

Komerční Banka Utilizes a State-of-the-Art Press Center in Europe

Client Profile



Komerční banka is a parent company of KB Group, which consists of nine companies. KB is also a part of an international group Society Raleigh. Komerční banka is ranked among the leading banking institutions in the Czech Republic and in the region of Central and Eastern Europe. KB is a universal bank with a wide selection of services in areas of retail, corporate, and investment banking. The companies of Komerční banka financial group offer further specialized services, such as supplementary pension insurance, building society, factoring, consumer lending and insurance, available through a network of KB branches, direct banking, and an in-house distribution network.

Starting Situation and Analysis

Last year, Komerční banka has invited a tender for an external supplier of printing services. The supplier was to take over the existing solution and transfer it to duplex printing and apply a backup solution within 48 hours in case of failure. At the same time, Komerční banka was looking for a partner that would be innovative, would proactively develop prints and streamline expenses incurred of Komerční banka so that the printing solution would increase service level for the customers. It was Xerox who became the winner of the selection procedure. In case of successful cooperation, Xerox will provide its services to Komerční banka for a period of up to five years until 2015.

Solution

After the analysis of the environment, Xerox deployed a new solution that resulted from the requirements of the client and focused on preparation, printing, document enveloping, and subsequent distribution of the complete shipments. From the analysis it emerged that the monthly volume of prints designated for distribution to customers amounted to 6-7 million pages in simplex mode, with the back side of the sheets being used for marketing communication of instructions for working with the document.



New Dedicated Press Center

The new center established by Xerox provides services under the same service terms to all companies from Soci t  G n rale group, while utilizing maximum synergies and effectiveness of processing. Such degree of synergies has markedly reflected in expenses of all companies involved. It is a state-of-the-art Xerox press

"Transition to a new printing services provider was one of complicated and heavily discussed points that had been proceeding at the top level of KB management. An eventual hesitation would have had a direct impact to KB clients, which we could not have had afforded as one of the leaders of the banking market. A comprehensive preparation and a close cooperation with sections across the bank had helped us," said Anton n Prell, IT Infrastructure & Operation Manager, confirming the achieved results in the area of outsourcing of printing and enveloping line comprehensive service.

"The whole transaction was also complicated by the fact that from the start we had been preparing a plan for optimizing delivered services and searching for potential savings in this area. At the same time, we had been negotiating conditions not only for KB, but for all companies from Soci t  G n rale group that operate in the Czech market. After the initial months of operation with the new service provider, operation is fully stable; we have achieved the desired innovations and savings and thus we can declare the transition as very successful," he added.

center in Europe, established in just three months. In this period, also all necessary process changes have been realized and all necessary support services have been set or created altogether.

Xerox Technology

In the press center the operation of which is provided by Xerox and its trained employees, there are three Xerox 650 continuous printers that provide majority of simplex and duplex black-and-white prints while the rest of prints are supplied by two Xerox 4127 EPS printers. Full-color prints for marketing purposes of the bank are processed on Xerox iGen 3 system.

Enveloping and prepaying is supplied by two powerful machines Böwe Systec Marathon 16 with a monitoring and verification system for preventing errors. Document formatting is provided by GMC Printnet application. With the tools deployed, a higher flexibility of document design is possible both in black-and-white and full-color processing.

Account statements are printed; marketing tools for Komerční banka support are implemented and marketing campaigns with full-color prints are realized in the press center. The solution used is ready for utilizing transactional prints or for cross-selling of products of the individual Soci t  G n rale companies in the Czech Republic and Europe.

Data Processing

Every day Komerční banka generates data from internal systems for the previous day. This data is sent through a secure data channel and after their verification an automated processing process is started.

Formatted data is organized by addresses into volumes, while the system consolidates documents for one addressee for a period of three days. After the data is prepared into print batches, division takes place according to duplex or simplex processing. When the documents are printed, enveloping and prepayment takes place according to bar codes containing information regarding an eventual enclosure in the letter for the customer.

Another benefit of the print center provided by Xerox is also envelope packaging which saves postage for the client. The processed documents are consequently recorded back to bank's electronic archive so that they



are available for the employees in case of problem solving.

The last part of this comprehensive solution is the service of processing undelivered mail, where Xerox provides the bank with information about undelivered shipments, which provides a full control above the whole process. Undelivered mail is scanned and number of returns of the shipments is also processed. If the shipment is not delivered three times, the address is deleted from the database.

Ecology

All prints in the dedicated print center are processed on Xerox media. Ecologically disposable toners are used for printing. Waste heat recovery takes place in the center, serving for supplementary heating of the premises.

Result

Decreased Costs and Increased Speed

Xerox has used its extensive experience and latest technologies so that it could help the client to achieve maximum savings and highest possible effectiveness of the processes. At the same time, transition to a new printing services provider has proceeded fluently so that neither the client, nor its customers would have been affected. In cooperation with Komerční banka and companies from the Soci t  G n rale group, Xerox utilizes best practices from many similar projects.

Xerox solution provides Komerční banka with significant cost reduction for printing and document distribution. All discounts and bonuses provided by  esk  poшта are fully transferred to the customer. At the same time, bank statements printing and distribution effectiveness have increased. Moreover, after three months Xerox has extended its services with marketing material printing and assembly of personalized letters.

Extended Services

Besides savings, Xerox has also supplied additional services. This concerns provision of all material necessary for rendering the services and improving the system of audit and verification. In case of print center failure, Xerox fully accepts the responsibility for service delivery; therefore every technology in the press center is backed up.

