Knowledge, expertise and proven output solutions.

Meeting your e-business output challenges

The flow of information is critical to your business, and the move to an e-business model requires that flow to be more automated, electronic, accurate and flexible. Finding new and different ways to manage printing and output will help companies, such as yours, become more efficient, fully leverage existing technology investments and deliver information with precision and integrity. Whether automating the customer statement or books production process, developing a new one-to-one marketing campaign or simplifying the office output environment, IBM can deliver real bottom-line results.

Integrated solutions for every environment

IBM Printing Systems Professional Services can help you lower costs, increase productivity, ensure process control, improve services, enhance customer loyalty and capitalize on new marketplace opportunities. Skilled IBM professionals have the know-how to help you streamline business processes, reengineer aspects of your output production systems and move to new technologies to enable electronic distribution, online viewing and centralized document management.

Leveraging our comprehensive offering portfolio, IBM professionals work with you to create a solution tailored to your environment. Our expertise and ability to deliver on-target consulting, prepackaged service offerings and custom applications help you achieve key competitive differentiation and the ability to develop enduring customer relationships.

People who get it, people who get it done

IBM Printing Systems Professional Services experts are industry-leading consultants, project managers, solution architects and developers who work in teams to design and implement custom output solutions. Rather than focusing solely on specific hardware and software, our people take a broader perspective so they can meet your unique information challenges with knowledge, expertise, proven methodologies and the right combination of best-in-class applications, products and services.

IBM can help you become more efficient, fully leverage existing technology investments and ensure that information is delivered with precision and integrity.

Let IBM help you find ways to reduce hidden document printing costs and apply significant savings to your bottom line.

A complete portfolio of services

The IBM services portfolio is among the broadest in the industry and is designed to solve your output composition, production and delivery challenges. Each engagement includes an upfront understanding of your environment and objectives, a clear and thorough scope of work and a disciplined project management approach to help ensure successful project completion.

Consulting

IBM provides executive and operational consulting designed to help you recognize and capitalize on opportunities to improve information and output efficiency, reduce costs and migrate to new technology.

Executive consulting—industry-leading print and output professionals with extensive business and technical experience help you identify the needs and opportunities that drive improvements in the value and cost of customer communications and internal output systems.

Output environment and architecture studies—achieve strategic, financial and operational improvements in your output management processes and infrastructure.

Custom IBM Infoprint Workflow applications

IBM Infoprint® Workflow is state-of-the-art technology developed specifically for output management solutions. This highly flexible and adaptable workflow manager features a powerful integration framework that ties together and manages your end-to-end process and serves as the foundation for integrated and customized solutions for different applications.

Automated document factory

Being in control of your operations is important, especially when compiling, printing and mailing millions of customer statements each month. With a high volume of activity running through your operation, the slightest error can have significant ramifications, including increased costs, missed schedules, costly reprints, lengthy delays and customer dissatisfaction. IBM works with you to ensure complete process integrity through the implementation of an automated document factory (ADF) solution—applying automation techniques to create an end-to-end workflow solution that tracks the entire output process from conception to mail distribution.

Print-on-demand books

To keep costs in check and improve customer satisfaction, print-on-demand digital printing solutions from IBM allow you to implement an end-to-end automated process for printing limited quantities of books, manuals and other publications. We'll help you put in place a Web-based system for customized orders, such as one-off books, personalized textbooks, user manuals, brochures, newspapers and other documents with dynamic content. The result is a system that automates production from order through delivery, streamlining the process, saving costs and speeding response times.

One-to-one marketing

Carrying off a one-to-one marketing campaign is not easy. IBM can help you implement the right infrastructure and applications to cost-effectively deliver successful one-to-one marketing campaign materials for your customers.

Enterprisewide information access and distribution

Like most companies, your business may be spending up to 70 cents per page each time you create, handle and distribute a hardcopy document[1]. Finding ways to reduce these hidden costs promises impressive savings you can apply to your bottom line.

IBM provides a software and services solution that offers new, more efficient ways to share and access documents and information. Save costs by consolidating multiple output devices, better leveraging your infrastructure, increasing employee productivity and protecting existing and future investments. IBM works with you to implement a customized solution that uses your existing devices, integrates with your infrastructure to provide advanced capabilities and scales to meet your future business needs.

Web-based print and output management

Efficiently and effectively providing information and output throughout a distributed environment, locally or around the world, is a challenge. IBM can help you harness the power of the Internet to gain greater control over output distribution.

IBM Web output management—create a Web-based, secure, unified print management system with a single point of control to help facilitate the output of your business, increase the use of your assets and the efficiency of your staff and help reduce or eliminate some of the hidden costs embedded in corporate print functions.

IBM AFP to Web transform—present customer information using the Internet, such as monthly statements, without making changes to your production environment. AFP to Web transforms the IBM Advanced Function Presentation™ (AFP™) datastream for Web browser viewing. A services offering that can easily be customized, it converts your AFP documents to HTML or Portable Document Format (PDF), quickly transforming text and images and displaying them on screen.

Get quick results

When it comes to capturing new opportunities, achieving greater control and lowering costs, time is always of the essence. IBM developed quick start solutions—configurable service offerings that embody the full set of features and real-world learning from past production implementations. These quick start solutions can be rapidly deployed and can serve as a foundation on which to grow and adapt to changing business needs.

Real solutions from knowledgeable people

IBM Printing Systems Professional Services has a proven track record in implementing tailored solutions that help you reengineer critical business processes and integrate information and output processes with existing infrastructures. Let us help you streamline processes, reduce costs, improve customer loyalty and capitalize on new opportunities.

For more information

To learn more about IBM Printing Systems Professional Services and start discussing how you can benefit from our solutions, contact us at 1 800 358-6661, or visit:

ibm.com/printers/services

Footnotes

[1] "Ferreting Out the Hidden Costs of Enterprise Printing," Joseph F. Kovar, CRN Enterprise Partner, September, 7, 1999.

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