



FULL SPEED AHEAD

Increasing Volume While Reducing Cost and Waste

One of the biggest challenges a printing and mail production operation faces when processing statements for healthcare industry customers is accuracy and mailpiece integrity. Add to that the handling of more than 3 million pieces of mail a month, and any operation can quickly find itself overwhelmed.



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– Robb Cass, President
AccuDoc Solutions



LOCATION: 300 Dominion Dr. Suite 400,
Morrisville, NC 27560

CLIENT BASE: Healthcare, Insurance

SERVICES: Custom programming, data
warehousing and system
integration

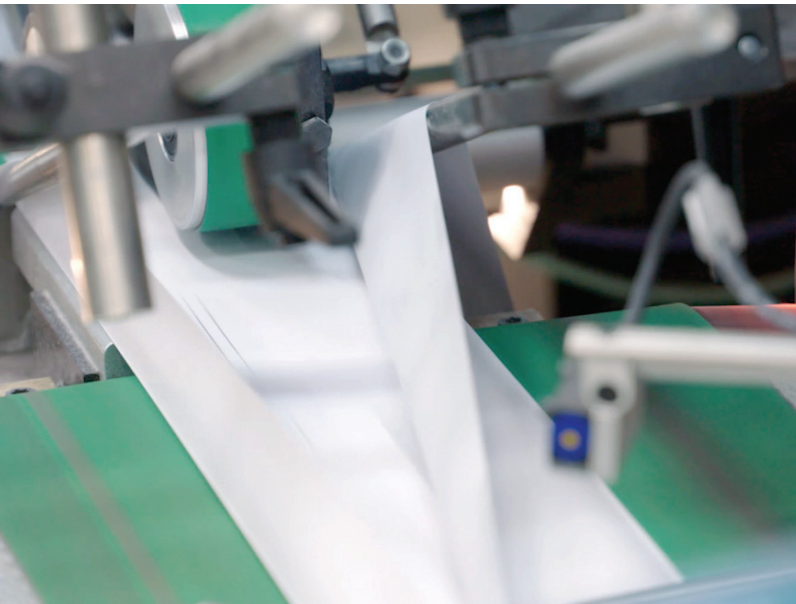
WEB: accudocsolutions.com

That’s the conundrum North Carolina-based AccuDoc Solutions found itself in. As its business continued to grow, it often found itself playing catch up, and as a result, the company began looking for a solution that would not only handle its volume, but also help reduce cost and waste, and improve efficiency. After exhausting several options, AccuDoc was successful in finding a solution that fit its requirements.

Business Roots

Incorporated in 2004, AccuDoc Solutions is a technology company that provides services such as statement processing and other mail-related services, primarily for the healthcare industry. Early on, the company realized it could differentiate itself through technology that makes nearly immediate changes to customers’ document templates, something that takes other mailers weeks to do.

“Our customers benefit from our ability to provide a highly customized approach to their projects,” AccuDoc President Robb Cass said. “We are deeply rooted in technology and believe in using it to develop a custom solution for our customers. And we only mail things as a result of that process.”



AccuDoc Solutions provides services such as statement processing and other mail-related services, primarily for the healthcare industry.

“We quickly came to the realization that we would soon hit the limit on how much we could produce,” he added. “If we continued to bring on new business, we were going to need to rethink our infrastructure and identify a print solution that eliminated the bottleneck.”

In addition, their mail production operation faced another challenge – the cost of buying and stocking envelopes that AccuDoc sourced through a third-party supplier.

“We often discussed how nice it would be if we were able to make our own envelopes,” he said. “That’s because we always felt like we were out of sync with the envelope companies. If you order too many, they go bad sitting in a warehouse. If we order too few and you need more quickly, we would run into a backlog and would have to pay for expedited shipping.”

The Challenge

Recently, AccuDoc was running into bottlenecks in its print and mail production processes that were making it difficult to keep up with growing demand.

AccuDoc’s print solution at the time comprised four color printers that ran for 19 hours a day. As they grew, Cass said the company went from a single shift to a first shift with a modified second shift, then finally adding a full second shift and a modified third one, just to keep up with the increasing volume.

