

Ensuring accuracy, security and compliance through strategic partnership

Client profile

B-Source Outline AG

- Swiss business process outsourcing company, specializing in output management
- Serves the highly regulated European banking industry, private banks, insurance, real estate
- Offers industry-leading security and privacy for confidential documents with a "zero defect" standard



Helping B-Source Outline grow

B-Source Outline is a leading business process outsourcing company with headquarters in Lucerne, Switzerland and a production facility in Winterthur. The company specializes in client communication management, and as befits its Swiss location, its focus is on serving the financial services industry — including private Swiss banks — as well as the insurance and real estate industries.

The company provides both physical and electronic document processing capabilities for its clients, who depend on B-Source Outline for industry-leading security and privacy for the confidential documents it produces. These include bank statements, credit card statements, insurance documents and invoices.

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— Rene Felder, CEO

Technology used

- Pitney Bowes Mailstream Productivity Series
- Pitney Bowes Mailstream Evolution™ Inserting System
- Print+ Messenger™ Color Inkjet System
- White Paper Factory™

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Business challenge

In the highly regulated European banking environment, there can be no mistakes. This is the paramount challenge faced by B-Source Outline. As an outsourcing provider, the company had taken on the people and infrastructure for various clients, leading to a mixture of inherited inserters, printers and processes, and an increasingly complex, inefficient environment at its Winterthur production facility.

What's more, the company relied on outside vendors for the printing of color forms, supplements and envelopes, which then had to be personalized and processed in-house. The logistics and high costs aside, this system was time-intensive and, despite meticulous quality monitoring, prone to errors.

At the same time, the financial services industry on which B-Source Outline focused its business was introducing more stringent security requirements, while clients were requiring higher levels of accuracy and increased privacy for their customers. For example, banks in Switzerland must control all outsourced processes like the ones provided by B-Source Outline, with a secure client ID tracking the process end to end. And outsourcers must guarantee that no data will travel outside of Swiss borders. In order to remain competitive, it was clear that B-Source Outline needed to retool its workflow.

Solution

“Zero defects was the initial goal,” says Rene Felder, CEO of B-Source Outline. And with that goal in mind, the company turned to Pitney Bowes, their choice as the best solution vendor in terms of technology and value. Little did they know how the relationship would develop into a strategic partnership that not only helped save money and boost efficiency, but would open the door to a new class of clients.

After first adding a Pitney Bowes inserter to their existing workflow in the second half of 2012, the company determined that an entire process change was required. A total of three Pitney Bowes multichannel inserting systems were eventually installed, replacing eight existing ones. Not only did this greatly simplify the infrastructure, it provided advanced new capabilities.

The solution includes two Mailstream Evolution™ Inserting Systems — highly flexible mail finishing systems that can process a wide range of materials, including flats, letters and booklets — and one high-performance Mailstream Productivity Series equipped with the Print+ Messenger™ Color Inkjet System, which delivers dynamic individualized full-color envelope printing.

This was just the beginning. Once new workflows and color print processes were implemented, the company discovered the untapped potential in their new Pitney Bowes solution. “We have reduced costs significantly while dramatically increasing efficiency and overall quality,” says Felder. “But, we did not initially realize just what was possible with this technology.”



Zero-defect accuracy



Improved operational efficiency



Industry-leading security and privacy



Regulatory compliance

Security and privacy: When potential clients began requesting additional security and privacy functionality, this became possible thanks to Pitney Bowes Print+ Messenger technology. B-Source Outline was able to win new business serving high-wealth private Swiss banks where strict privacy requirements had to be met. For example, the account owner's name and address could appear only on the windowless mailing envelope, not on the statement itself. This way, the owner could not be identified by anyone viewing the statement. Due to these stringent privacy requirements, this was a capability that private banking clients had not previously been able to outsource — now, as an added bonus, they are also able to save money.

Regulatory compliance: Concurrently, European banks were imposing ever more stringent regulations. Thanks to the strategic partnership forged with Pitney Bowes, B-Source Outline is in compliance today, and is in a strong position to face the new privacy and information security regulations coming in 2015.

While these capabilities were not on the radar when the solution was implemented, they have become vital as banking regulations continue to evolve. "Pitney Bowes is the only company today that can help us fulfill our compliance requirements," says Felder. "The solution provides an unmatched level of security. We need to prove to clients that we can comply, and now we can offer them an absolute assurance of security."

Accuracy and precision: For B-Source Outline, these are crucial. "One wrong envelope is not an option," says Felder. "For our private banking clients, accuracy must be 100 percent."

A single mistake can cost dearly, resulting not only in loss of business, but also possible government fines. And the cost to B-Source Outline's reputation would be incalculable. Since implementing the Pitney Bowes solution, the company can assure its clients that the zero-defect goal has been met. "We can prove it to our clients, because we offer them transparency," says Felder.

For example, some of B-Source Outline's clients require visibility into every page that is output — which operator produced it, when it was produced, reprints or other issues. The Pitney Bowes solution can provide this real-time information about production status, so that a client can make this information available to its call center if there is a customer enquiry. This type of precision allows B-Source Outline to meet the legal requirement of U.K. banks that a trade statement must go out the same day the trade was made.

This is a level of service that has ensured the loyalty of B-Source Outline's clients. "Our competitors are not happy with us!" Felder says. "Because our clients have a transparent view into their projects, we are more integrated with them. Our competitors do not have this capability."

Benefits

Today, technology from Pitney Bowes allows B-Source Outline to gain the benefit of the White Paper Factory™ approach to document creation. The company can now produce standard output for real estate and insurance clients in house, on demand, and has reduced operating costs substantially. "We are helping our clients save money," says Felder. "For clients who need centralized printing, we can save them up to 300 percent."

300 percent savings for customers

Going from the eight legacy inserters down to three Pitney Bowes inserters has boosted speed and saved money, but for B-Source Outline, the goal is not to be the fastest or the cheapest. Rather, it is to be the most secure and accurate in the industry. Even so, the efficiency gains B-Source Outline has achieved with its new infrastructure are staggering. Felder estimates the company is 200 percent more efficient.

Working in partnership with Pitney Bowes has allowed B-Source Outline to continually evolve its infrastructure to meet new client requirements as they develop. For

example, a recent addition of an inline shredder that works with the Pitney Bowes solution has provided additional security assurance. A problem page will go directly from the error bin to the shredder.

A new capability just developed with Pitney Bowes is a first. For a client that provides statements in booklet form, ensuring accuracy in the normal way, sheet by sheet as they pass through the inserter, was not possible. Working with B-Source Outline, Pitney Bowes introduced a precision inline scale that can determine accuracy by weight. B-Source Outline also benefits from onsite Pitney Bowes staff, who provides ongoing operator training to ensure the highest performance and productivity.

200 percent efficiency gains

Thanks to outstanding performance and unmatched capabilities in its industry, B-Source Outline enjoys a 30 to 40 percent yearly growth rate. With new clients coming on board, Felder foresees that in 2015 or 2016 the company will be working with Pitney Bowes to expand its solution to keep pace with that demand.

"Because Pitney Bowes has built the Mailstream software into the inserter, we were able to easily integrate the solution into our workflow in just days."

—Rene Felder, CEO



For more information visit us online: pitneybowes.com



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