

# OPERATIONS EXPRESS

Enhance documents and achieve operational efficiency – without going upstream and modifying your original applications.



## BUSINESS PROBLEM

Many organizations are protective of their customer's data making them reluctant to send raw data to print service providers to manage composition or generate production data necessary for automation and piece-level tracking. Receiving precomposed files that are "print-ready" presents a number of challenges for printers. Ensuring the right production marks including barcodes are on the pages can be difficult when dealing with non-print experts. The ability to generate inserter control files or make last minute changes to switch a file from one printer line to another is constrained. This can be further complicated when a customer requests a change to their document, such as a logo update or adding color to take advantage of new color inkjet technology.

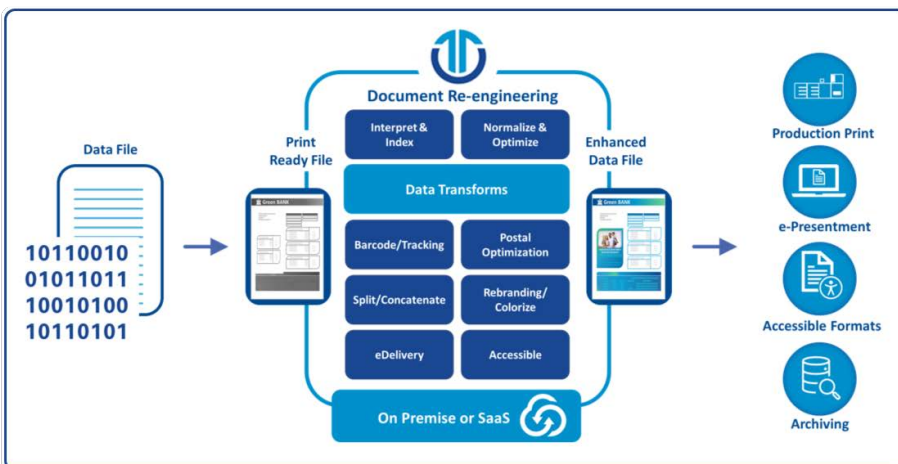
## Solution

Operations Express is a robust solution for document reengineering. It is an engine for document manipulation from enhancing already composed documents with color, logos, graphics, and more to enabling production optimization by adding barcodes, generating postal sorting logic, and mining documents for index creation.

## Benefits

- Optimize production operations with the addition of barcodes, generation of inserter control files, extracting content for cleansing, document indexing or external use
- Merge preprinted color templates to forms content and enable migration to a white paper factory model
- Split large files into several small files so that you can produce these documents on multiple devices simultaneously, segment them for the correct production device, and maximize device utilization and productivity
- Extract valuable data from print-ready documents into XML, CSV, ADF, CMOD generic index files, user defined data for indexing, data analytics, and more
- Enable piece level tracking through the generation of barcodes, OMR marks, and Mail Run Data Files (MRDF) files

## How it Works



## What does Operations Express do?

- Document Reengineering of composed documents
- Reorder documents/pages for output
- Remove documents/pages from output
- Join jobs together
- Split large files into several smaller files
- Split jobs into individual documents in preparation for electronic delivery
- Add or remove elements or objects such as logos, images, text, and more
- Generate Intelligent Mail barcodes (IMb) for postal sorting and tracking
- Add and remove barcodes (over 20 different types)
- Add/Remove objects from document including logos, barcodes, fonts, images, etc.
- Modify position of objects
- Define and merge information from external files
- Select/Remove documents/pages for output

## Solutions overview

### Modify

Operations Express is focused on document reengineering of precomposed documents. This includes modifying the position of objects, defining and merging information from external files, as well as replacing or adding new objects such as barcodes, graphics, text, and more.

### Sorting/Resequencing

This solution can be used to SORT documents and pages within a subdocument. It also enables subdocuments to be re-sequenced to match order of an external file, and can be used to produce separate output print files, or STREAMs, dependent upon the number of pages in the subdocument or upon the weight of the contents of a subdocument envelope.

### Select/Deselect

Operations Express can be used to FILTER out, or select documents or specific pages from a document. When using an external file, an additional SCREEN function can be used to provide a list of documents to Filter out or to select. This function can be used to produce a 'reprint' of select documents from a print file to enable expedited reprint workflows.

### Integration Options



**Command Line**



**API**



**Scripts**

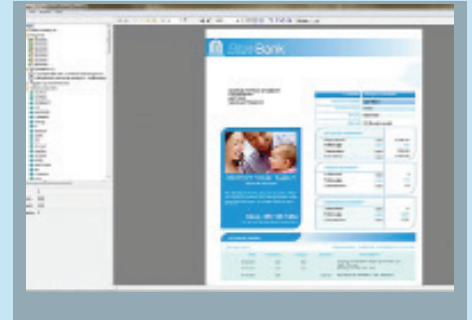


**CrawfordTech's  
SunRise  
App Server**



**Existing or  
CrawfordTech's  
WorkflowTools**

The PRO Designer GUI makes configuring Operations Express easy



### Some quick technical facts:

Operations Express runs on all major operating systems: Windows, Linux, AIX, HP-UX, Solaris, z/OS, Linux for System z.

Operations Express supports all major print streams: AFP (Line data, mixed mode & fully composed), Xerox (LCDS & Metacode), PCL, PostScript®, Line data, HTML5 and image files.

By adding the Transpromo Express module you get all of the productivity, efficiency and cost savings benefits of Operations Express, plus the ability to add marketing content using advanced white space management techniques and by integrating with your existing CRM systems.



## Add & Remove

Building on Operation Express' ability to modify a document, it allows for the addition or removal of objects from documents including logos, barcodes, fonts, images, etc. Enabling branding and legal text to be updated quickly without waiting for the original document to be changed.

## Postal Optimization & Piece-level tracking

It provides production operations with a solution to create inserter control files, such as MRDF, Mailmark® barcodes and Mailmark® eManifest, and Mail.dat to enable automated inserter and postal processes.

## Redaction

With privacy and security being a top issue today, Operation Express can quickly redact content as needed to comply with information privacy regulations such as HIPPA, GLB, FCRA, and more.

## Data Mining & Indexing

Receiving precomposed documents can create challenges at times, but with Operations Express, any information or data within the document can be mined and extracted for generating barcodes, creating custom index files, MRDF files, external files, metadata, and more.

## Proofing

Generate test output from up to 100 pages to proof in a native PDL viewer or add on CrawfordTech PRO Designer to view Print Files in an interactive user interface.

Crawford Technologies, Inc. is an award-winning, global provider of products and services that enable their clients to meet their own customers' rigorous demands for instantaneous access to vital information. With solutions at the nexus of content, data and output management, the company has helped over 1,800 organizations around the world reduce costs, simplify processes, and streamline mission-critical transactional communications such as bills and statements across all channels and in all formats.