

# REAL Digital

REAL Digital's state-of-the-art print facility in Croydon, South London, boasts some of the industry's most advanced digital print technology. Pitney Bowes Emtex software plays a critical role in driving volume through these sophisticated engines.

As a front-runner in the digital print industry, REAL Digital is acutely aware of the need to operate with true flexibility. The latest full colour, high volume technology takes pride of place at the Croydon site and the company is focused on ensuring that productivity is continuously maximised. This means having the flexibility to accept a wide variety of customer jobs and the expertise to route those jobs to the most appropriate printer.

REAL Digital selected output management software from Pitney Bowes Emtex to provide precisely this level of control, and the two companies work in close partnership to ensure optimal performance across REAL Digital's impressive print portfolio.

### Transform printer languages in real time

David Stephens, Production Manager, REAL Digital, comments: "Often, jobs will arrive in formats which aren't compatible with specific print engines. However, we wanted to be able to offer customers the best possible print and production quality and to free them from proprietary print streams. Pitney Bowes Emtex VIP software gives us the flexibility to adapt jobs accordingly—transforming printer languages in real-time."

This flexibility enables REAL Digital to broaden the services that it can offer to customers. One such example is REAL Digital's remote job portal which allows customers to book and order jobs via a tailor-made web interface. This provides customers with the convenience to order jobs from their own desks—an increasingly popular service that now accounts for 5-10% of their total print volume.

"Using this web portal, customers can upload their own data-set and retain control of their jobs," Stephen adds. "Typically, this service is used for the production of marketing collateral, so we have jobs such as posters and point-of-sale items coming through. Type and volume of job dictates which printer we use and the Pitney Bowes Emtex VIP software allows us to direct each application to the most appropriate printer."

### Modify and enhance prinstreams anytime

REAL Digital's production flexibility is further enhanced via Pitney Bowes Emtex VDE software—a data-stream manipulation and application re-engineering solution that adds intelligence and dynamism to legacy solutions, transforming print applications that would otherwise be too expensive or time-consuming to change.

## CASE STUDY



### Challenge

A leader in digital print services needed the flexibility to expand their business and meet the needs of clients.

### Solution

Pitney Bowes Emtex software frees REAL Digital from proprietary print streams so they can optimise performance, enhance documents and open new markets.

Now REAL Digital can attract work from customers on the premise that their existing documents and workflows can be instantly and effortlessly improved. Demand for such a capability is high and emanates from a variety of vertical sectors.

"We are currently processing some important applications for the NHS," states Stephens. "One, the Bowel Cancer Screening Programme, is Europe's largest public screening programme and requires the utmost integrity. We receive about 65,000 document sets comprising 4 pack types from the NHS in PDF form each week. Using VDE we add sequential numbering, a 2D barcode and regional codes to each document to ensure that this highly sensitive communication can be machine-read and inserted to ensure total despatch accuracy.

"We are also involved with sending reports to GP's which provide specific practices with a list of new people in the area. Again, the data arrives in PDF format from the NHS database. The VDE software applies document boundaries to the data, effectively collecting documents into efficient batches based on location. In this way, we are able to consolidate documents into one envelope rather than sending practices multiple communications, which results in significant production and postage cost savings for the NHS."

The benefits of Pitney Bowes Emtex VDE software extend beyond public sector applications. Financial services firms are also recognising the benefits of adding intelligence and value to customer-facing documents without having to completely re-design existing document production workflows.

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David Stephens, Production Manager, REAL Digital

Stephens continues: "One leading household financial services provider sends us standard legacy print-ready files. Using VDE we can add colour to document signatures, introduce tinted backgrounds and generally make the communications more dynamic and professional. By re-designing and consolidating documents, we have enabled the client to cut paper usage by 10%—equating to a reduction of some 26 tonnes of paper per year."

Pitney Bowes Emtex output management software enables REAL Digital's customers to eliminate costly and wasteful pre-printed stock and to take legacy solutions towards flexible, white-paper processing. This is saving businesses money and introducing possibilities such as white-space management, where marketing messages can be added to compulsory communications. In this way, each document is made to work harder, and REAL Digital's customers can realise greater return on their communications investment.

"For our business, the ability to transform documents is key," Stephens concludes. "Such functionality opens up markets and serves to overcome any objections that potential customers may have about developing their communications strategy. Pitney Bowes Emtex software gives us the flexibility to optimise site productivity and enhance the service that we can provide to customers. At the same time, our drive to embrace the very latest technology is pushing Pitney Bowes to continuously evaluate and develop its software offering. It's a partnership approach that works."

## The Pitney Bowes advantage

With Pitney Bowes Emtex software, REAL Digital can redesign and consolidate documents—allowing one client to cut paper usage by 26 tonnes per year.



Pitney Bowes  
2nd Floor, Building 600  
6 Hercules Way  
Leavesden  
WATFORD  
WD25 7GS  
United Kingdom

Tel: +44(0) 1923 279300  
Fax: +44(0) 1923 279301