

# AIGDIRECT.COM DISCOVERS PREMIUM PERFORMANCE WITH NEW PRINT AND MAIL SOLUTION

## OVERVIEW

### ■ Challenge

Improve a print and mail operation plagued by address errors, a high reject rate, high labor costs, printer downtime, missed deadlines and lack of audit trails.

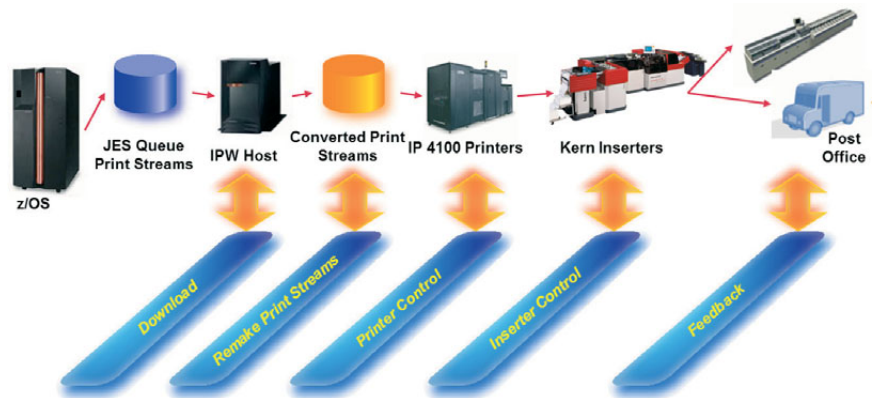
### ■ Solution

Host-to-post oversight and control with a solution that consists of InfoPrint Solutions Company's workflow and print management software, InfoPrint® 4100 continuous-form printers, IBM® AIX® servers and IBM DASD storage.

### ■ Key Benefits

The InfoPrint solution enables AIGDirect.com to operate with complete data integrity after the implementation of an efficient, cost-effective closed-loop system:

- Automated workflow to track each mail piece
- Reprint lost or damaged pieces automatically
- Reduce print runs by 75% from 16 hours to 3 hours
- Reduce presort rejects from 15% to 1%
- Save up to \$350,000/year in presort costs
- Complete daily work in two hours versus three shifts
- Save 5-6 full-time equivalent employees who were dedicated to return mail



- Download files from JES or server
- Transform print stream
- Control printers with auto status
- Interact with Kern file-based inserters

## CUSTOMER DISSATISFACTION TRIGGERS EXECUTIVE ACTION

Headquartered in California, AIGDirect.com offers personal automobile, motorcycle and umbrella insurance in 17 states. It insures more than 1.5 million vehicles across the nation, making the company one of the largest direct-to-consumer personal auto insurance providers in the country. The company's print center generates approximately 12 million customer communications—invoices, renewals, bills, cancellations and so on—per year.

After reading the comments of dissatisfied customers who participated in a survey, the CEO of AIGDirect.com asked IT to fix the print and mail operation—either to outsource it or to figure out how to guarantee on-time, accurate delivery. In other words, the directive was “know what’s in the envelope and that it’s sent on time.” Jim Chalker, the director of IT, knew that the preferred course was to keep the print and mail operation in house, so he began to look for a solution that could deliver the right combination of speed, quality and control.

## A CUTSHEET, MANUAL ENVIRONMENT COULDN'T KEEP UP WITH REQUIREMENTS

The print/mail environment at AIGDirect.com was a manual, cutsheet environment. z/OS® applications flowed to Docucorp's Documaker RP, which emitted Metacode files to a z/OS directory shared with a Barr print server. The Metacode files were sent to Xerox 92C printers. Four inserters, each of which had two inline meter bases, prepared the mail for the presort vendor.

As volume increased, however, so did errors and delays. Chalker commented, "We had quality and readability issues that caused inserter errors. Our presort reject rate could be as high as 15%, which delayed delivery by up to five or six days. To make matters worse, the printers might go down for a day or two. It took 16 hours on average to print our daily work, not counting inserting, so we missed deadlines. We had major bottlenecks in the operation, in part because everything was manual. Customers—many of whom know us only through our mail quality—were not happy. The delays created a negative ripple effect throughout the company since nearly a third of our customers pay their invoices within four days."

