

CASE STUDY:

SUPPORTING BRADFORD'S NEW WORLD OF PERSONALISED
PRINT

BACKGROUND

When the City of Bradford Metropolitan District Council outsourced their Information Technology services to Serco in 2006, an extensive review of print operations was simultaneously undertaken. Entitled 'New World', the aim was to find a more open, flexible and cost efficient print solution utilising existing resource and capacity. The objective was to ensure that best value was delivered to the Council and that communication with its citizens became more timely, relevant and valued.

SEFAS DEVELOPED INNOVATIVE SOLUTIONS FOR THE CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL TO DELIVER DIRECT COST SAVINGS, AND TO IMPROVE THE COMPLETE END-TO-END DOCUMENT MANAGEMENT PROCESSES THAT WILL ENSURE INTEGRITY AND ENHANCE THE VALUE OF COMMUNICATION TO THE COUNCIL'S CITIZENS.



THE ISSUE

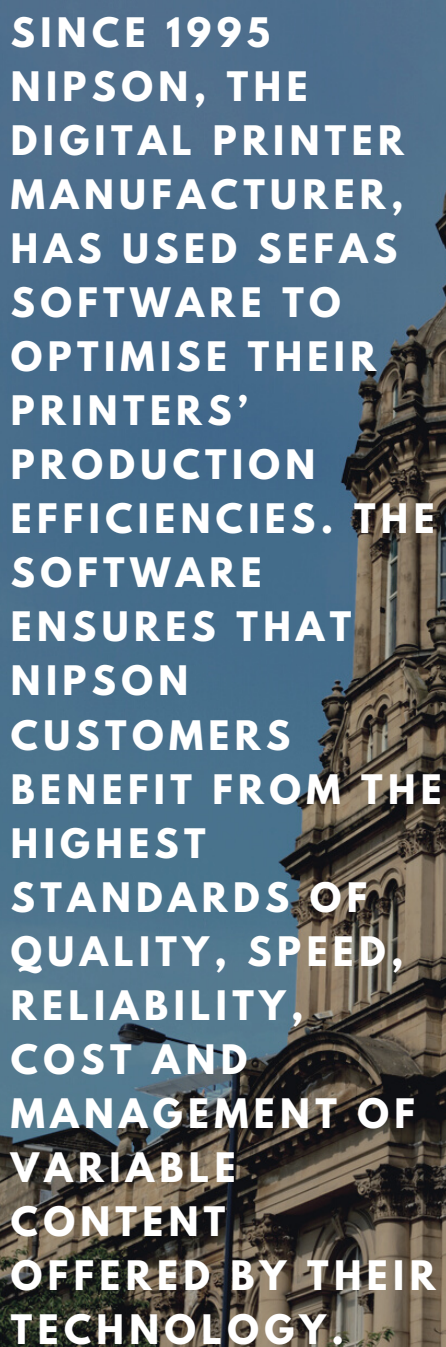
The "New World" Project review looked at existing issues and onward opportunities. These include using Serco's tried and tested document templates and resolving the limitations arising from low quality output on cut sheet printers. Bradford had found that their existing print capabilities had become constrained because of the increased complexity of the documents and the growing print volumes. Bradford looked for a solution that would be easy to implement, that would not require additional resource and would not prove to be a burden on their budget.



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

THE SOLUTION

Nipson, building on its excellent track record in delivering print solutions to the Council, was nominated as the prime contractor for the design, implementation and support of the new project. Nipson and Bradford selected Sefas as the main software partner.



SINCE 1995 NIPSON, THE DIGITAL PRINTER MANUFACTURER, HAS USED SEFAS SOFTWARE TO OPTIMISE THEIR PRINTERS' PRODUCTION EFFICIENCIES. THE SOFTWARE ENSURES THAT NIPSON CUSTOMERS BENEFIT FROM THE HIGHEST STANDARDS OF QUALITY, SPEED, RELIABILITY, COST AND MANAGEMENT OF VARIABLE CONTENT OFFERED BY THEIR TECHNOLOGY.

**NIPSON
BACKGROUND**

The new solution, based upon conventional PC's rather than proprietary hardware, utilises Sefas's Harmonie Communication Suite (HCS) software to improve the design to delivery process. HCS has allowed Bradford to take the generic applications that Serco developed for other councils, and recompose them, performing data manipulation, modification and calculation along the way and positioning the information such that it fits onto Bradford's existing pre-printed stock.

Bradford's improved capabilities also extend to taking raw data from SAP applications and using this data to compose new documents for printing, or to produce documents for electronic publication on the web or via e-mail. The ability to move between continuous and cut sheet digital printing technologies has greatly improved load-balancing and ensured that equipment is fully optimised.

THE BENEFITS

The Sefas software allowed a migration to the Serco systems, maintaining the look and feel of the original print output from Bradford's old mainframe computer systems. It was important that the business users did not perceive any changes to the output they received, even though the source information and data was now coming from completely different off-site sources and in different formats.

The ease of implementation and the ability to change their communication processes meant that Bradford avoided a significant re-investment programme in new hardware and software.

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