Statement Archiving and Presentment for Telco, Media and Utilities

Essentials

- Each day the telco, media and utilities companies generate millions of customer communications; over 5 billion alone in the in the US each year
- These documents include statements, invoices, letters, quotations, security notifications, reminders, cheques, remittance advices and statutory letters
- In many cases these documents need to be retained for legal and compliance reasons as well as for reference and customer service
- Most telco, media and utility companies fail to take advantage of digital delivery to reduce postage costs and improve customer service
- Costly mainframe archives are still widely used by telco, media and utility companies for storing customer communications
- CrawfordTech has been working for over fifteen years to solve the complex problems associated with customer communications
- Now, in partnership with EMC, CrawfordTech has integrated their market leading print stream archiving products with EMC's ECM technology to provide a next generation solution to the problem of archiving customer communications

Background

Each day the telco, media and utilities companies generate millions of customer communications - it is estimated that of the 50 billion documents are delivered each year in the US 10% come from these sectors. These documents include statements, invoices, letters, quotations, security notifications, reminders, cheques, remittance advices and statutory letters. Typically the core billing and CRM systems generate these documents and many more document types that are essential to maintaining relationships with customers. And these documents are sophisticated, intelligent even – they will be personalised, they are usually regulated, they must be optimised for printing, they might be pre-sorted for delivery – the list goes on.

Large telco, media and utility companies often use in-house print services providers and many outsource this to a print bureau. Traditionally applications target specialist high volume print devices like IBM/Ricoh, Canon/Oce and Xerox and many billing and CRM applications are designed to generate print output for a specific target device. On the other hand many print service providers accept only certain formats. As a result the workflow of print production processes can be complex in order to match applications with the appropriate print device.

This challenge is compounded by the fact that consumers and businesses are increasingly moving away from paper to digital communications and requiring

vendors to do likewise. Whether this is PDF, web portals and other digital delivery methods like SMS text there is clearly a need to manage customer communications differently.

In fact access to customer communications is essential to many customer centric business processes. Customers cannot understand why call centre staff do not have access to the same information that they receive. And for the digitally savvy, self-service portals and digital communications help define the experience of customer service – both positively and negatively.

Of course many telco, media and utility companies have been digitising and archiving documents for years and may find that they have several generations of these archives including COLD and mainframe systems. The challenge is that these archives are costly to buy, expensive to maintain, integrate poorly with enterprise applications & workflow and are inaccessible to consumers. What is needed is a new generation of archive that leverages open standards, is integrated with packaged content management systems and can support delivery through web channels (in addition to paper).

The benefits to a large consumer centric company of a modern Enterprise Archive include improving compliance, a reduction in print & postal costs, improvements in customer satisfaction with self-service portals and improvements in the efficiency

of billing and customer relationship processes.

Crawford Technologies has been working for over fifteen years to solve the complex customer communications problems of telco, media and utility companies. Now, in partnership with EMC, CrawfordTech has integrated their market leading archiving products with EMC's popular ECM and workflow automation solutions to provide a next generation solution to the problems of archiving customer communications for these industries.

Solution

Enterprise Archiving with EMC

EMC is acknowledged as an industry leader for Enterprise Content Management solutions and telco, media and utility companies turn to EMC repeatedly because of enterprise features that integrate document capture, archiving, output management, workflow automation, retention management and many more document-centric tasks under a single platform. EMC's products are designed for the most demanding enterprise needs and can readily scale to the volumes common place in these industries. The advantage of managing both inbound and outbound correspondence in the same place is that an enterprise archive can provide a 360^0 view of the customer to service teams and self-service portals. EMC enterprise archives enable better customer services.

Universal Print Stream Archiving

Telco, media and utility companies and their print service providers need to support a wide range of applications, document types, print formats and device types in their customer communications workflow. CrawfordTech offers universal print stream archiving across billing and CRM applications, print formats and document types. It can be used to archive almost any kind of outbound document including include statements, invoices, letters, quotations, security notifications, reminders, cheques, remittance advices and statutory letters, whether these documents come from packaged

applications or custom systems. CrawfordTech also supports the widest range of source document formats including AFP, Metacode and PostScript and can archive in the native formats or as industry standard PDF/A. Integrated with EMC's enterprise archive CrawfordTech ensures that customer communications are an enabler for business processes and actually help improve customer satisfaction.

