

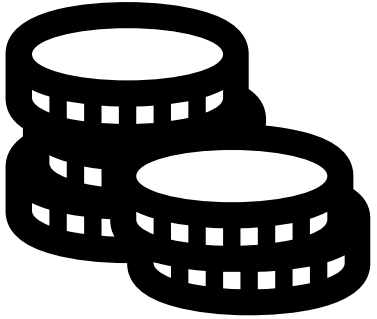
LEVERAGING PDF 2.0

**FOR HIGH VOLUME INVOICES, STATEMENTS & OTHER
PERSONALIZED COMMUNICATION**

Drew Sprague
President & CEO
Solimar Systems, Inc.
www.solimarsystems.com

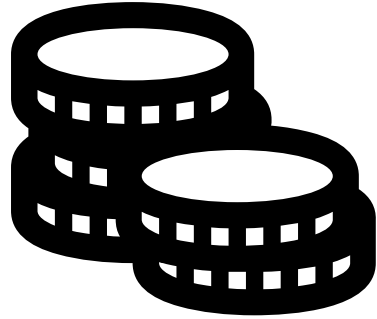


Mailing is Expensive



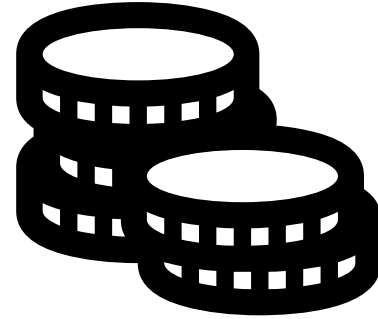
50¢

**First Class
1st Ounce**



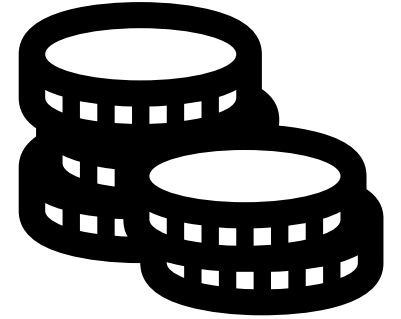
21¢

**First Class
Additional Ounce**



74.9¢

**3oz Saturated
5-digit**



6¢ - 25¢

**Production Costs
Per Sheet**

All Those Nickels and Dimes Add Up!



SOFTWARE



PAPER



INK



PRINTERS



INSERTERS



LABOR



COMPLIANCE



MAINTENANCE

USPS Rewards for Those Who Presort

- AADC or ADC

Column A 3-Digit ZIP Code Prefix Group	Column B Label to
005, 115, 117-119	ADC LONG ISLAND NY 117
006-009	ADC SAN JUAN PR 006
010-017	ADC SPRINGFIELD MA 010
018, 019, 021, 022, 024, 055	ADC BOSTON MA 021
020, 023, 025-029	ADC PROVIDENCE RI 028
030-034, 038, 039	[FCM and PER only] ADC MANCHESTER NH 030
030-034, 038, 039	[STD and BPM only] ADC PORTSMOUTH NH 038
035-037, 050-054, 056-059	ADC WHITE RIV JCT VT 050
040-049	ADC PORTLAND ME 040

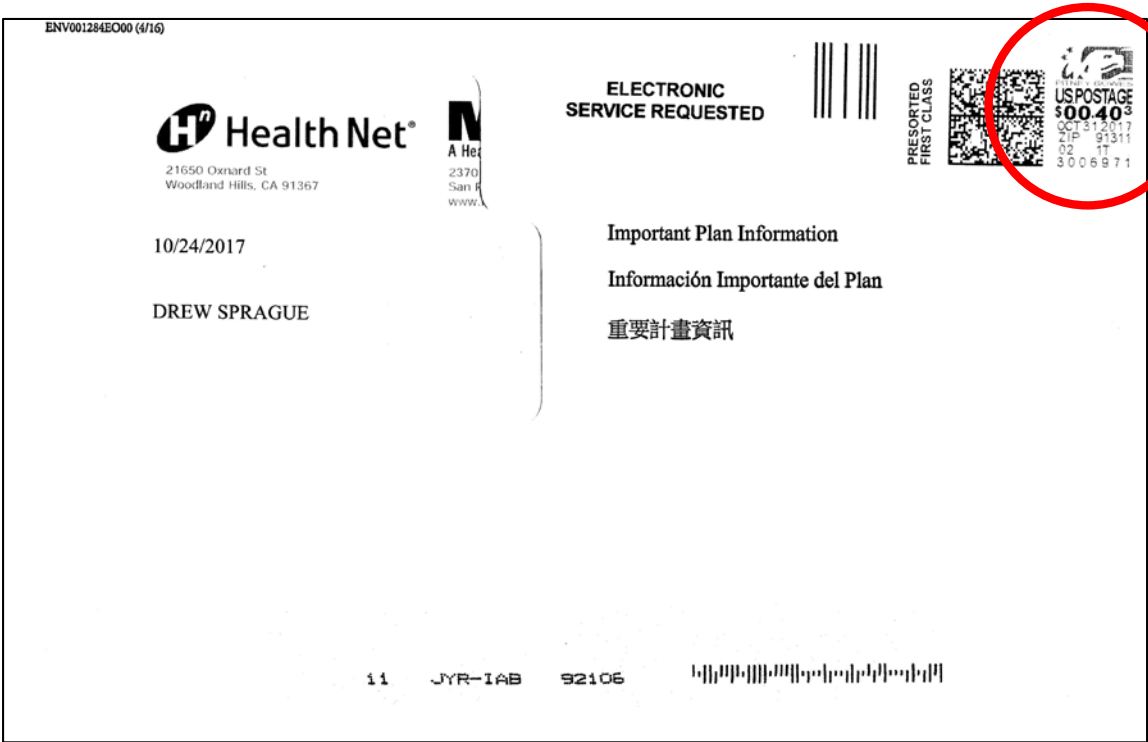
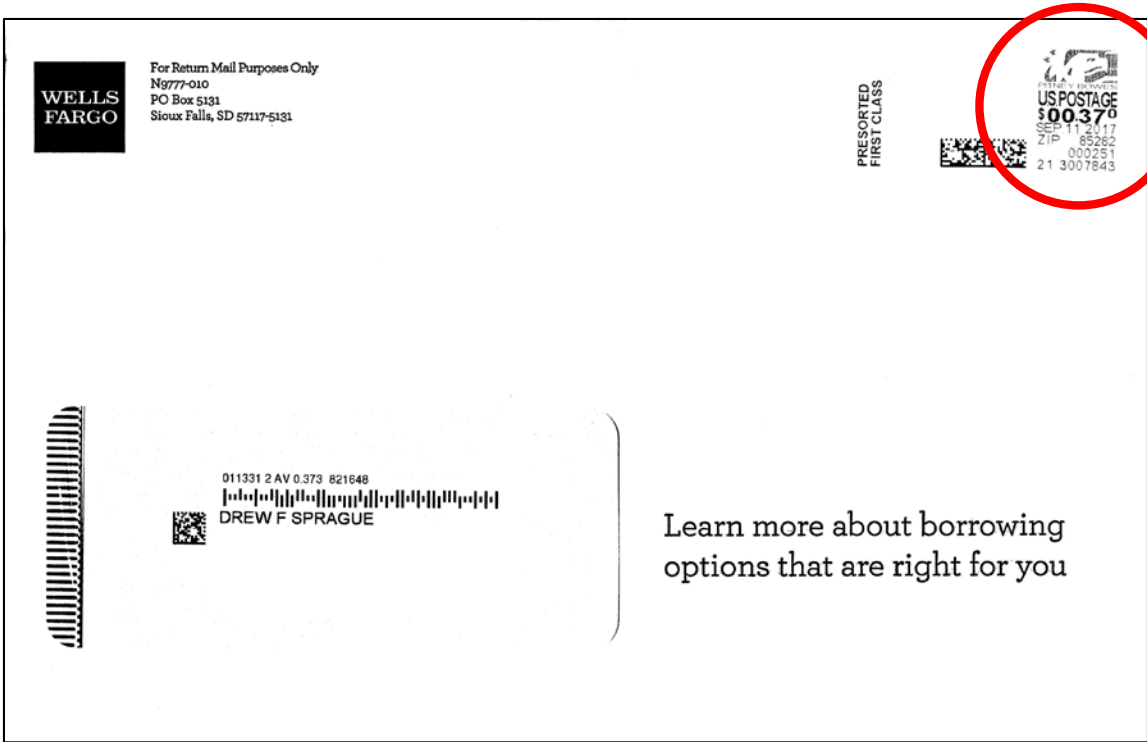


USPS Rewards for Those Who Presort

- MLOCR and commingling



Pennies Add Up...





