

# DATA CENTER

## Data Management Center



Critical transactional documents must be processed rapidly and without error.

Ricoh systems ensure 24-hour turnaround with zero defects.



User replaceable consumables significantly minimizes service time and costs while maximizing production print time.



The DDP 184 highlight color capabilities helped one customer reduce their DSO from 64 to 42 days, dramatically improving cash flow.

### A Matter of Time and Trust

Data Management Center, (DMC) a Chicago area document services provider, operates in an industry where critical transactional documents must be processed rapidly and without error. Since 1996, the company has built a reputation that relies on delivering invoices, statements, checks, and other time-sensitive data with no margin for error. With over a million pieces of mail generated each month, ensuring 100 percent accuracy creates a challenge.

Duplex printing is a common requirement for transactional documents and DMC had long relied on equipment from another leading manufacturer. But as volume grew, so did problems when the front and back sides of a page were printing in separate steps. When a client with huge demands for duplexing caused DMC to evaluate its printing equipment, the company recognized the need to invest in new solutions that would provide high-speed duplexing and reliable operation. Because downtime is not an option, DMC also needed to lengthen the printer maintenance cycle so they could print more jobs in a row.

#### Restoring trust

“With duplexing, you run the risk of pulling the wrong sheet and printing somebody else’s information on the back of a statement,” explained Dale Dembski, DMC president. “Our equipment had failed us and almost put us out of business. We had to earn back our customer’s trust because of that one job.”

In trying to solve the duplexing problem, DMC discovered Ricoh’s Production Printing Business Group (PPBG). PPBG suggested the DDP 184

Digital Document Publisher—a powerful workhorse known for precision accuracy and built with the muscle to do every job on time and on target. Designed to perform with longer periods between maintenance, the DDP 184 enabled DMC to print large 50,000 to 60,000-page jobs in succession. The DDP 184 prints both sides of a page on a single pass through the printer, making mis-matching images,” said Dembski.

#### PPBG

High Performance, Reliable Solutions  
for SERVICE BUREAUS



**RICOH**

## Beyond standards and performance

"We're a critical document delivery company," explained Dembski. "Companies depend on us to handle the documents that drive their business and their cash flow—invoices, checks, purchase orders, acknowledgments, and so on. They have to be correct 100 percent of the time."

In addition to accuracy, most transactional jobs require 24-hour turnaround. The speed of the DDP 184 answered that requirement, enabling DMC to meet established delivery dates and deliver on the promise of zero defects.

## Operational advantages

The DDP 184 also met DMC's need for in-house maintenance. With the help of Ricoh PPBG, DMC Print Operations Manager, Sandip Patel, became certified to service DMC's Ricoh printers to keep the equipment as productive as possible. "Self-servicing lets us maintain the equipment at their optimum potential," said Patel. Unlike most competing printers, Ricoh's DDP 184 offers user-replaceable consumables. In addition to regular consumables, the wire transfer and developer can be changed without placing a service call, minimizing downtime and keeping operations running. "Maintaining the equipment in-house provides uptime, better flexibility, and enhances our ability to meet our customers' expectations," said Patel.

## Color accelerates cash flow

Looking to the future, DMC and its customers will increasingly add highlight color to transactional documents. In addition to enhancing aesthetics, highlight color will eliminate the expense of pre-printed forms and can even indirectly improve cash flow. Industry researcher, InfoTrends, finds that emphasizing important data on an invoice or statement with highlight color can actually accelerate speed of payment up to 30 percent.

To add credence to this study, a DMC customer noted that reducing their Days Sold Outstanding (DSO) by even one day could potentially be worth a million dollars. DMC customers recognize the benefit of printing in black and highlight color. In fact, the DDP 184 helped one DMC customer reduce their DSO from 64 to 42 days, dramatically improving cash flow.

## Trusted relationships

Due to increased demand, DMC plans to invest in an additional Ricoh DDP 184 and will expand its relationship with PPBG, both because of printer performance and responsiveness of its service team. Most importantly, DMC notes the commitment of PPBG to its business. "In the document industry, our clients trust us to deliver documents on time, every time," noted Dembski, "PPBG intrinsically understands this and that's why we rely on their services."

## DATA CENTER CUSTOMER TESTIMONIAL

PLEASE RETURN THIS PORTION WITH YOUR RESPONSE.

### STATEMENT OF ACCOUNT

Statement Date: 01-01-2007  
Statement Number: 12345  
Account Number: 00001151  
Payment Due By: 01-10-2007  
Total Amount Due: \$ .00

### SERVICE DATE SERVICE DESCRIPTION

01-01-2007 Fast 2-24 hour service  
01-01-2007 Easy 24/7 transmission

|                                  |                            |
|----------------------------------|----------------------------|
| Account Name<br>Sample A. Sample | Account Number<br>00001151 |
| Statement Date<br>01-01-2007     | Amount Due<br>\$ .00       |

Check      

**YES!** Please send me further information about the **eBill and eStatement** program.

Highlight color can accelerate the speed of payment up to 30%, dramatically improving cash flow.

Think Production. Think Ricoh.

**RICOH**

At Ricoh we know documents are essential for business. For your business to succeed, and to keep up, you need to deliver cost-effective, high quality, secure document services. Additionally, you must evolve as business needs and technologies change, while effectively reaching out to clients with new services and workflows—and rarely can you do this alone. Call us today at 877-212-6064 or visit us at [www.ricoh-usa.com/ppbg](http://www.ricoh-usa.com/ppbg) to find out the many ways we can help your business grow and profit.

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