



## Combined innovative approach drives leading bureau's growth

DST is one of the world's largest colour digital bureaus, with over 1,300 employees and annual turnover in excess of £130 million. Formed in 2010 from the integration of the dsicmm Group and DST Output UK, the company is focused on providing market-leading communication solutions for its wide customer base.

The company's innovative approach has helped it deliver numerous sector-leading applications to an unrivalled portfolio of clients, such as Santander, Orange and Telecom Plus.

It is perhaps not surprising that DST is underpinning this innovative approach with software from Sefas - Open Print Designer - to deliver applications that ensure it remains at the cutting-edge of providing personalised customer communications solutions to its clients.

### History

This story of combined innovation goes back 10 years, when DST acquired GE Money and inherited large client accounts, including 50 retailers offering store credit card facilities to customers. DST needed a software solution that could deal with complex, high volume variable print data and integrate with its existing Factory Management System (FMS).

The new solution needed to be capable of migrating existing accounts, and be flexible enough to attract new customers. In addition it was essential that DST's global operations remained fully functional.

With the selection of Sefas's Open Print software, DST was able to rapidly create and integrate the 50 storecard brands into its FMS. The sorting of multiple mail streams and the integration of Mailsort were provided through components of Open Print. Additionally, other pre-formatted streams were integrated into the FMS and this solution enabled DST to offer its clients the ability to print full colour statements which used personal data to embed clear, relevant and targeted marketing messages.

Open Print enabled transaction promotional or Transpromo messaging, allowing printed bills to be converted and personalised for every customer. This included variable print data fields and bespoke designs, along with photographs of the latest retail fashions.

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Malcolm Webb  
Head of Business Development Sales, DST

### The challenge

- DST acquired GE Money and inherited large client accounts, including 50 retailers and they needed a software solution that could deal with complex, high volume variable print data and integrate with its existing Factory Management System.

### The solution

- **Sefas - Designer Composition**  
Document composition software solutions for the creation, composition and optimisation of document production.
- **Sefas - Designer Re-Engineering**  
Document Composition Software for modifying and enhancing existing documents.



## Transactional print and mail

"Through the utilisation of unique workflow solutions, we provide clients with the opportunity to deliver exceptionally targeted messages and up/cross-sell opportunities," said Malcolm Webb, Head of Business Development Sales at DST. "We chose to work with Sefas because it provides a proven technology platform that really drives Transpromo initiatives." DST has deployed - and, indeed, contributed to the development of - Open Print to effectively re-engineer clients' documents, allowing them to not only make the most of their budgets, but also maximise the results from their customer communications by producing targeted and effective content. This capability has quickly enabled DST to attract new business by being able to quickly absorb new applications and enhancing pre-composed print streams, saving timely and expensive IT-orientated re-composition processes.

Malcolm added: "The combination of DST's Transpromo expertise and Sefas Open Print helps our clients to reach their customers with important messages. The ability to combine the qualities of full colour printing with dynamic personalised content makes Transpromo a compelling proposition - one which is increasingly relevant when communicating with a consumer audience that is already bombarded with information."

## Multi-channel communications

Of course, the success of personalised communications relies on being able to deliver information how, where and when the customer wants it. DST' production infrastructure includes litho print, mono and colour personalisation, as well as e-delivery options. The company's goal is to offer clients complete end-to-end solutions.

"Open Print gives us the capabilities to better serve our customers through a single platform to manage the delivery of content across all the key communications channels - including traditional print-based communications, email, SMS text and the Web," said Malcolm. "The open architecture of Sefas' solution enables seamless integration into our existing system and allows us to deliver a sophisticated end to end solution to our clients." He added: "The days of sending generic material to all customers are numbered. We ensure that they receive the information that is most relevant to them. This delivers obvious savings by reducing the production and mailing of irrelevant printed content, whilst providing an enhanced customer experience."

## Data security

DST has to ensure that all of its outputs meet the highest standards in terms of data integrity, security, confidentiality and compliance. The company has worked with Sefas to ensure additional measures have been implemented to optimise data security that meets the stringent requirements of DST' blue chip and financial clients.

The company's FMS, underpinned by Open Print, ensures that all processes are managed to maximise cost savings and MailSort discounts, without compromising service levels. Greater flexibility also means that DST can cope with changes in volumes and content in order to maintain a rapid, risk-free service that has been engineered to meet its clients' needs.

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## Customer benefits

- **Attracting new business** by being able to quickly absorb new applications and enhancing pre-composed print streams, saving timely and expensive IT-orientated re-composition processes
- **Improved capabilities** to better serve DST' customers through a single platform and managing the delivery of content across all the key communications channels.
- **Cost savings** by reducing the production and mailing of irrelevant printed content, whilst providing an enhanced customer experience.
- **Greater flexibility** - DST can cope with changes in volumes and content in order to maintain a rapid, risk-free service that has been engineered to meet its clients' needs.
- **Significant competitive advantage** in lean document production practices by reducing error rates and increasing throughput.



## Competitive advantage

Open Print has helped DST leverage significant competitive advantage in lean document production practices by reducing error rates and increasing throughput. It also enables the company to maintain the highest environmental standards in terms of optimising resources, increasing usage of double sided printing and encouraging greater use of alternative communication media.

Malcolm Webb concluded: "Sefas' Open Print is totally flexible and scalable, which means we can provide all the print and online output technologies our customers demand today, and in the future.

We are able to maintain our track record of delivering innovative, results-driven applications for some of the country's best known companies. We are working with a partner that is really committed to delivering one-to-one communications appropriate to our clients and their customers."

## About DOCAPOST EBS

Docapost EBS is an operating division of Docapost, the La Poste Group specialist in document management, digital services and customer relationship process management. Its 3 entities are all leaders in their own markets: Certonomis, Sefas and Seres.

## About SEFAS

Sefas is a global leader in document production. Established in 1991, Sefas leads the document industry in terms of innovation, performance and flexibility.

With Sefas' software capabilities, you are able to easily optimise your document production to gain flexibility in the creation and the management of your document templates for multi-channel distribution. You will ensure the quality and integrity of your documents, while maintaining brand identity and meeting budget expectations.

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