

Sending Out Messages of Hope More Efficiently with Hasler Products and Solutions

Christian Broadcasting Network (CBN)

Media – TV Broadcasting

“Hasler proved they can completely support the size of the installation. They not only made the meter decertification process easy, but also provided the kind of mail management software that dramatically improved our productivity while cutting operational costs. In addition, ESI simplified the transition for our employees and was always there when needed.”

Larry Whalen
Director, Mail Services
CBN

The Christian Broadcasting Network (CBN) began operating almost 50 years ago as the first television station of its kind. Today, it is one of the largest television ministries in the world, generating nearly 20 million pieces of mail each year.

But CBN faced a difficult challenge: avoiding serious down time while replacing their rotary mail meters to new digital systems, and implementing the technology that would help them keep up with a rapidly growing mailing demand.

RECOGNIZING A NEED

Like all organizations using metered systems, CBN faced the 2008 meter replacement deadline established by the U.S. Postal Service®. Although quite pleased with Hasler mailing systems over the years, CBN had been using mail management software from a third party vendor to collect and centralize their mailstream data software that was not meeting their precise needs. In addition, they were experiencing issues with the software vendor's inability to react to problems quickly and efficiently. CBN needed an integrated software solution that included both software and hardware from a source it could trust and rely on.

CBN carefully reviewed the software products and capabilities of a variety of competitors. A huge concern focused on whether CBN could adapt to new software while maintaining their existing day-to-day processes. With a complete change out of meters and the implementation of new integrated software to tie the entire system together, CBN was concerned about a potential long-term learning curve and its impact on daily operations, as well as the possibility of some serious down time. CBN saw a huge installation and integration program on the horizon and therefore needed the most capable vendor available.

The answer had been there all along: staying with their long-time Hasler dealer, Electronic Systems Inc. (ESI). CBN based its decision on a few very important criteria. They needed a proven solution that worked, was highly reliable, and fully supported by a team of experts they could count on – all at a price that was competitive. Hasler and ESI met all their criteria.

PROVIDING A SOLUTION

Upon project completion, CBN not only fully complied with all decertification postal regulations, but also utilized a metered system that took less time and manpower to run and offered the security, integrity and technology they required. The simplicity of the equipment and software required little training of CBN employees. As important, the planned staggered installation schedule meant operations continued without disruption, and the new system dramatically increased productivity while reducing overall CBN mailing costs.

ESI installed eight Hasler WJ PRO mailing systems – highly efficient in-line digital machines processing single or mixed weight mail at speeds up to 15,000 letters/envelopes per hour. They combine the latest metering technologies and state-of-the-art serviceability to meet the non-stop demands of production mail centers.

Four Hasler WJ250 mailing machines were also tied in, processing mail at up to 250 letters per minute and automatically feeding mixed mail and envelopes. The highly efficient WJ250 is accurate, fast and easy to operate, tracking costs for 200+ accounts and offering a number of timesaving features. The mailing machines are interfaced to accounting PCs using Hasler's Diamond Protocol software which balances each batch of mail against the postage meter register readings to ensure 100% accuracy. Diamond Protocol software also provides exclusive operator tools for fast, simple and easy mail processing and postage expense accounting.

ESI seamlessly linked the entire network of mailing machines and mixed brand inserters using Hasler's advanced mailing and shipping management program, iMCM G2, the fully integrated software solution that provides:

- Address correction that eliminates carrier penalties associated with errors.
- Rate comparison to determine the "best way" to ship.
 - Automatic fuel surcharge calculations to eliminate hidden carrier charges.
- Email notification that confirms shipped, delivered and late deliveries.
 - Tracking and delivery status always available online.
 - International mail advisor to save time and money ensuring shipments meet all regulations for international deliveries.
 - Accurate analysis of monthly and annual expenditures to help control costs.

ROI – CBN has achieved significant benefits including:

- Reduced overall mailing costs
- Enhanced security and integrity of documents
- A huge savings in equipment leasing costs
- User-friendly operation that increases employee efficiency
- The ability to control mail functions from the PC
- Improved employee morale

ABOUT THE CHRISTIAN BROADCASTING NETWORK

The Christian Broadcasting Network (CBN) began operating almost 50 years ago as the first television station of its kind. Today, it is one of the largest television ministries in the world. With its many subsidiary and affiliate organizations, CBN goes beyond the bounds of broadcasting in its mission to reach the world with a message of hope. CBN is a multifaceted nonprofit organization that provides programming by cable, broadcast and satellite to approximately 200 countries, with a 24-hour telephone prayer line.

ABOUT ELECTRONIC SYSTEMS INC. (ESI)

ESI is the Virginia region's largest full-service integrator/office automation company providing total-solutions packages for its customers. The company offers Information Technology Solutions, Digital Copiers, Printer Service and Supplies and Mailing Solutions. Founded in 1980, Electronic Systems has grown to more than 520 employees with offices in Virginia Beach, Newport News, Richmond, Lynchburg, Roanoke, Alexandria and Washington D.C.

ABOUT NEOPOST USA

Neopost USA is a worldwide provider of mailing and shipping solutions. With its two flagship brands of Neopost and Hasler, it partners with customers to help them achieve higher levels of efficiency, control and value in their mailing operations. Neopost USA is known for its broad line of mailing and shipping systems and mail support equipment, such as mailing machines, postage meters, folder/inserters, address printers, tabbers, mail sorting and tracking systems and mail center management tools. Its equipment and systems are supported by a combination of direct sales and a network of independent dealers providing sales, supplies and service to their customers.