



Solution Brief

Providing the Highest Quality and Integrity in your Print Operation



Poor print quality not only damages the perception of your company in the marketplace, it can also have a significant impact to operating costs and regulatory compliance.

Print quality is essential when it comes to producing business correspondence. Whether your organization handles transactional documents like bills, statements and checks, or whether you produce marketing materials and direct mail, high quality print is critical to the performance of your business. Poor print quality not only damages the perception of your company in the marketplace, it can also have a significant impact to operating costs and regulatory compliance.

Our definition of "print quality" goes beyond the first-line discussion of ink, paper and color. We believe high quality print must also have a high level of data integrity. You must insure that the correct information goes to the correct customer each and every time. Quality documents also require a quality production process; one that eliminates error, increases efficiency, and mitigates legal and regulatory exposure.

If you rely solely on printer operators to monitor the quality of your print you are leaving your business open to greater risk and expense. Today's high volume digital print production environments simply have too much workload and too many variables to count on old fashioned quality assurance measures. And once a print run reaches the mailroom it's too late. Quality errors that slip out the door fuel marketplace mistrust and potentially violate privacy regulations.

WebVision by Lasermax Roll Systems changes all that with a comprehensive and automated print quality analysis solution. Using the latest high resolution cameras and sophisticated image capture and analysis software, WebVision automatically performs image-level quality analysis, such as checking print alignment and ink application issues, as well as document-level analysis including formats, base stock, images, logos, color, and much more. Postal standards verification, barcode grading capabilities, and detailed audit tracking and reporting complete the solution; giving you piece of mind knowing that every page in every document set has the highest quality and integrity possible.

The Impact of Poor Print Quality

Poor print quality can affect your bottom line, damage the perception of your company in the eyes of customers, and expose your business to regulatory fines and increased legal risk. Here are just a few aspects to consider.

WebVision uncovers print quality problems before they become a problem. The result is significant savings in administration and production expense and protection from compounding errors that put your service levels at risk.

Reprints

Reprints are expensive and time consuming, and the bane of most printing and mailing operations. If documents leave your print center with poor print quality the best you can hope for is that the problem is somehow caught in the mailroom; a risky proposition at best. When a problem is discovered, mail inserter operators are often forced to hold the entire mail run until the job is reconciled and the cause of the error is identified. Support analysts then must pull the appropriate print files from archive and schedule a reprint. Often this cannot

be accomplished until the next day causing even more production delays. Once in the print queue, printer operators must juggle the rework with other important production in order to reprint the pages in question (or in severe cases reprocess the entire print job).

WebVision uncovers print quality problems before they become a problem. As a result, customers find that they reduce the need for reprints by over 90%. Indeed, the automated print quality analysis features all but eliminate re-work. The result is significant savings in administration and production expense and WebVision protects your operations from compounding errors that put your service levels at risk.

Color Printing Expense

Today's document processing has moved away from monochrome black and white to full color digital printing systems. In the past, additional color was provided on pre-printed forms and the quality of that color was the responsibility of a preprint vendor. Today, that responsibility falls to print shop managers who will testify that there is significantly more potential for quality problems to occur with digital color vs. monochrome. Things like color matching, page alignment and toner consistency are just a few of the potential impacts to quality. The newest color printers are also faster than ever, increasing the volume of bad output produced before problems are discovered and further compounding the cost of reprints. As a result, internal quality control is more important than ever if for no other reason than simply the higher cost and complexity of digital color printing.

WebVision provides the kind of comprehensive and automated quality control needed in today's high-volume digital printing environments. WebVision examines every page of print inline as it is produced on today's fastest digital printers. This instant analysis ensures quality results page after page, and in real time. The system can monitor print quality on nearly all types of ink jet and laser print engines and supports 1-up and 2-up layouts in simplex and duplex configurations in either grayscale or full color formats. Reduce color errors and ensure you get the most from your digital color investments with WebVision.

Regulatory Compliance

Regulatory compliance is a growing concern for businesses in every industry. A rising number of information privacy regulations from both state and federal levels have resulted in increasingly severe risks and penalties for non-compliance. The Health Insurance Portability and Accountability Act (HIPAA) in healthcare, the Sarbanes-Oxley Act (SOX) in public accounting, and the Gramm-Leach-Bliley Act (GLBA) in the financial sector are just a few of the now iconic regulations that place documents prominently on the minds of compliance officers and legal council. At the core of these statutes is the requirement to protect sensitive customer data and demonstrate dutiful custodianship of the information. Organizations that fail to address these risks are subject



to fines, lawsuits and loss of market share.

WebVision helps eliminate the high cost and high risk of mistakenly sending the wrong information to the wrong customer. Cameras analyze each page inline and are

programmed to inspect specific zones to run a variety of quality and integrity tests. On a multi-page statement, for example, the system can compare a barcode against customer information on each page, then verify that each set is correct and reconcile the total number of pages, thus ensuring complete set integrity.