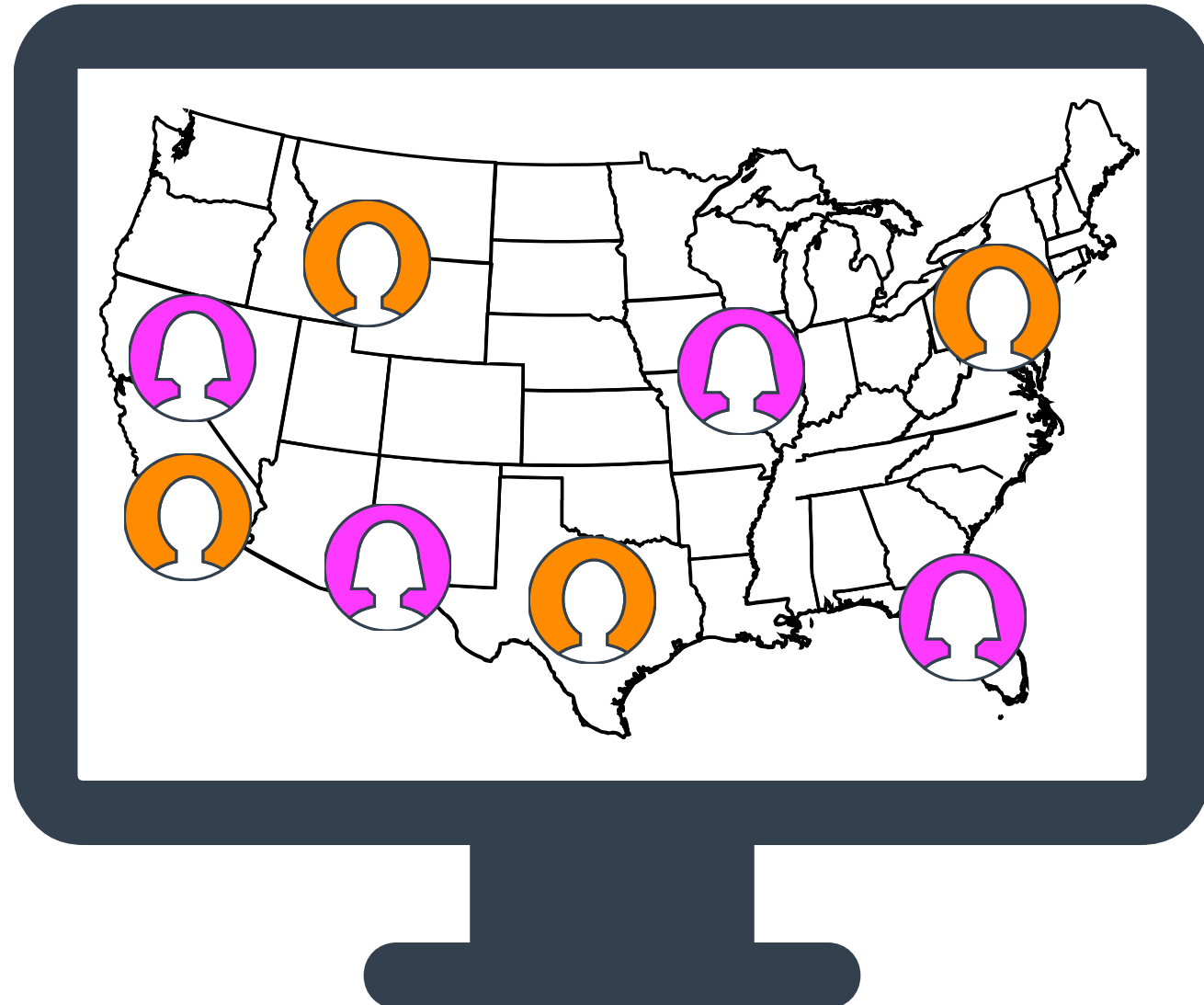
HOW YOUR BILLS GET PRODUCED

Typical steps to move from document
template design to mailing...

Document Template

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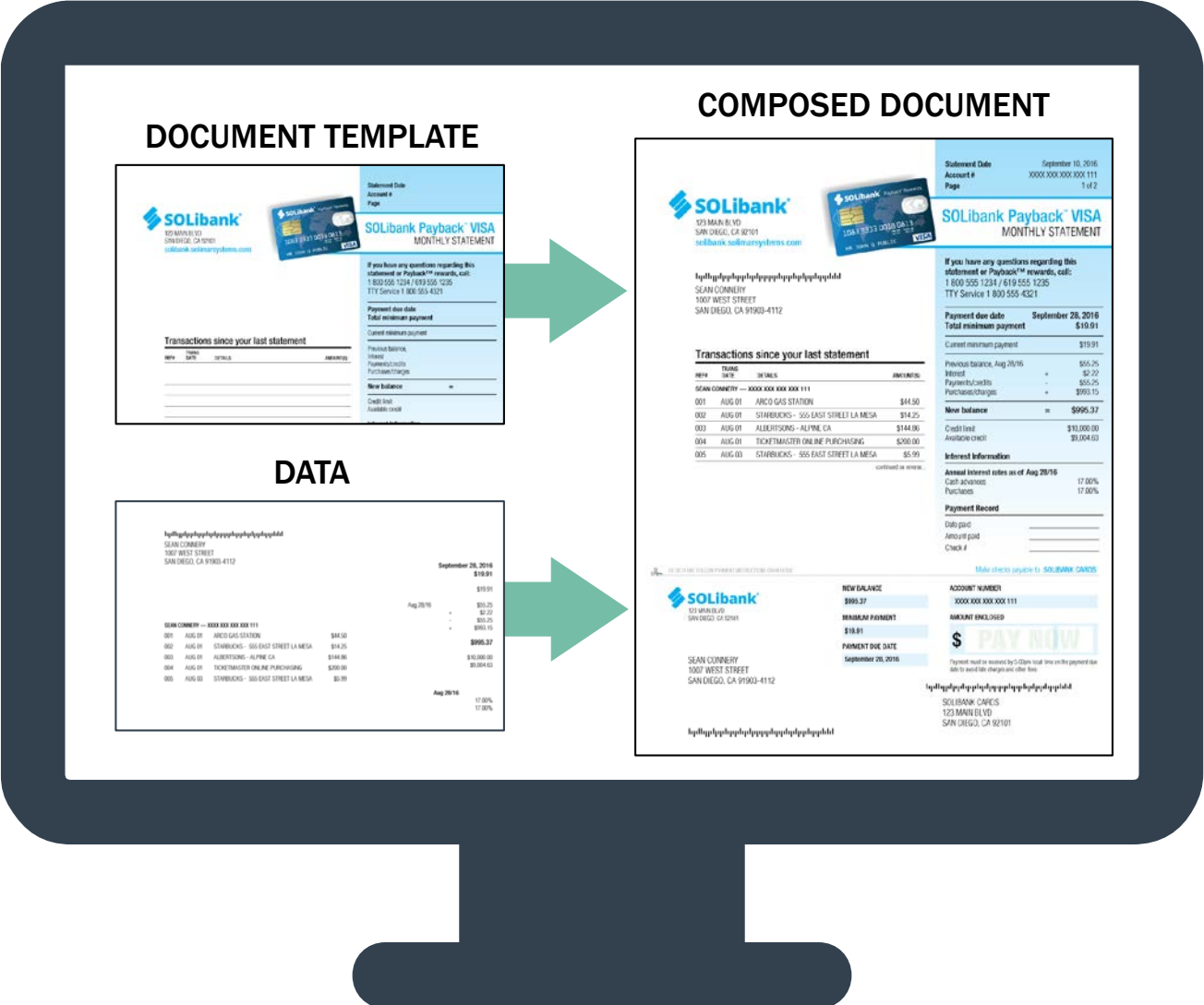
Dataset Creation



