Xerox® Hybrid Mail Service

Create Transformational Efficiencies For

Your Organisation

xerox

SET THE PAGE FREE

Xerox® Hybrid Mail Service

Compose, manage and print your entire organisation's mail, and significantly reduce the associated costs, whilst unleashing staff productivity and efficiency. Bring new ease of use, simplicity and efficiency to delivering mail to your customers.

With the Xerox® Hybrid Mail Service, you can automatically order, preview and track mail jobs with a simple print client/driver, web interface or API. Your users can create documents on their PCs (Word, Open office, CRM, ERP, etc.) as normal. When they select print, a new printer option becomes available, 'Xerox Hybrid Mail Printer'. Submit the job, then let the Service Delivery Centre (SDC) manage the sorting/cleansing, printing, folding, inserting, collection, stamp/franking, sorting and posting.

Move freely between the physical and digital world with our Hybrid Mail Service so you can:

- Deliver mail to you customers without leaving your seat

- Obtain the higher postage discount rates available of a Royal Mail Business Mail service

- Increase staff productivity by removing the multiple tasks required to post a letter

- Send documents from your desktop to your customer in just a few clicks

  – Internet and desktop interfaces mean mail can be composed and transmitted to the mail server remotely

- Integrate with your customers' in house applications with an API that allows for existing mail composition and templates to be retained

- Validate against Royal Mail database to ensure the letter is delivered to the correct address on time

- Users and administrators can track mail by monitoring mail from creation to delivery

- Ensure full job integrity, audit trail, and track & trace through Royal Mail MailMark integration

- All printed jobs are automatically archived so they can be viewed and re-printed at any time
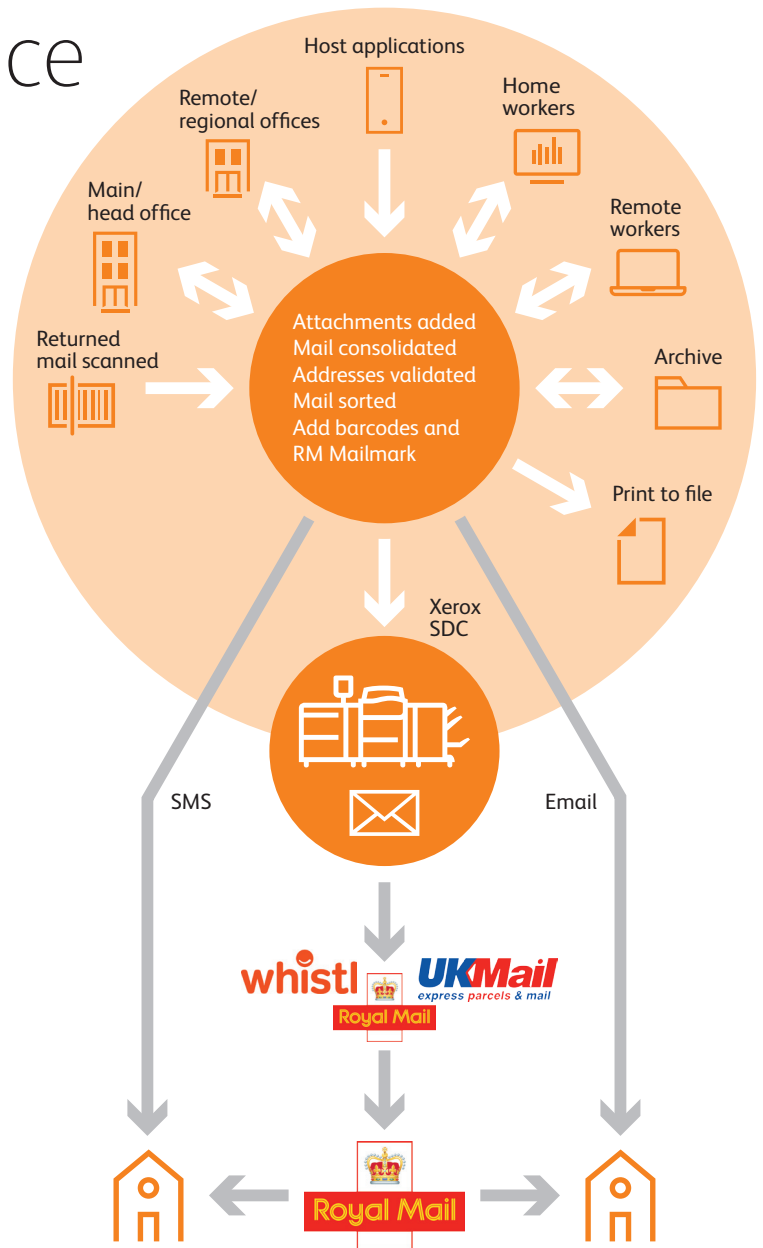
Hybrid Mail Service
– How it works

To give your organisation the freedom to work the way it wants, and to ensure your mail is composed, printed and finished in the most efficient and cost-effective way, there are three ways to submit mail to the mail server available:

- A print client that is used to integrate mail into the mail environment from any Windows application that can print.

