



Case History

Pitney Bowes Asterion invests in IBML for growth

Pitney Bowes Asterion offers its clients a wide industrial scope as the top French company in the Document Process Outsourcing (DPO) market. As a Mailstream specialist, Pitney Bowes Asterion helps large companies and administrative bodies optimise the management and control of all mail, paper and digital documents, and packages circulating between companies and their partners.

Created by the merger of PBMS and ASTERION SAS in January 2008, Pitney Bowes Asterion produces more than 1.4 billion pages and 600 million document covers each year and archives 5 billion documents. The company also has an important activity in the management of mail parks and printing and copying centers. Pitney Bowes Asterion employs 810 associates in France spread over nine production sites and 19 client sites.

With an annual turnover of 6.3 billion dollars, the Pitney Bowes Group helps companies of all sizes manage their critical flow of mail and documents efficiently, whether in paper, digital, or hybrid form.

A PROJECT TO SUPPORT CHANGING DEMAND

Historically, Pitney Bowes Asterion used small production scanners. However, market demands created a need in the company for scanners that could scan high volumes of documents and document types quickly and efficiently.

For example, a growing number of companies wanted to deal with documents such as underground tickets, parking receipts, and different forms of restaurant bills as well as standard A4 documents in order to digitalise their expenses files.

Because Pitney Bowes Asterion has always used new technologies as a lever to boost its development, the company's directors decided to search for equipment that would help them respond to new market challenges.

THE SELECTION OF A HIGH-PERFORMANCE, STABLE PLATFORM

In 2006, Pitney Bowes Asterion carried out studies to find a production platform capable of

- dealing with new document types, from underground tickets to sheets of A3 paper
- reducing the number of operators needed
- reducing maintenance times, and
- improving lead times.

Pitney Bowes Asterion started by defining the criteria needed for the platform:

- speed of digitalisation
- image quality

- simplicity of integration into the Pitney Bowes Asterion Information System
- ergonomics of the workstation
- maturity of the solution
- reactivity of the Customer Service system (SAV)
- price

IBML and another scanning hardware supplier took part in a series of tests to validate the performance levels presented and demonstrate the handling flexibility for operators.

At the same time, Pitney Bowes Asterion analysed the responsiveness of technical support for each supplier in order to determine which supplier could best meet the needs of the Pitney Bowes Asterion production teams that work in two shifts spread out over eight hours.

KODAK in France works closely with IBML to help with integration and technical assistance. Pitney Bowes Asterion had previously been able to evaluate the quality of KODAK's services since they already supplied scanners to the company for production and provided assistance for equipment already installed on sites.

While Pitney Bowes Asterion was impressed by the responsiveness of technical support from IBML, the company was also pleased with the ergonomics of the ImageTrac platform as operators who were used to working with large volumes of paper particularly appreciated the ease of use of the scanner's workstation.



The evaluation group reviewed all of the test data and entered the results into a matrix where each criteria was weighted accordingly.

Through analysing the results presented, the ImageTrac® system was confidently accepted.

A SOLUTION THAT RESPONDS TO 100 PERCENT OF CLIENT NEEDS

The first ImageTrac® platforms were successfully installed at Pitney Bowes Asterion, and an increase in production was confirmed in 2008.

"The high performance, stability, reliability and high level of availability of the platform and its technical support have allowed us to deal with 50 percent more over a one-year period," explains Mr Jérôme Goulet, director of the production site in Caen. "We now possess the exact product that was presented to us at our first meeting".

Currently, eight million documents are processed at the site in Caen.

This strategic success has led Pitney Bowes Asterion to apply the system to a second site at St. Denis in the region of Paris.

The IBML ImageTrac® systems have replaced small production scanners at Pitney Bowes Asterion and have given the company a competitive advantage. Not only does the platform effectively meet new client needs, but it has also allowed the company to obtain new parts of the market.



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