Dataset Cleansing and Presorting



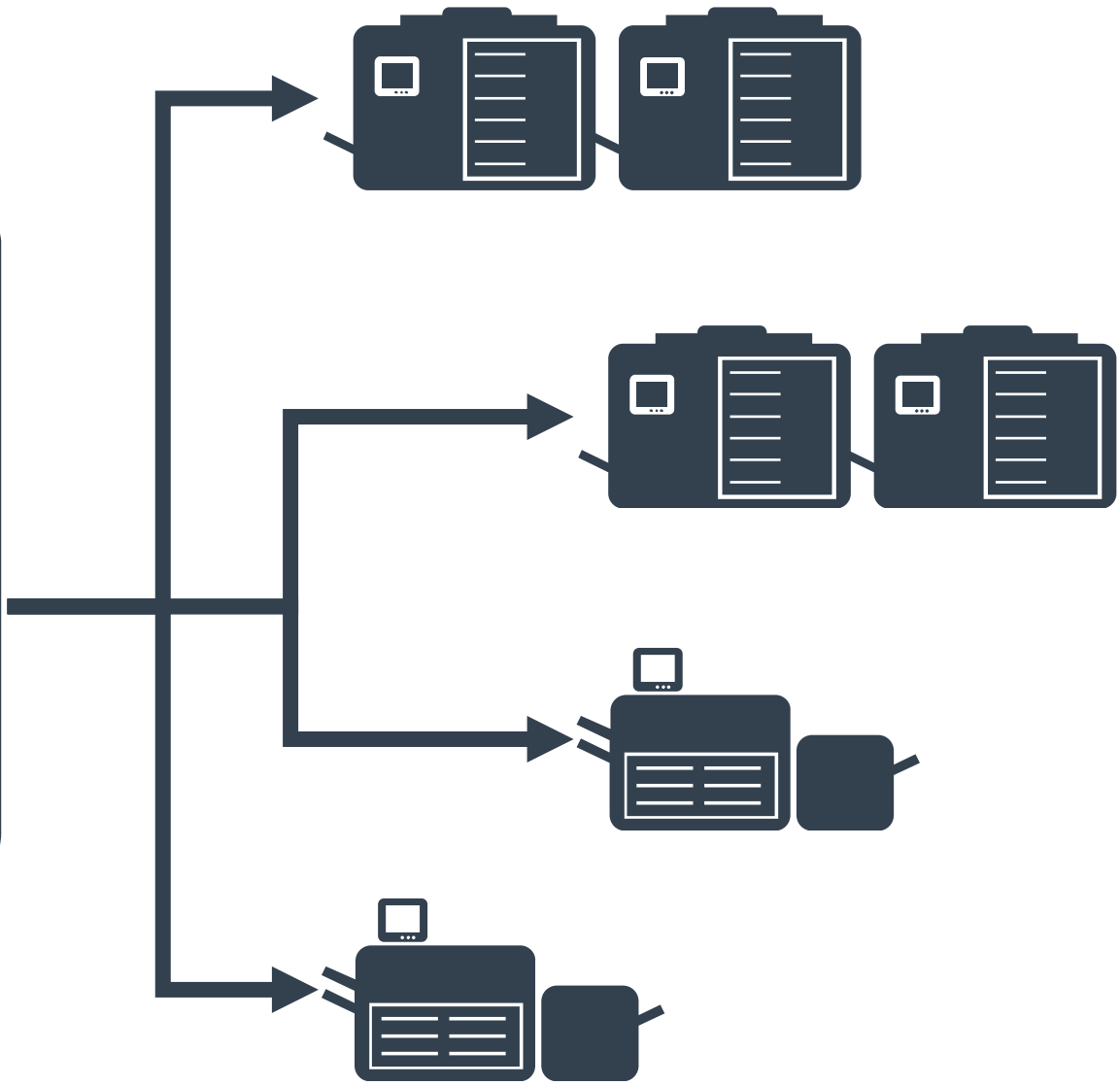
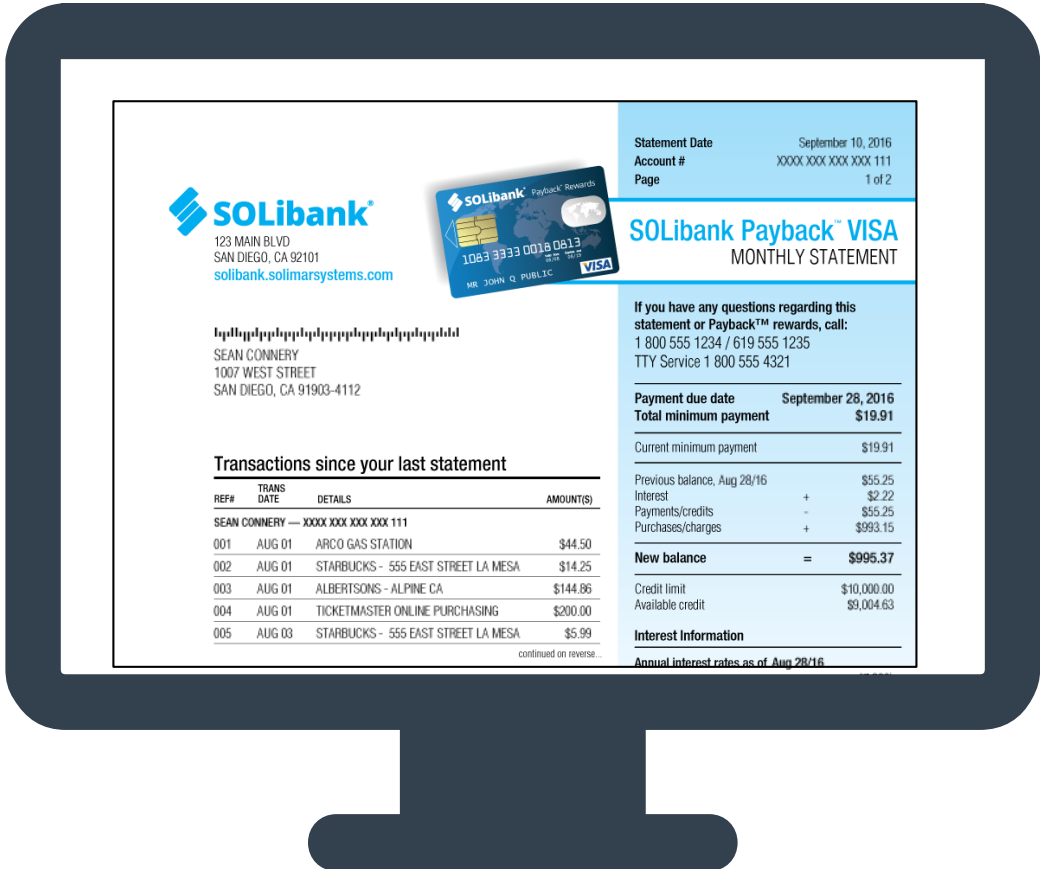
Composition



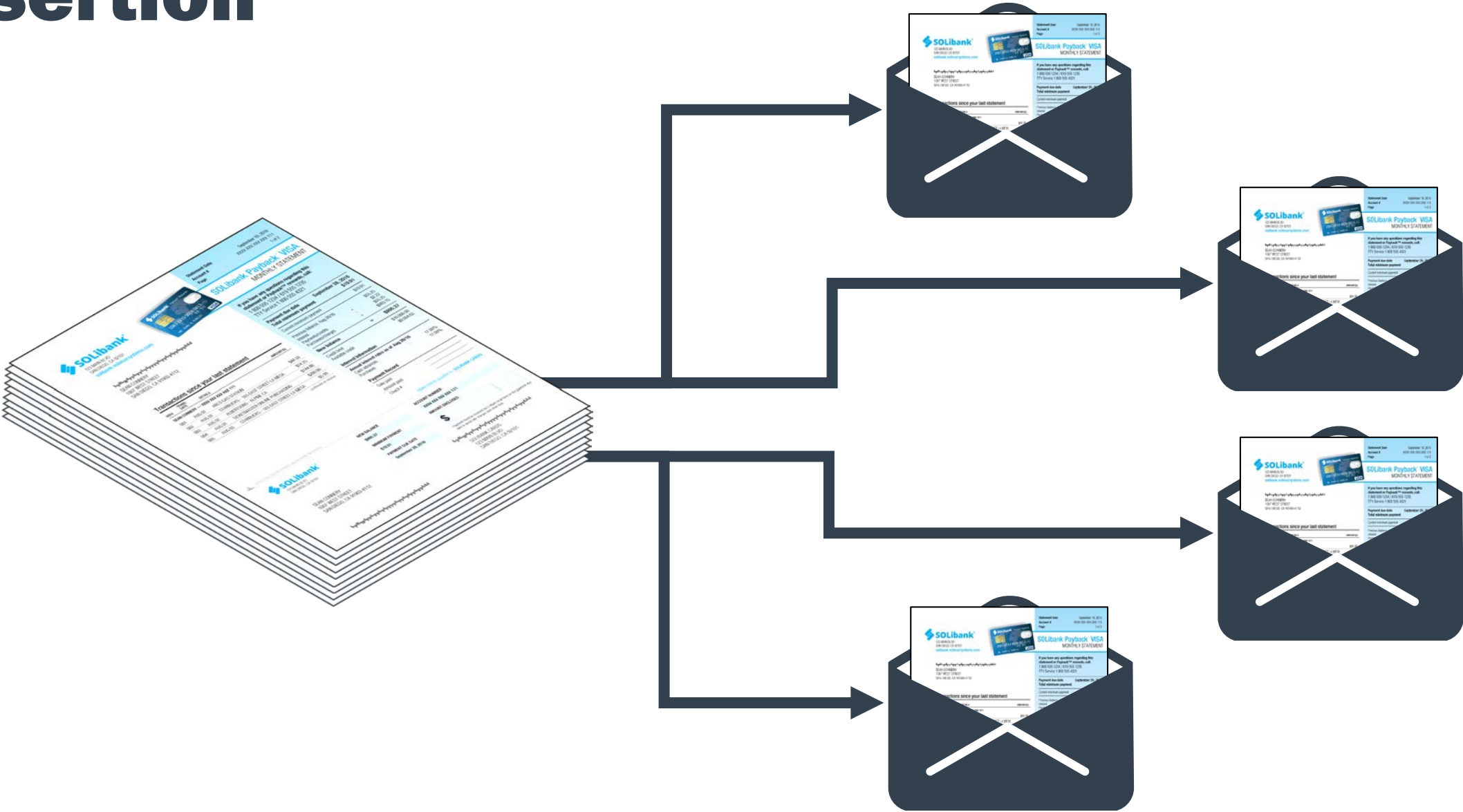
Proofing



Printing




Insertion



But Not All Content Has a Simple Path

- Composition may skip presort
- Different envelope sizes may be needed
- Production may be distributed geographically
- Batches may be small



SOLibank
123 MAIN BLVD
SAN DIEGO, CA 92101
solibank.solimarsystems.com

Statement Date: September 10, 2016
Account #: XXXX XXX XXX 111
Page: 1 of 2

SOLibank Payback™ VISA
MONTHLY STATEMENT

If you have any questions regarding this statement or Payback™ rewards, call:
1 800 555 1234 / 619 555 1235
TTY Service 1 800 555 4321

Payment due date: September 28, 2016
Total minimum payment: \$19.91
Current minimum payment: \$19.91

Previous balance, Aug 28/16	\$55.25
Interest	\$2.22
Payments/credits	\$55.25
Purchases/charges	\$993.15
balance	= \$995.37
Payment credit	\$10,000.00
Statement credit	\$9,004.63

Information
Interest rates as of Aug 28/16
17.00%
17.00%

SEAN CONNERY
1007 WEST STREET
SAN DIEGO, CA 91903-4112

TRANSACTIONS SINCE YOUR LAST STATEMENT

REF#	TRANS DATE	DETAILS
SEAN CONNERY	—	XXXX XXX XXX XXX 111
001	AUG 01	ARCO GAS STATION
002	AUG 01	STARBUCKS
003	AUG 01	ALBERTSON'S
004	AUG 01	TICKETMASTER
005	AUG 03	STARBUCKS

NEW BALANCE: \$995.37
MINIMUM PAYMENT: \$19.91
PAYMENT DUE DATE: September 28, 2016

ACCOUNT NUMBER: XXXX XXX XXX XXX 111
AMOUNT ENCLOSED: \$
PAY NOW

Payment must be received by 5:00pm local time on the payment due date to avoid late charges and other fees.