- A web interface where mail is composed within an internet browser using familiar word processing tools.

- An API that enables your own host applications to work seamlessly with the mail server

Whatever method you choose, once in the mail server the mail is automatically sorted and cleansed to ensure maximum discount from Royal Mail and then transmitted electronically to one of the four Service Delivery Centres (SDC) in the UK.

When the mail gets to the SDC it is printed, folded, then inserted in an envelope ready for collection by a carrier and delivery by the Royal Mail.

Host applications
Remote/ regional offices
Home workers
Main/ head office
Remote workers
Returned mail scanned

Attachments added
Mail consolidated
Addresses validated
Mail sorted
Add barcodes and
RM Mailmark

Archive
Print to file

Xerox SDC

SMS
Email

whistl
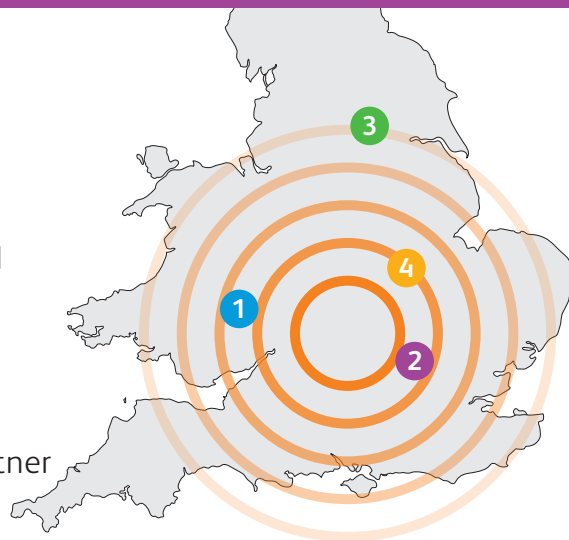UKMail express parcels & mail
Royal Mail

Royal Mail

1 Mitcheldean

2 Uxbridge

3 Wakefield J41

4 Business Continuity – Disaster Recovery Partner

Xerox has a network of four shared Service Delivery Centres (SDC) offering a complete range of print, mailing and finishing capability. They have rigorous processes to ensure quality and have installed state of the art mailing equipment to ensure full job integrity and audit trail. This also ensures quality control on each mail job and the ability to manage capacity to ensure deadlines are achieved.

The SDC serves a wide range of public and private sector customers including Central Government departments and multiple NHS Trusts. Therefore the SDC has been accredited to a very high level of security (Information Management), quality and environmental management.

Information Security Management
ISO 27001 Certified

QMS
ISO 9001 REGISTERED FIRM

CERTIFIED
ISO14001

Hybrid Mail Service – Savings

The savings that can be made when using the Hybrid Mail Service to prepare and post your mail can be substantial. This is demonstrated in the example below. Please note, the example refers to letter mail with dimensions of 240mm x 165mm (C5) x 5mm and weight of 100g or less.

EXAMPLE WITHOUT HYBRID MAIL

100 staff, located in 20 offices, create a total of 1,200 letter mail pieces each day (Monday to Friday) using Microsoft Word. Each member of staff prints their own mail on pre-printed stationery using a desktop laser printer located in their office. Each mail piece is read, signed then inserted and sealed in a C5 envelope. At 14:00 the mail is collected from each office by post room staff then franked for Business Contract 2nd Class rate delivery. At 15:30 the mail is collected by the Royal Mail.

EXAMPLE WITH HYBRID MAIL

100 staff, located in 20 offices, create a total of 1,200 letter mail pieces each day (Monday to Friday) using the Hybrid Mail Service print client or web interface. Mail is transmitted to the SDC where at 15:00 it is sorted and cleansed/conditioned and printed so the Royal Mail Business Mail 2nd Class Plus Barcode discount service can be used. Each mail piece is then inserted and sealed in a C5 envelope using a folder. At 15:30 the mail is collected by the Royal Mail.