Developing a Strategy

The AccuDoc team determined that in order to help grow its business and reduce its operating costs, it would need to look for a different print solution to handle the sheer volume of business that was coming in.

To research its options, the team headed to GRAPH EXPO, an annual tradeshow that touts itself as a showcase of digital, inkjet, offset and other technologies for businesses looking



Bell and Howell’s Inveloper® in action at AccuDoc Solution’s headquarters in Morrisville, NC. The Inveloper® is one of the most efficient and productive mail finishing equipment available. It is designed to create envelopes on-demand using wrapping technology.

for print and mail solutions.

Cass said his team was looking forward to a scheduled demonstration with a printing vendor, which was not ready when they arrived on the floor.

“So we decided to walk around while those folks were still setting up,” Cass said. “That’s when we came upon a demonstration in another booth that made us feel like kids in a candy shop.”

The demonstration Cass noticed was Bell and Howell’s Inveloper®, which is designed to create envelopes on-demand using wrapping technology, leverages advanced color printing capabilities, and ultimately enables a complete plain-paper-to-finished-mailpiece process that converts envelopes into cost-effective and high-impact messaging vehicles. Additionally, the system runs at increased operating speeds of up to 30,000 mailpieces per hour – fast enough to handle AccuDoc’s current volume with room to spare.

“We ended up not selecting the original printer we went to the tradeshow to see because we couldn’t justify its costs,” Cass said. “But there was no hesitation on our part on selecting the Inveloper. After seeing it, we knew it had the potential to revolutionize our business. There is no other piece of equipment that does what it can do.”

Installing the Inveloper also relieved AccuDoc of its need to purchase envelopes.

KEY TAKEAWAYS

- ▶ AccuDoc Solutions was looking for a solution to help address the sheer volume of business coming its way
- ▶ AccuDoc Solutions chose Bell and Howell’s Inveloper® to handle more than 1.7 million mail pieces a month
- ▶ Partnering with Bell and Howell has helped AccuDoc Solutions reduce its staff and increase efficiency

“What tipped the scales towards Inveloper was knowing just how much we spent on envelopes alone every month,” he added. “We now had a machine that made a better envelope for us using just a roll of paper. So we no longer needed to worry about stocking 3 million envelopes at a warehouse every month.”

“And because we were now in charge of the envelope production,” said Mark Freeze, general manager of AccuDoc Solutions, “we could select the features of the envelope and what was printed on the outside and inside of the envelope on a job-by-job basis. For example, we can produce them with one or two windows or with no window at all.”



Bell and Howell customer service engineers provide consistent response levels for all electromechanical equipment.

Return on Investment

Prior to acquiring the Inveloper®, AccuDoc had eight operators running machines for 22 hours a day. Currently, the machine operates on a 10-hour day with five operators who are cross-trained on all machines.

“We’ve been able to create a schedule where each operator works four 10-hour days,” Cass said. “This has been fantastic from a team-morale standpoint since it allows our operators to take three-day weekends now.”

AccuDoc currently produces about 150,000 pieces daily using the Inveloper.

“And that’s just on a 10-hour shift,” Freeze added. “We have the capability of doubling that by only adding a few more people and buying a little more ink and paper, which is still less expensive than purchasing pre-made envelopes.”

AccuDoc Solutions CEO, Harry Scott added, “The decision to invest in state-of-the-art equipment was an easy one to make based on the ability to support future growth and the increase in efficiency.”

Additionally, Freeze said that the service provided by Bell and Howell ensures that his operation continues running smoothly.

“The Bell and Howell service people make the organization truly stand out,” he said. “And Bell and Howell as a whole has been instrumental in AccuDoc’s success. Without them, we wouldn’t be where we are.”

Looking Ahead

With its current setup, AccuDoc sees itself having a tremendous amount of capacity to continue growing its business beyond its traditional strength in transactional mail production. For example, the company now has the ability to handle direct mail marketing projects for its clients, delivering unprecedented levels of mail personalization.

To learn more about AccuDoc Solutions and all of its offerings, visit accudocsolutions.com.

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