SOLIBANK CARDS
123 MAIN BLVD
SAN DIEGO, CA 92101

PDF Provides Powerful Document Normalization and Flexibility enabling...

Page
Independence

SOLibank
123 MAIN BLVD
SAN DIEGO, CA 92101
solibank.solimarsystems.com

Statement Date: September 10, 2016
Account #: XXXX XXX XXX 111
Page: 1 of 2

SOLibank Payback™ VISA
MONTHLY STATEMENT

If you have any questions regarding this statement or Payback™ rewards, call:
1 800 555 1234 / 619 555 1235
TTY Service 1 800 555 4321

Payment due date: September 28, 2016
Total minimum payment: \$19.91
Current minimum payment: \$19.91

Previous balance, Aug 28/16: \$55.25
Interest: + \$2.22
Payments/credits: - \$35.25
Purchases/charges: + \$993.15
New balance = \$995.37

Credit limit: \$10,000.00
Available credit: \$9,000.00

Interest Information
Annual interest rates as of Aug 28/16
Cash advances: 17.00%
Purchases: 17.00%

Payment Record
Date paid: _____
Amount paid: _____
Check #: _____

Make checks payable to: SOLIBANK CARDS

SOLibank
123 MAIN BLVD
SAN DIEGO, CA 92101

SEAN CONNERY
1007 WEST STREET
SAN DIEGO, CA 91903-4112

NEW BALANCE
\$995.37
MINIMUM PAYMENT
\$19.91
PAYMENT DUE DATE
September 28, 2016

ACCOUNT NUMBER
XXXX XXX XXX 111
AMOUNT ENCLOSED
\$ **PAY NOW**

Payment must be received by 5:00pm local time on the payment due date to avoid late charges and other fees.

SOLIBANK CARDS
123 MAIN BLVD
SAN DIEGO, CA 92101

Robust resource
“objectification”

\$uppression



and Presorting



and Householding


Dear Drew Sprague:

Congratulations on earning your SOLibank Dividend Card Rebate Check – enjoy!

Remember to use your SOLibank Dividend Card everywhere – the more you use it, the more cash back you earn!

- Earn cash back on eligible purchases, balance transfers and cash advances
- Earn additional cash back on popular categories that change each quarter.
- Shop through the SOLibank Bonus Cash Center to earn more cash back at hundreds of retailers.

Sincerely,
Customer Service Team




723 MAIN BLVD
SAN DIEGO, CA 92101

DATE 12/07/2017

DIVIDEND EARNED ON ACCOUNT #: XXXX-XXXX-XX11

PAY ***** ONE-HUNDRED AND 00/100THS DOLLARS

TO DREW SPRAGUE
THE 1515 Second Ave.
ORDER San Diego, CA 92101
OF

BY 
AUTHORIZED SIGNATURE
NOT VALID MORE THAN 180 DAYS AFTER ISSUE

TO DREW SPRAGUE
THE 1515 Second Ave.
ORDER San Diego, CA 92101
OF

rd Rebate Check – enjoy!

re – the more you use

nsfers and cash advances

at change each quarter.

n more cash back at



723 MAIN BLVD
SAN DIEGO, CA 92101

DATE 12/07/2017

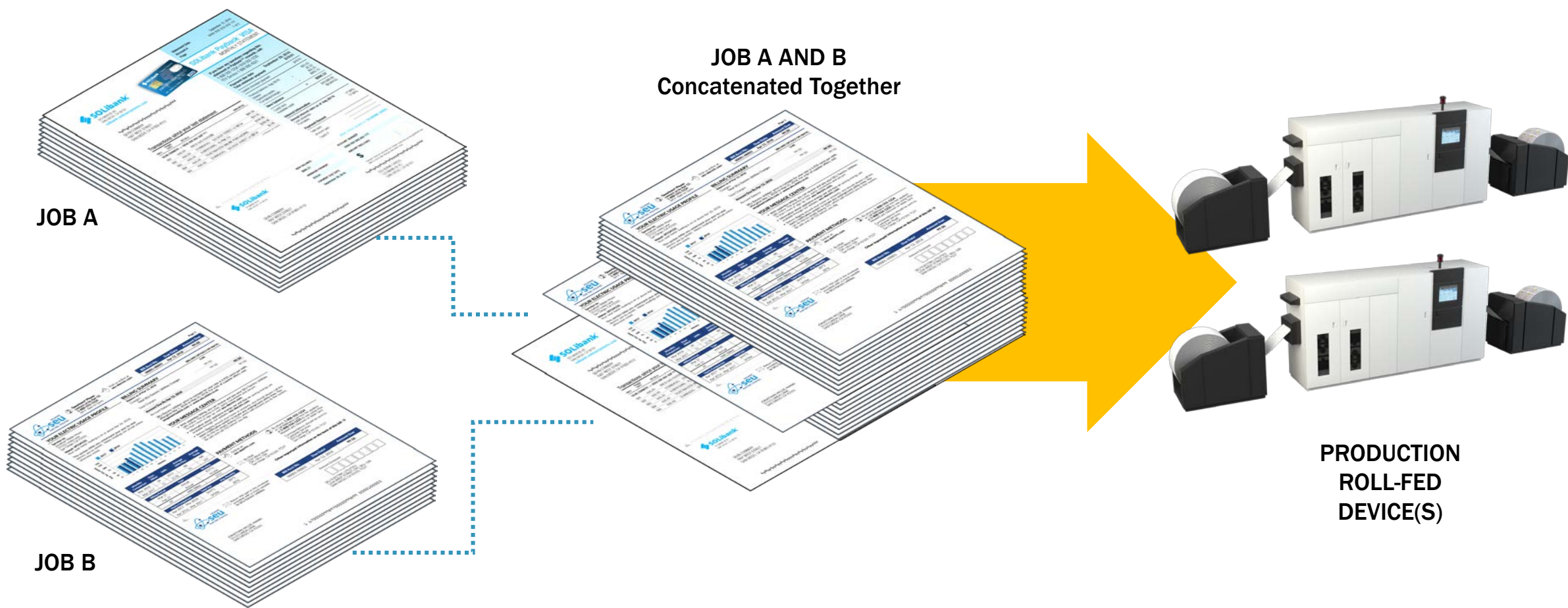
DIVIDEND EARNED ON ACCOUNT #: XXXX-XXXX-XX55

PAY ***** THREE-HUNDRED AND 00/100THS DOLLARS

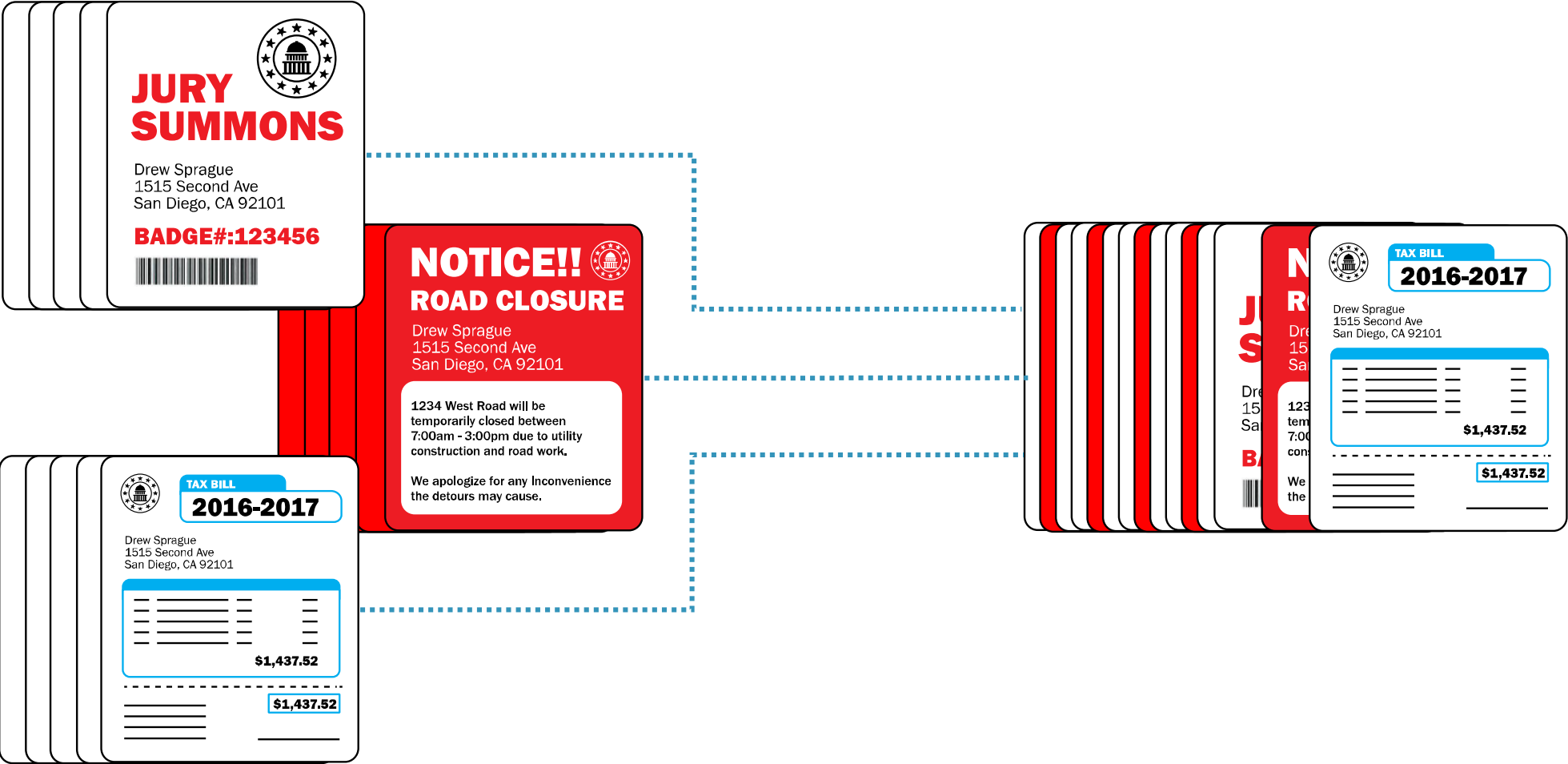
TO DREW SPRAGUE
THE 1515 Second Ave.
ORDER San Diego, CA 92101
OF

