide 24/7 account access online for end users. Customers can request account changes and download current or historical documents. As a result, end users are frequently able to satisfy their own needs without engaging a live service agent.



The reach of BÖWE One can even extend to include tracking information as pieces are delivered, giving customer service agents visibility into the mailpiece's entire lifecycle – from creation, through USPS delivery, and back again via business reply. Agents not only know when a particular document left the organization, but can also track the movement of the piece outside the organization as it is processed and delivered.

Additionally, companies can host job status information for both their internal associates and external customers. Live feeds not only inform customers when their jobs have been received and started, but also provide progress updates as processing occurs and optional details about the mailpieces being processed.

Real-world strategy and improvements

BÖWE One is a fully-integrated ADF platform built to face the growing challenges of cost containment, operational efficiency, regulatory compliance, personalization and cross-selling, and customer care. If in the past your company has considered an ADF to be too costly or too complicated, it is time to reconsider. The modular approach of BÖWE One can provide significant gains at an affordable price, while providing the scalability to grow as needs evolve. BÖWE One is flexible and leverages existing technology investments, so the benefits of an ADF can be quickly achieved.

Implementing an ADF strategy doesn't have to be an all-or-nothing proposition and a multi-million dollar investment.

To find out how BÖWE BELL + HOWELL can help you implement a solution, please contact your local BÖWE BELL + HOWELL representative, or call 800-220-3030.

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