COST PER DAY

OVERHEAD	1 PIECE	1,200 PIECES
Paper (pre-printed)	£0.03	£36.00
Printer click (mono)	£0.01	£12.00
Envelope	£0.02	£24.00
Labour*	£0.40	£480.00
2nd Class franked item	£0.41	£492.00
Total	£0.87	£1,044.00

* Collect from desktop printer, read, sign, insert, seal, collect from office, apply frank, fill post bags. Time taken per mail piece = 2 minutes

COST PER DAY

OVERHEAD	1 PIECE	1,200 PIECES
Paper (pre-printed)	Included in total price	Included in total price
Printer click (mono)	Included in total price	Included in total price
Envelope	Included in total price	Included in total price
Labour	Included in total price	Included in total price
2nd Class franked item	**£0.43	**£516.00
Total	**£0.43	**£516.00

SAVINGS	1 PIECE	1,200 PIECES
Financial Savings	**£0.44	**£528.00
Staff Time Savings	1.5 mins	1,800 mins (30 hours)

**Indicative costs/savings

ADVANTAGES OF USING THE HYBRID MAIL SERVICE

- Save 50%. £528 per day, £2,640 per 5-day week, £137,280 per year

- No manual signing, inserting, sealing collection or franking

- SDC central printer means expensive desktop laser printers are no longer required

- Letterhead printed with letter meaning no bulk storage or wasted paper if letterhead content changes

- Staff get valuable time back to carry out core tasks rather than preparing mail

Hybrid Mail Service – Key Benefits

INSTANT COST REDUCTIONS

- A printer is no longer required – reducing supplies, operating and maintenance costs

- Mail can be accumulated to meet minimum volume requirements

- A Royal Mail Mailmark® can be added to obtain biggest discounts

- Mail pieces for the same recipient can be inserted into a single envelope so production and delivery costs are kept to a minimum

- Accurate and comprehensive reporting allows administrators and management to monitor mail volumes and expenditure.

INCREASED STAFF PRODUCTIVITY AND EFFICIENCY

- Increase the response rate by sending an SMS text alongside your letter

- OMR marks or 2D barcodes can be applied to mail so intelligent folder inserter equipment can be utilised, and users and post staff no longer need to manually fold, insert and seal mail

- The central print system means mail no longer needs to be collected from multiple locations, or taken to a post room or mail carrier in person

- A web interface, print client and API means there is a mail component to match almost any mail production requirement or infrastructure.

- Browser-based and desktop interfaces mean mail can be composed and transmitted to the mail server by anyone from almost anywhere

- Preview facility within the web interface and print client allows users to see exactly how mail will be printed

- Post code look-up via the Royal Mail's PAF database means users can quickly apply addresses to mail pieces by simply specifying a post code

- API means in-house host applications can be used with mail so existing mail composition processes, templates and output data can be retained

- Recipient names and addresses contained in mailing lists can be automatically applied to mail documents so bulk mailings are quick and easy.

ENVIRONMENTAL

- The SDC central printing system keeps the carbon footprint of the mailing process to a minimum

- Address validation reduces waste as less junk mail is sent

- Requirement for pre-printed bulk letter headed paper reduced as letterheads are printed as part of letter

- Reduce the environmental impact of sending letters as recipients can receive e-mails instead of physical mail. This also has the added benefit of allowing the customer to start on their digital transformation journey for their outgoing mail.

ENHANCED SECURITY

- Secure login and SSL data encryption prevents unauthorised access and keeps mail confidential

- Mail tracking allows users and administrators to monitor mail from creation to delivery

- Addresses are validated to meet accuracy requirements

- Enterprise-wide system means corporate image and mail standards can be more easily maintained.

- Mail can contain a barcode that can be scanned by an operator for reprinting and notifying the sender when returned undelivered

- Post codes can be checked for accuracy prior to posting to help ensure undeliverable mail is kept to a minimum

- ISO 27001 Information Security Management certification demonstrates we are committed to ensuring the security and privacy of mail data.

- Mail is printed and inserted within the controlled environment of the SDC, which has been accredited to a high level of security to carry out work for Central Government departments and multiple NHS Trusts

- Disaster recovery built into the SDC operating model.

SET THE PAGE FREE

Contact

WEB

www.xerox.co.uk/hybridmail

PHONE

0330 123 3245

xerox®

SET THE PAGE FREE