BY 
AUTHORIZED SIGNATURE
NOT VALID MORE THAN 180 DAYS AFTER ISSUE

and Batching



and Commingling



PRINT AUTOMATION & OPTIMIZATION

Preflighting

- Typically font/color checks
- Media sizing
- Ink usage



<https://www.prepressure.com/pdf/pdf-troubleshooter>

Proofing and Approvals



**Mailpiece Sampling
and QA**

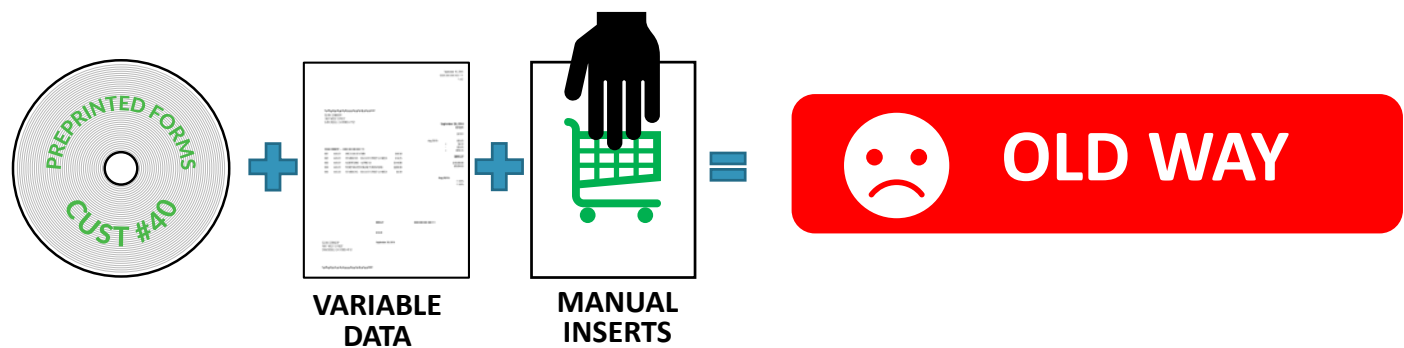
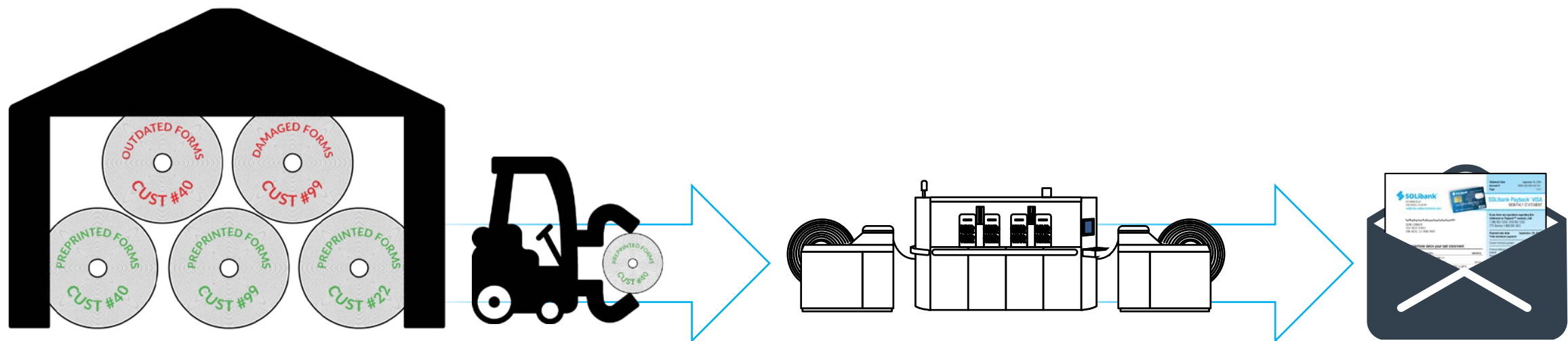


**Verify Messaging
Content**

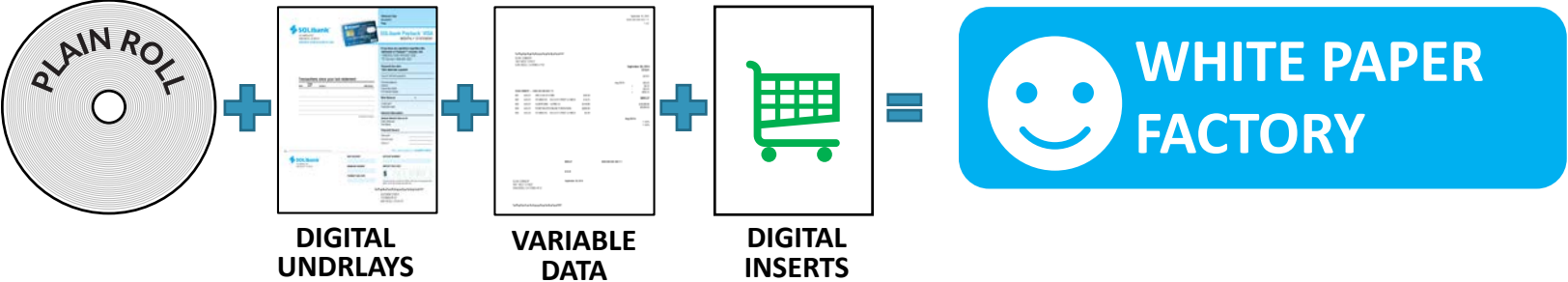
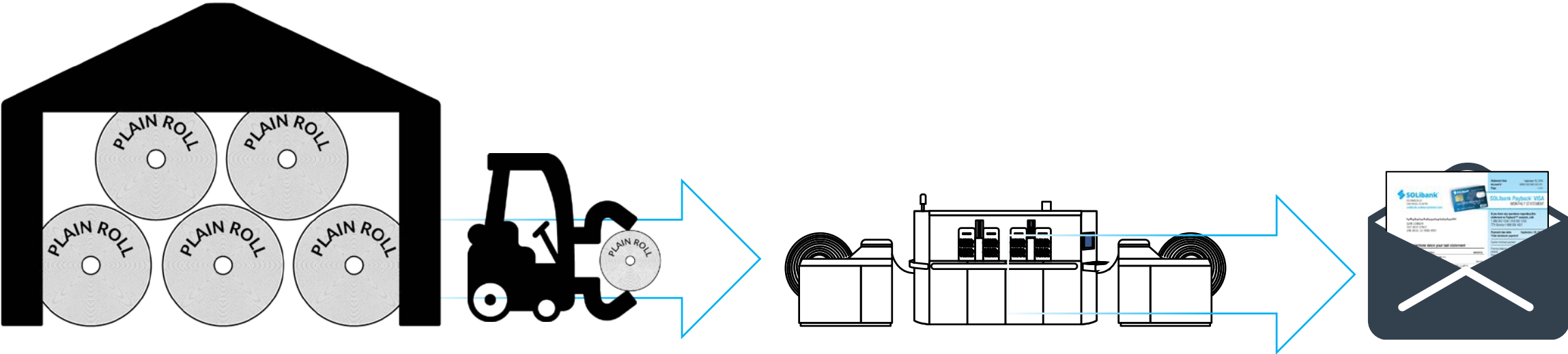


**Verify
Compliance**

White Paper Workflow



White Paper Workflow



White Paper Workflow

- Replace preprinted media with digital underlays
- Eliminate shortage/waste/purchasing issues
- Eliminate storage (including environment control)
- Enable conditional content
- Simplify reprints