## MISSION ACCOMPLISHED WITH AN AUTOMATED, INTEGRATED SOLUTION

"We were intrigued by the breadth of the InfoPrint's ADF solution," said Chalker. "We were also familiar with continuous-form printers since we'd had them in our operation prior to the cutsheet printers." The intrigue led Chalker and his team to select a solution from InfoPrint Solutions Company that provided automated, host-to-post visibility and control of the print and mail process.

InfoPrint Solutions Company's workflow drives a closed-loop job and mail piece system, along with the help of IBM AIX servers and a shared RAID storage device, to the printers and inserters and manages the printing, inserting and reprinting processes. All solution components interconnect and communicate to support efficient, accurate flow of data.

A published standard in the print industry for printing variable data at very high speeds with complete integrity, AFP incorporates other industry formats, including EPS, PDF, TIFF, GIF, JPEG, XML, XSL, PostScript, PCL and PPML to cover the entire range of text, image, graphics and color and monochrome printing. AFP also gives companies the ability to print hardcopy or deliver content via HTML, fax, e-mail or screen.

## SPEED, QUALITY AND DATA INTEGRITY

The InfoPrint Solutions Company's Automated Document Factory simplifies a print and mail operation with capabilities such as:

- Download and classification of print files
- Control of printers
- Mail piece integrity
- Automated reprints
- Data collection and reporting/audit trails
- Service level agreement monitoring and reporting

AIGDirect.com extended the solution to include commingling of print streams to maximize postal savings, conversion of Metacode to AFP for page-level print monitoring and error recovery, and CASS address cleansing. Manifesting can easily be added in the future.

According to Chalker, the InfoPrint 4100 continuous form printers provide excellent print quality and speed, which have helped to reduce the reject rate from 15% to 1% and to cut the daily print window from an average of 16 hours to three hours. Chalker said,

“The difference in our operation is night and day now that we have file-based insertion, automated reprints and a complete audit trail. We can run tests with no worries thanks to the control that the workflow software provides. Even proof of mail has become simple and easy because the solution accounts for and archives every piece of mail. We can prove, for example, that a cancellation notice was mailed. If necessary we can reprint from the archive.”

Previously, proof of mail jobs involved a manual check and balance of the envelope count with the manifest sheet that the application created. If they didn't match, someone counted the mail pieces by hand. If there still wasn't a match, the entire run had to be reprinted and reinserted. The InfoPrint solution can eliminate these delays and rework.

The solution goes further to simplify mail handling at AIGDirect.com. With no disruption to productivity, it separates print runs with special requirements—perfed and non-perfed for example—then merges them at the inserter. The solution can also separate pieces that exceed three ounces, which AIGDirect.com prefers to process by hand.

### **CUSTOMER SATISFACTION VALIDATES THE PRINT AND MAIL SOLUTION**

How's the solution working now that six months have passed since implementation? Chalker reported, “I check customer surveys and our complaint database, and I don't find any customer complaints. That's great

validation for our decision. In addition, our department has become a favorite of the CEO because we can demonstrate quality and compliance while we meet or beat deadlines. We can even take on additional work. We started insourcing direct mail campaigns that call for as many as 1-2 million pieces a week.”

The InfoPrint solution positions AIGDirect.com to increase business significantly without increasing capacity. There's even talk of tackling TransPromo or other revenue-generating initiatives because “InfoPrint's ADF technology can do it.” Chalker added, “If companies don't have an Automated Document Factory, they've got problems, even if they don't know it.”

**“The InfoPrint solution is beautiful. Wish you could see it! We commingle jobs, merge print files, cleanse addresses upfront with a CASS interface, optimize postage, and more. With a projected 28-month payback in addition to significant savings in presort costs, labor and maintenance, we're thrilled. More important, we know that 100% of our communications are accurate and delivered on time. I highly recommend the InfoPrint solution.”**

— Jim Chalker  
Director of IT  
AIGDirect.com

**FOR MORE INFORMATION**

Contact your InfoPrint Solutions Company sales representative or visit us at:

[infoprint.com](http://infoprint.com)



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Printed in the United States of America  
March 2008

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