Workflow Automation

Telco, media and utility companies operate a series of discrete business processes that include new business, billing, security and customer service. In many cases these processes are adequately supported by enterprise applications, but on occasion either the workflow needs to be extended or needs to be integrated with unstructured content or documents. EMC and CrawfordTech understand the complex needs of document workflow within the end-to-end business process and our expertise has helped many customers leverage inbound and output correspondence to ensure that business processes operate efficiently and at scale. In many cases we can help optimise document centric processes such as new account opening and lending and reduce costs whilst ensuring these processes integrate closely with core business systems.

Integrations with Banking Applications

Typically telco, media and utility business applications for billing and CRM generate the majority of document types that are essential to maintaining relationships with customers and business partners. These applications are usually core enterprise applications that have grown over time to support the varying needs of the business and often leverage document composition tools to generate printed output. CrawfordTech can integrate seamlessly with the output of these systems and help manage the complex print and archiving workflows so that they reach the archive. EMC ECM solutions provide views onto customer communications and can be

integrated seamlessly into billing and CRM applications.

Customer Portals and Online Presentment

Online portals help enrich the customer experience through access to statements and correspondence. It helps customers satisfy their own requests for information or helps customer service staff act more efficiently and effectively. EMC's ECM solutions are used by thousands of knowledge workers who take advantage of features like search, browsing and viewing for customer communication archives. EMC and CrawfordTech's solution provides all the granularity of document level access whilst optimising performance for the high volumes found in print streams. Ultimately EMC and CrawfordTech support consumer portals designed to service thousands of requests a minute for policy documents and statements.

Consolidating and Migrating Legacy Archives

Many telco, media and utility companies have evolved, over time, a legacy of archive silos that service different lines of business. These archives are often based on expensive mainframe systems and for most there is an opportunity to reduce the complexity and costs associated with these archives. EMC and CrawfordTech have the technical platform and professional expertise to help migrate documents from legacy archives into a unified archive. CrawfordTech can help you decommission expensive mainframe systems and tape archives like IBM CMOD, Control-D or Mobius onto modern platforms, whilst at the same time providing better access to historical information which improves customer service.

Consulting, Training and Support

It takes more than technology to create innovative customer-centric business solutions. It takes people with the experience to truly understand the scope and definition of your project, real-world expertise to make it happen, and a bar-setting standard of excellence and results.

Crawford Technologies Professional Services staff are recognized for their in-depth industry knowledge and unequalled expertise in electronic document processing systems and applications. We provide a unique combination of knowledgeable IT professionals, industry-leading technology and proven processes. We know what it takes to develop archival systems for optimal performance.

Conclusion

Crawford Technologies has a fifteen year track record of customer communications solutions. We have the products and expertise that is used by hundreds of customers around the world to optimise print operations and archiving.

Telco, media and utility companies are seeking fundamentally new ways of addressing the challenges of print stream archiving. Now in partnership with EMC Crawford Technologies offer market leading print stream archiving technology integrated with the EMC's ECM solutions.

PRO Archiver is a tried and tested print stream archiving solution and over 90 EMC customers can testify to the benefits of putting customer communications in an enterprise archive using this technology.

CrawfordTech Services

Consulting

- Archiving assessment services
- Archive implementation services
- Archive upgrade services
- Legacy archive migration service

Training

- Archiving Fundamentals
- Archiving Advanced
- Print Fundamentals
- Print Advanced

Support

- 24 x 7 customer support
- Product upgrades
- Consistently rated #1 for support

About Us

Since 1995, Crawford Technologies' award-winning solutions have helped over 700 companies around the world reduce costs associated with mission-critical transactional customer communications. Our products, solutions, services and expertise help our clients deliver key documents to their customers in the format they need, when they need it.

Our range of unique software solutions and products and expert services simplify, automate and extend the value of document delivery cost-effectively. Our innovative and flexible solutions enable meaningful process improvements irrespective of our clients' current, legacy or future standards in infrastructure or document output.

Companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. CrawfordTech's quality software, proven support and extensive document industry knowledge help our clients meet operational goals, support compliance and bolster the effectiveness of their document processing infrastructures. Our platform and vendor independent architecture insures our products and solutions seamlessly interface with existing in-house, legacy and third party applications and workflows.

Contact Us

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CrawfordTech Solutions

Print Solutions

- AFP, Metacode/DJDE, ASCII/EBCIDIC/Line Data, PCL, PostScript, PDF, PDF/A, Image, Text, HTML, XML
- Prints stream transformation
- Print stream data extraction
- Print stream concatenation
- Print stream enhancement
- Standard barcodes, QR Codes, mail barcodes

Workflow solutions

- Solutions for print service providers
- Print stream automation
- Automated document factory

Archive Solutions

- Industry solutions for banking, insurance, telco, media, utilities, print service providers and healthcare
- Archiving solutions for EMC Documentum and EAS

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