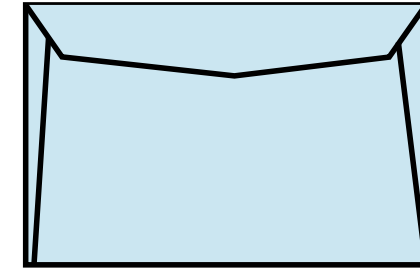
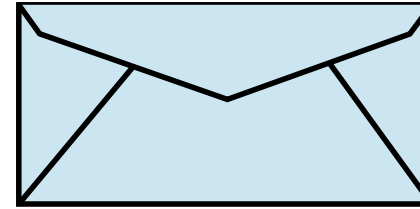
Electronic Rewinding (Nto1)



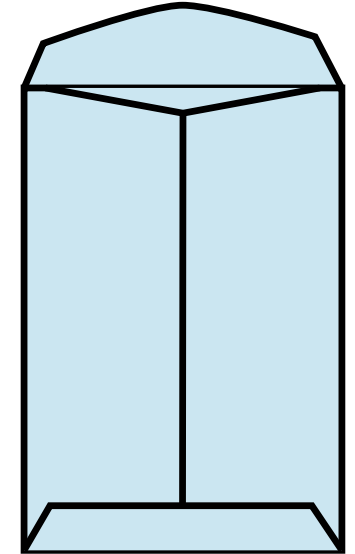
Just-In-Time Insertion Control

- Not all output fits a #10 envelope
- Load balancing for SLA
- Distributing insertion to multiple sites

