IBM

Corporate Systems Invests in Risk-Free IBM Printing Solutions.

When a company's business is helping customers reduce the cost of risk, the last thing they want to do is take a risk on their printing systems.

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Arnie Goetz, Director of System Services,
Corporate Systems

Corporate Systems Inc., based in Amarillo, Texas, assists their customers– third-party administrators, insurance companies and corporations–in reporting, monitoring and managing claims related to property/casualty insurance. Based on information provided by their customers,

Corporate Systems generates claim reports and disseminates that information back to their clients.

To facilitate production of these reports, as well as increase the number of options available to customers for accessing their information, Corporate Systems turned to IBM® Printing Systems Company and their InfoPrint™ family of solutions.

A Total Solution for Demanding Customers

"One advantage we have over our competitors is our ability to provide more complete information faster than anyone else," said Arnie Goetz, Corporate Systems' Director of System Services. "To further enhance these capabilities, we were looking for a total output management solution. In other words, we wanted high-quality printing as well as alternatives to printing, such as the ability to view information over the Internet, fax information to our customers and output data directly to a CD-ROM."

Application	Immediate retrieval, viewing, faxing and high-speed printing of customer reports
Software	IBM EDMSuite OnDemand, IBM Printing Systems Manager, IBM Print Services Facility™ for AIX®, IBM Xport Services Offering
Hardware	IBM InfoPrint 4000, IBM InfoPrint 60
Services	Maintenance and Support

According to Goetz, the need for such a solution originated from customer demand. Of the reports that Corporate Systems produced for their customers, some required thousands of pages every month while others needed only two or three pages. The desired solution was one that allowed customers to access specific data according to their individual needs. "It all came down to the fact that our customers had very specific needs in mind," Goetz said.

Seamless Implementation

Corporate Systems seamlessly replaced their previous printing infrastructure, which consisted of four Xerox 4135 printers operating at 135 impressions per minute. The company's total output solution currently includes an IBM InfoPrint 4000 operating at 708 impressions per minute,

Corporate Systems relies on IBM printing solutions, including the InfoPrint 4000, to deliver customer information faster than the competition.

an IBM InfoPrint 60, IBM Print Services Facility (PSF™) for AIX, IBM Printing Systems Manager (PSM) for AIX, IBM EDMSuite OnDemand software and COLD Archival/Retrieval for CD-ROM creation, all attached to an IBM RS/6000™ server.

Executing the transition from a Xerox-based environment to the IBM solution was a smooth process, requiring no application changes. They used IBM's Xport Services software to migrate applications printing Xerox Metacode and DJDE to IBM Advanced Function Presentation (AFP™).

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The implementation of PSF and PSM enables Corporate Systems to more effectively manage their printing operations by allowing them to monitor and configure printers, servers, queues and print jobs from any administrative client on the network, while allowing users to send any page to any output solution.

Insuring Output Options

The IBM solution has been in full production at Corporate Systems since September 1997 and the benefits are visible on many fronts. From an operations standpoint, benefits include being able to run one printer instead of four, improved response rates, increased productivity and higher customer satisfaction. Goetz noted, "While we've gained some speed, that wasn't our top priority. Mainly it was the ability to offer output options to our customers."
At a recent Corporate Systems' user association meeting, clients repeatedly requested Internet viewing as a desirable

option to either replace printing or work in conjunction with printing. Responding to customer needs, Corporate Systems chose IBM's EDMSuite OnDemand software. EDMSuite OnDemand is a client/server system that stores and manages line mode, image and AFP formatted documents. It gives users the ability to view, fax and print entire documents, portions of documents or simultaneously view multiple documents. By accessing assigned accounts through EDMSuite OnDemand with an AFP Viewer Plug-In, customers can log on through the Corporate Systems Web site to view specific information they need. Each time a customer logs onto their account, they are billed according to the amount of usage time.

Gaining More Control

"For customers, this means more timely access to their data without needing to go through reams of paper every month just to find a single piece of information," Goetz said. This is important because much of the information that Corporate Systems provides to their customers is most often used as reference material rather than reading material. With the ability to view only the data they need and print a hard copy report, customers gain more control over their information.

The IBM solution also provides Corporate Systems with more control over their total printing operations. Now the company has the ability to print different data streams, such as PCL and PostScript, at much higher speeds. They also can produce client documentation manuals in-house which had previously been outsourced.

Corporate Systems' future plans for their IBM InfoPrint solution include adding color to the printing mix and enhancing finishing capabilities. In the meantime, the company is extremely satisfied with their new ability to provide significantly faster turnaround times, higher customer response levels and increased productivity and functionality.