Workflow Quality

Ensuring print integrity and quality is at the heart of regulatory compliance, but the practical ability to audit production workflow can be difficult. A manual audit of production quality is simply inadequate for many organizations. Even with the most advanced and experienced operators, there are some things that the human eye simply cannot detect; especially in high-volume operations. Quality issues such as a bad barcode or improperly matched form can easily slip through a manual quality audit.

WebVision not only inspects the physical quality of your printed output but also the quality of your production workflow by automatically analyzing each page against a number of quality standards. For example, WebVision automatically compares customer information on multi-page bills to ensure set integrity on-the-fly. Imbedded cameras inspect form numbers to verify preprinted stock is loaded correctly before the job is processed. The system will verify the readability of 1D, 2D, and PostNet barcodes ensuring efficiency in the mailroom and maximum postal discounts.

WebVision also provides important data that can help you better optimize workflow and capacity across the

production process. Managers can more quickly recognize deficiencies and make corrections, while trend reporting encourages more efficient staffing levels and a greater return on investment in existing hardware. In short, WebVision is not just looking at the printed page, but also your production process to foster a higher level of quality and value in the overall workflow.

Real World Success with WebVision

Companies from nearly all markets and industries benefit from using WebVision to analyze and monitor the quality of their high-volume printed output. Here are just a few real world examples.

Banking

This WebVision customer is a major American bank with operations throughout the United States and in many countries around the world. High image quality and efficient production process are important; the bank wanted to ensure the integrity of the information presented as well as the readability of mailing and matching barcodes. Using high-resolution cameras to scan both sides of each page, WebVision examines very large volumes of digitally printed bills, statements and other customer correspondence.

The bank performs an average of 40 tests on each page with WebVision. The most critical test examines 2D barcodes. WebVision tests 2D data matrices for compliance with thirteen different ANSI specifications including edge determination, symbol contrasts and decidability. Because a bad 2D data matrix will cause a mail inserter failure, WebVision will automatically shut the print line down so that any quality problem can be resolved.

Insurance

This major American insurance company insures over 40 million people and has operations across the U.S. and in many countries around the world. As a prominent health insurance provider its principle concern is compliance with HIPAA regulations. Print operators were doing occasional,

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manual inspection checks, but physical sampling did not provide an adequate level of quality control. WebVision was installed to provide increased security and ensure the company did not violate HIPAA rules and thus suffer the resulting fines.

WebVision automatically reads the actual printed policy number on multiple pages of the policy and compares that policy number to the data contained in a barcode. The customer name is also examined in multiple locations and compared

for matching. WebVision will stop the print line whenever a mismatch is detected. This automated analysis ensures that the information in any given statement relates to a single customer. As a result, this insurance provider now has a high degree of confidence that HIPAA rules are not violated by revealing information about one customer to another.

Service Bureau

This well known service bureau operates multiple facilities around the U.S. and the majority of their customers are financial institutions, such as brokerage firms, banks and clearing houses. This high-volume operation runs statements, trade confirmations, 1099s, proxies, checks, notices and mass mailing marketing pieces. As with any major service bureau, improved efficiency, productivity and output quality is always top-of-mind and WebVision was adopted to bolster these aspects of their production workflow.

One important improvement goal focused on reducing paper waste and reprints. After installing WebVision the service bureau reduced the rate of reprints by 90%. Labor costs were reduced since quality assurance staff no longer were required to review printed output on the print lines

equipped with WebVision. Productivity increased since roll-to-roll jobs no longer needed to be stopped every 20 minutes for quality inspection. Workflow improved in the mailroom as well since inserter operators experienced fewer problems with the printed output, particularly with respect to bad 2D barcodes.

As a print-for-pay business, improving quality with WebVision yielded direct economic benefits. Service level agreements were met more easily and potential customers gained a new level of confidence as a result of this service bureau's commitment to quality via their investment in WebVision.

Moving Forward with WebVision

Whether your business handles high-volume transactional print, transpromotional documents, direct mail, or any other business correspondence, print quality is critical to the performance of your organization. Through the use of the latest high resolution cameras and sophisticated image capture and analysis software, WebVision automatically examines every page of print inline as it's produced on today's fastest digital printers and performs instant analysis to ensure the highest quality and integrity of your printed output.

WebVision's extraordinary processing power allows it to capture amazing detail and the solution can be adapted to meet your needs no matter what type of production equipment you are using. Print quality analysis, color verification, barcode and postal standard grading, and extensive and intuitive reporting make WebVision the solution of choice for high-volume print shops in any industry.

Find out how this innovative product combined with award winning support and service from Lasermax Roll Systems can significantly bolster print quality and workflow integrity in your print operation.

Contact us today at (781) 229-2266 or info@lasermaxroll.com to learn more or visit www.lasermaxroll.com to download more information about WebVision.