#10



6x9



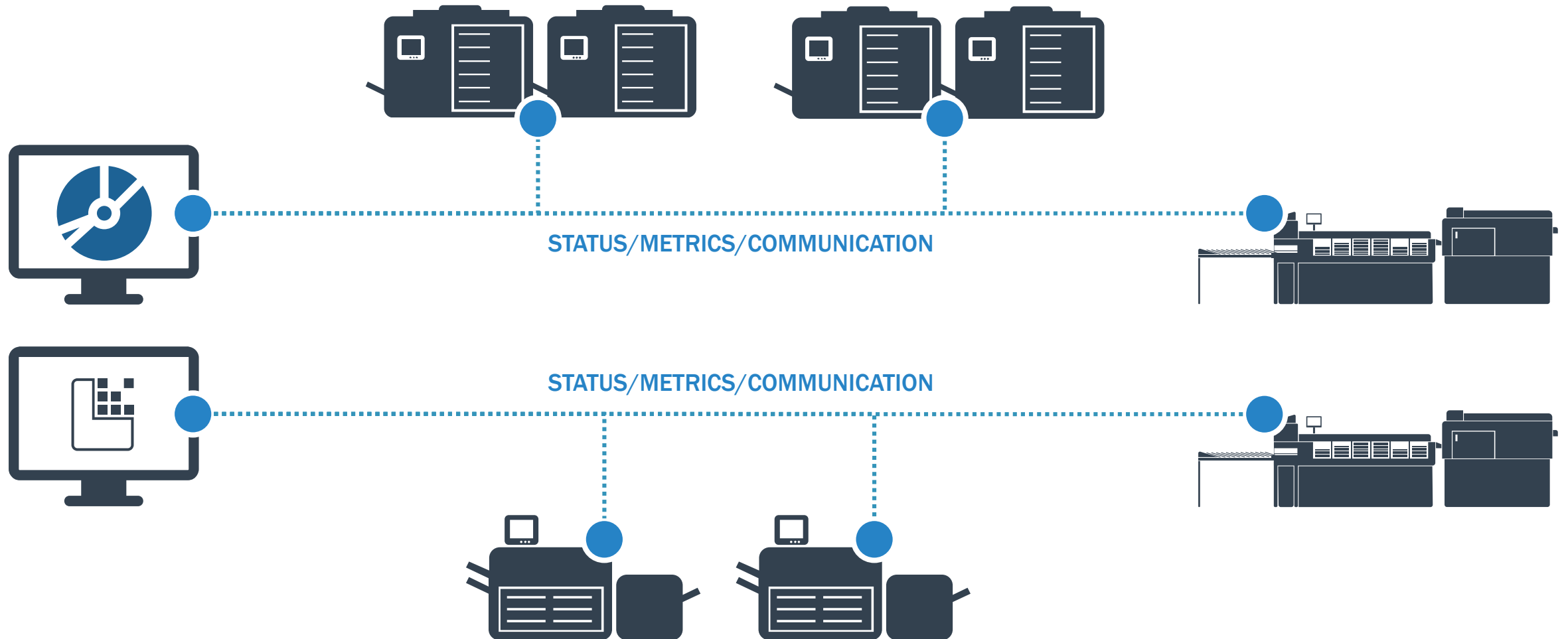
FLAT



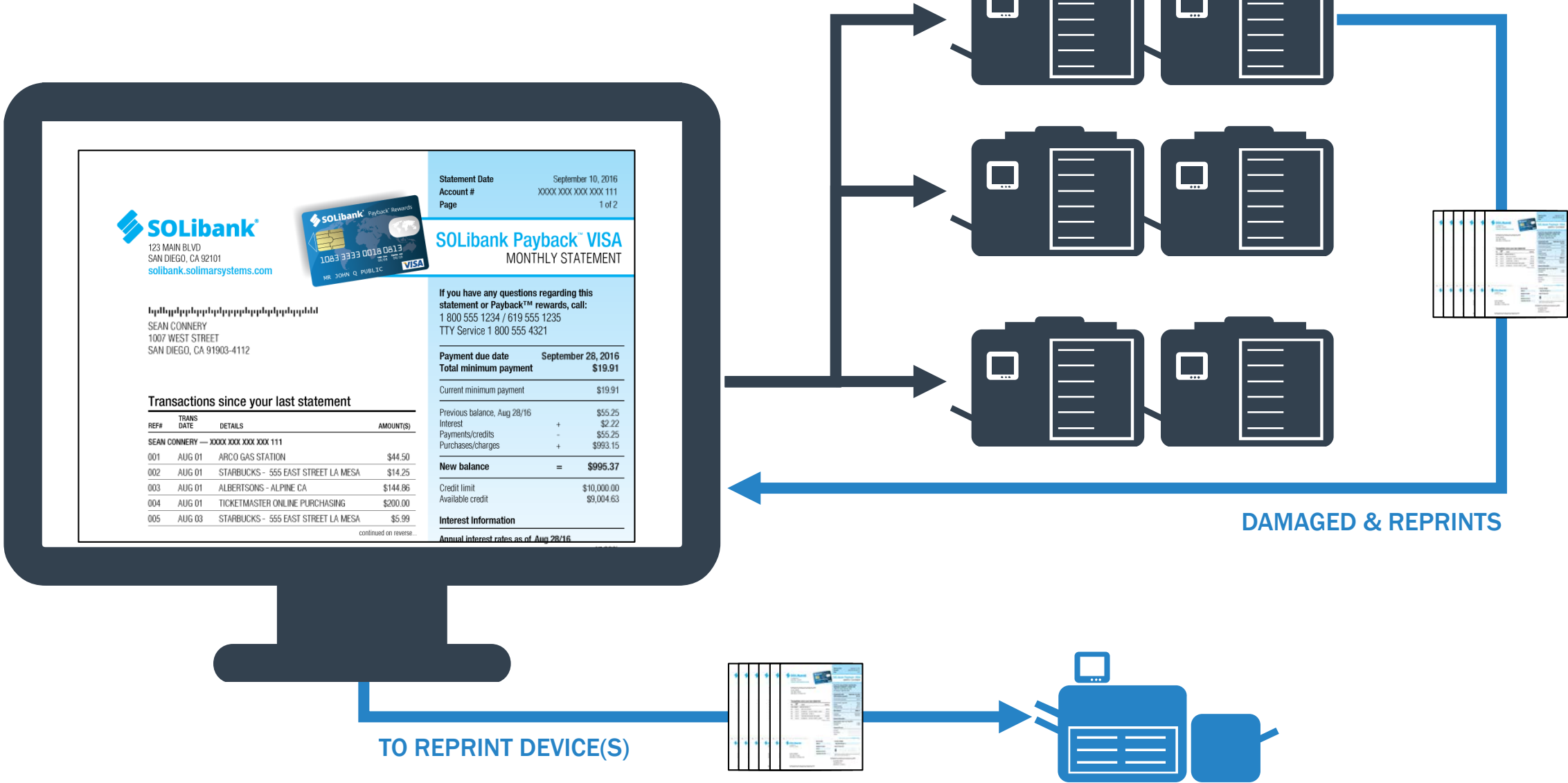
N-up Imposition



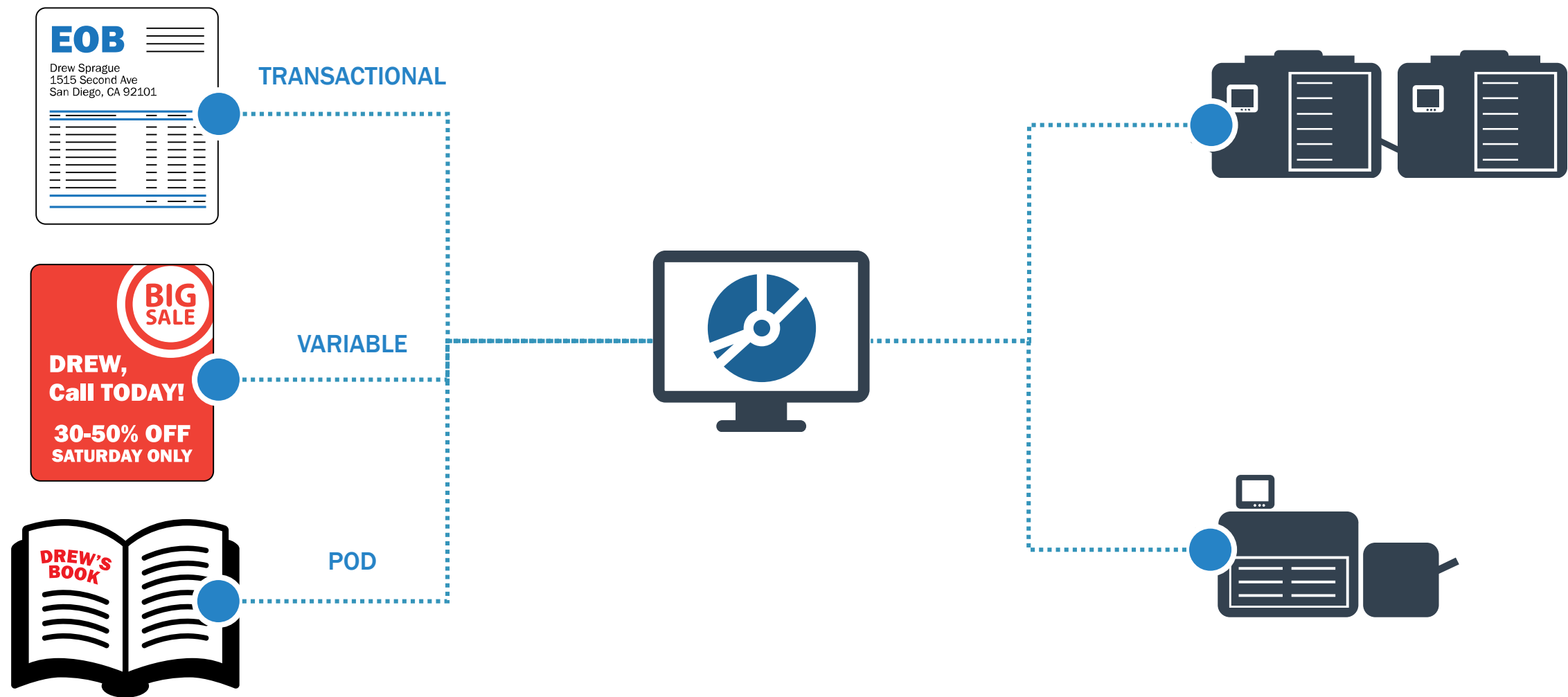
PDF + JDF = ADF



Reprint Automation

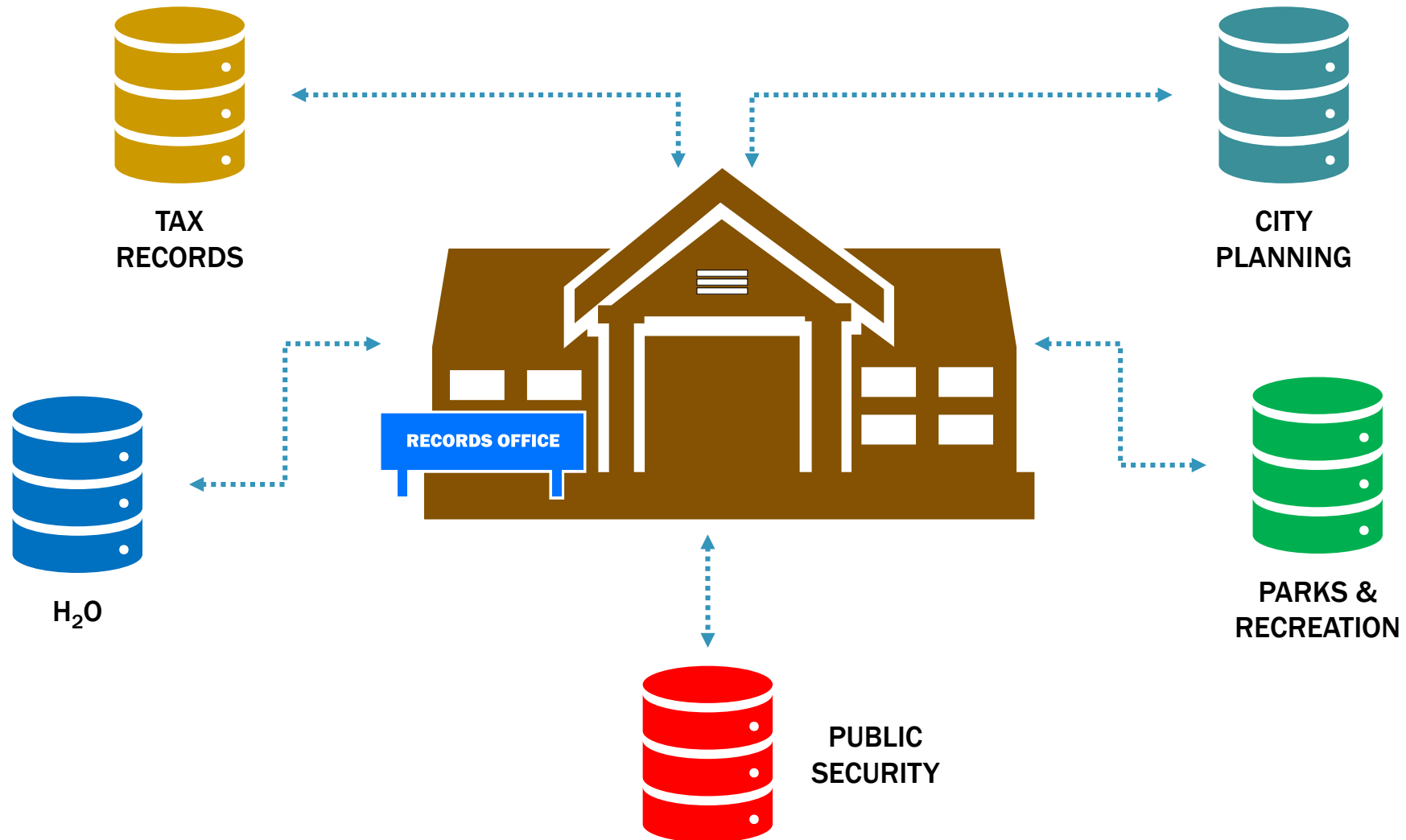


Print Platform Flexibility

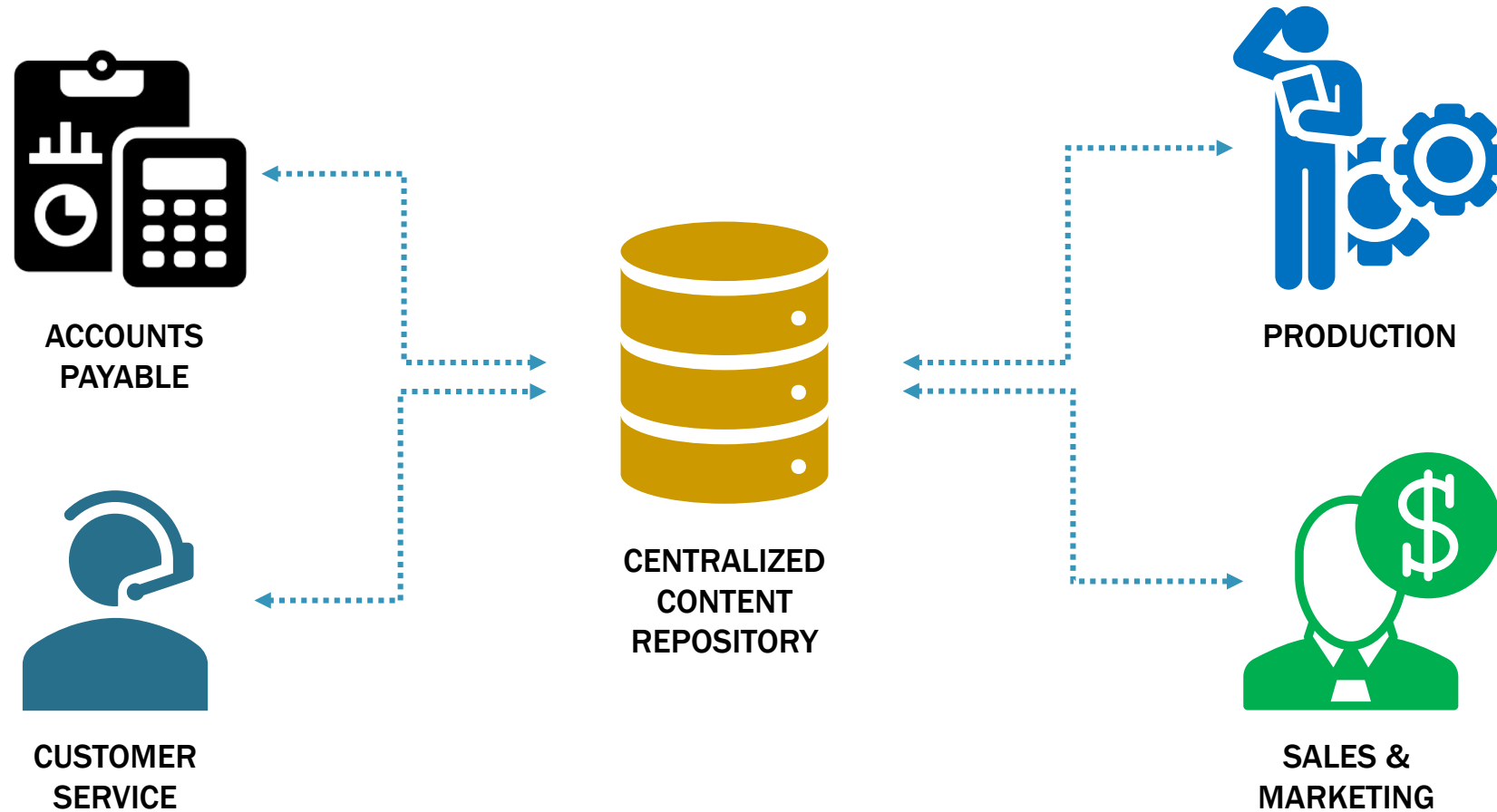


CONTENT & COMMUNICATION MANAGEMENT

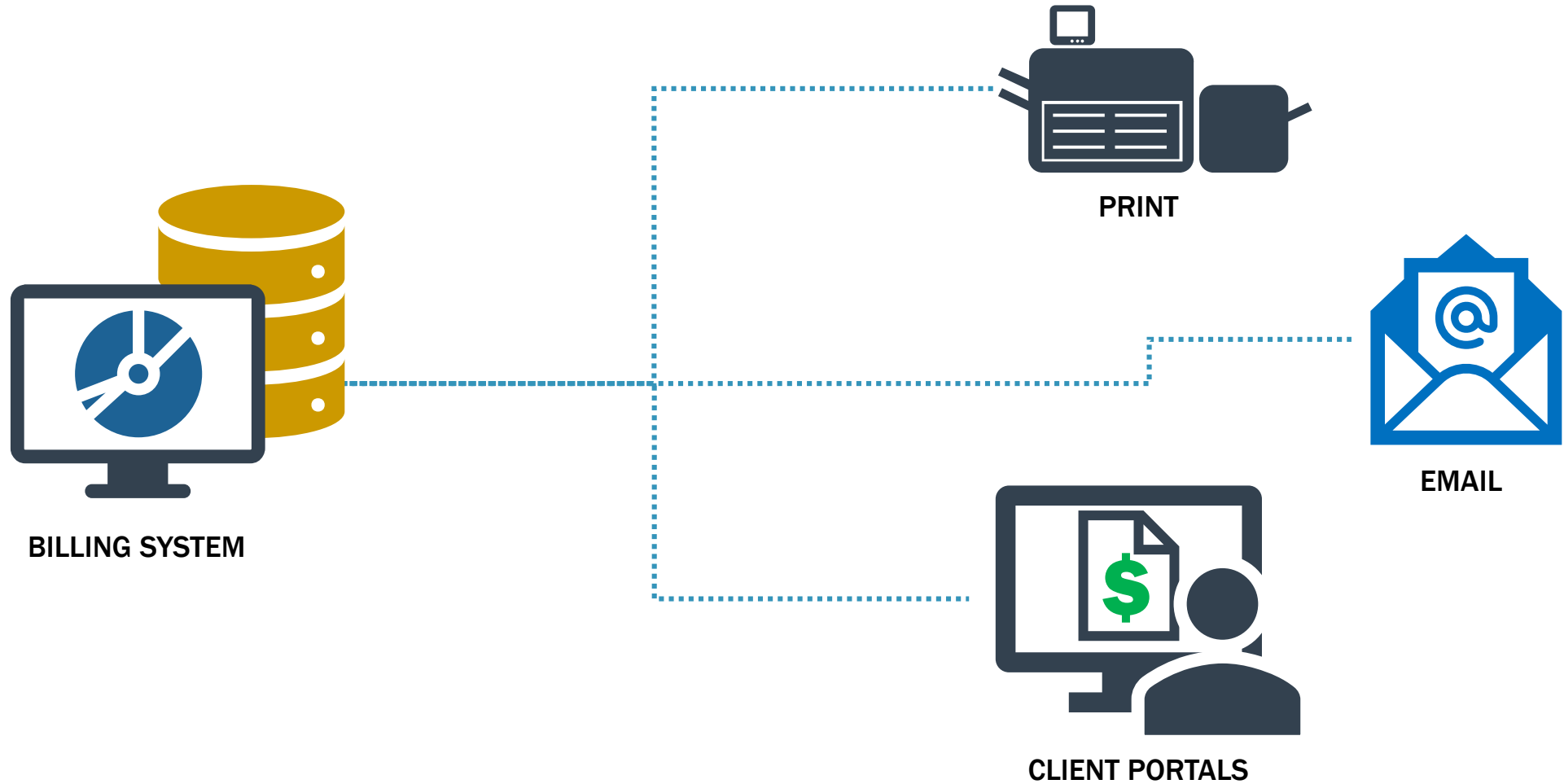
Content Federalization



Self-Help & CSR Content Access




Page-Oriented E-Presentment




Tagging for Alternate Renderings

PDF WITH TAGGED CONTENT



123 MAIN BLVD
SAN DIEGO, CA 92101
solibank.solimarsystems.com



Statement Date
September 10, 2016

Account #
XXXX XXX XXX 111

Page
1 of 2

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Interest
\$2.22

Payments/credits
\$55.22

Purchases/charges
\$993.11

New balance
\$995.37

Credit limit
\$10,000.00

Available credit
\$9,004.63

Interest Information

Annual interest rates as of Aug 28/16

Cash advances
17.00%

Purchases
17.00%

Payment Record


Date paid
Amount paid
Check #

