

Generating Significant Postal Savings and Efficiencies with Hasler Document Control Solutions

Distribution – Electronics

“Deaton’s expertise and Hasler’s products have certainly made a difference,” says the customer’s Director of Operations. “Their approach was solution oriented and client centered, something that was definitely lacking with our previous supplier. They took the time to understand our business and the obstacles we faced, and turned a complicated process into a simplified and efficient operation. We’ve seen a noticeable improvement in productivity and an overall reduction in mail processing costs.”

One of North America’s largest electronic distributors recognized that it was lacking an efficient and productive mailing process. Although generating a large volume of weekly mail, the company was neither presorting nor taking advantage of significant postal discounts – inefficiencies that were never addressed by their previous vendor. They faced a challenge: to dramatically improve productivity and achieve cost reductions in the generation and distribution of business critical documents.

RECOGNIZING A NEED

The company was generating roughly 6,000 invoices per day, 18,000 customer statements per month, and payroll for approximately 2,000 each month. Invoices are mailed daily and are generated throughout the day as orders are filled. Invoices, statements, and payroll items are postmarked at full First – Class Mail® rates, and International mail is estimated to make up roughly 15% of the total mail flow. The system they were using did not have the capability to sort documents, resulting in the company missing out on significant postal discounts and savings.

Further, important mailing data and reporting was either limited or unavailable, resulting in a severe limitation in their inability to analyze and manage the mailing operation. These limitations were compounded by operators who had difficulty relating to the design and performance of their existing equipment.

IT resources were in demand throughout the organization. Solutions that resided on the systems network were in competition with other IT projects, and internal solutions were unavailable or beyond reach. Worse, they were unhappy with the level of service they were receiving from their existing vendor, who lacked the foresight to look beyond the mechanical equipment as a potential solution to these problems.

PROVIDING A SOLUTION

Deaton’s Mailing Systems, Inc., a distributor of Hasler mailing equipment, conducted a web demonstration to mailroom personnel, IT representatives and high-level executives. The solution was an integrated document management system utilizing Document Control Systems (DCS) software, coupled with efficient inserting and mailing equipment, all from Hasler. This provided a dramatic increase in productivity and cost savings.

- Two Hasler WJ250 Mailing Systems that process up to 250 letters per minute, automatically feed mixed mail and process envelopes. Each is equipped with a Dynamic Weighing Platform for “in-motion” weighing. The large touch screen simplifies the mailing process, and includes an automatic label dispenser and the ability to track 200 accounts. Feeders allow efficient processing of mixed mail.
- Two Hasler M8600 Folder/Inserters, whose color, touch screen control panels offer user-friendly operation, with each processing up to 4,300 items per hour. Letters, invoices, checks and other documents can be folded, inserted into an envelope and sealed quickly and efficiently. Up to 25 jobs can be programmed, with high-capacity envelope and feeding trays that can be filled during operation. Designed for easy operation, the systems can run with limited training or operator supervision. Also, dual-track Optical Mark Recognition (OMR) provides document security and inserting integrity.

- DCS MailFactory, a document management solution that allows the customer to optimize the value of its mailroom equipment through significant postal savings, enhanced security of customer critical business documents and increased mailroom efficiency. DCS MailFactory takes raw or pre-formatted data, assists in the construction of documents, and adds optical mark recognition (OMR) marks for sequence verification or selective feeding. The mailing is CASS certified, addresses corrected, standardized, and barcoded with a postal compliant Intelligent Mail® Barcode. DCS software presorts the mailing according to postal regulations and prepares the required USPS® tray tags and reports. The Reports module assists in the analysis and management of mailing data. DCS MailFactory allows multiple file imports to combine additional mailings for further discounting. The software resides on its own PC, meaning limited to no demand on the customer's IT department.

ROI – The customer has achieved significant benefits including:

- Significant postal discounts and reduced overall mail costs
- Enhanced security and integrity of business-critical documents
- Improved operational efficiency and reduced down time
- Dramatically increased processing speed and reliability
- Improved staff morale due to simplified operations
- Enhanced customer relations by accommodating customer mailing preferences

ABOUT THE COMPANY

This customer's unprecedented growth has taken it from 16th to the 5th largest electronic distributor in North America in just six years. Components purchased from this electronics distributor are being used in orbiting satellites, in theatrical films from Paramount Pictures, throughout much of Disneyland, and by the National Aeronautics & Space Administration, with 99 of the top 100 electronic companies in the United States having done business with them. The company remains the fastest-growing electronic component distributor in the world.

ABOUT DEATON'S MAILING SYSTEMS, INC.

Deaton's Mailing Systems of Saint Cloud, Minnesota provides area businesses, organizations, educational institutions and government agencies with reliable and efficient mailroom products, solutions and unmatched service.

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.