TRANSACTIONS SINCE YOUR LAST STATEMENT

REF#	TRANS DATE	DETAILS	AMOUNT(S)
SEAN CONNERY — XXXX XXX XXX XXX 111			
001	AUG 01	ARCO GAS STATION	\$44.50
002	AUG 01	STARBUCKS - 555 EAST STREET LA MESA	\$14.25
003	AUG 01	ALBERTSONS - ALPINE CA	\$144.86
004	AUG 01	TICKETMASTER ONLINE PURCHASING	\$200.00
005	AUG 03	STARBUCKS - 555 EAST STREET LA MESA	\$5.99

continued on reverse...

DETACH AND FOLLOW PAYMENT INSTRUCTIONS ON REVERSE



123 MAIN BLVD
SAN DIEGO, CA 92101

SEAN CONNERY
1007 WEST STREET
SAN DIEGO, CA 91903-4112

NEW BALANCE
\$995.37

MINIMUM PAYMENT
\$19.91

PAYMENT DUE DATE
September 28, 2016

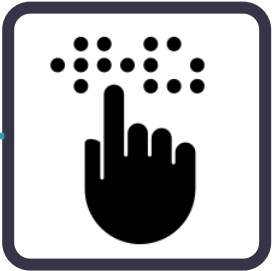
ACCOUNT NUMBER
XXXX XXX XXX XXX 111

AMOUNT ENCLOSED

\$ PAY NOW

Payment must be received by 5:00pm local time on the payment due date to avoid late charges and other fees.

SOLIBANK CARDS
123 MAIN BLVD
SAN DIEGO, CA 92101



BRaille

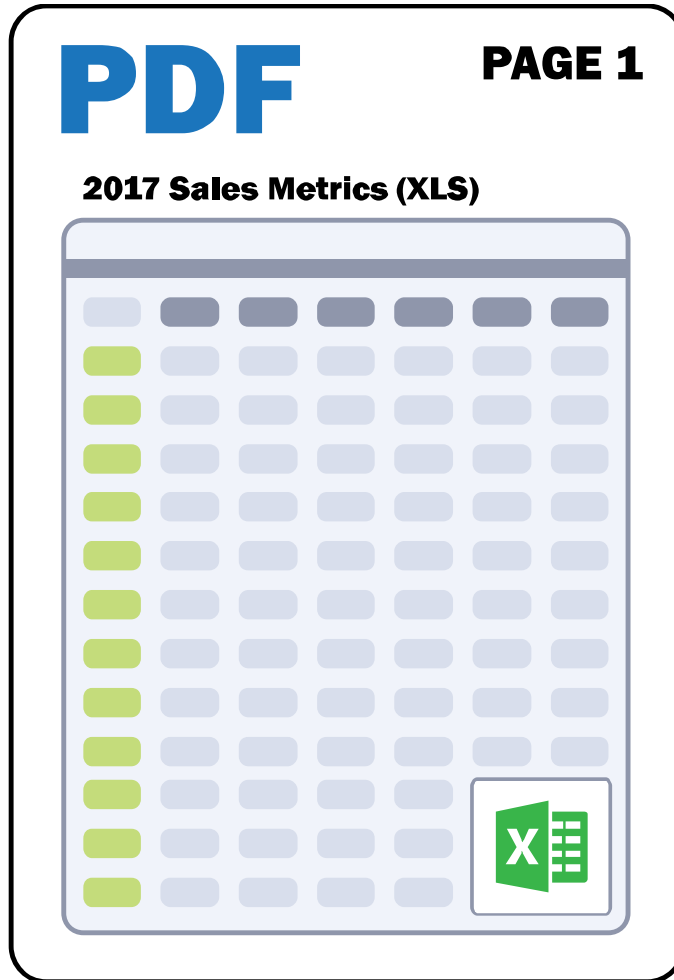


LARGE TEXT



AUDIO

Content Container



THANK YOU

Drew Sprague
President & CEO
Solimar Systems, Inc.

