

CASE STUDY



Opus Trust Marketing

Enabling 100% Document Integrity for Mission Critical, Highly Regulated Document Production

Opus Trust Marketing is a leading provider of outsourced document services that creates, prints, mails and electronically delivers mission critical and time sensitive business communications such as letters, statements, invoices, pension documents, share certificates, pay slips and tax related documents.

Opus Trust manages high volumes of critical and transactional documents, sending nearly 1,000 communications every minute on behalf of their clients – almost 1.3 million every working day for organisations across energy, water, financial services, telecoms, travel and the public sector. Operating in such a highly regulated market requires the utmost in document security and integrity, an area where Opus Trust has invested heavily through the development of their state-of-the-art, in-house job control system (JCS).



PRODUCTION INTEGRITY

As with all physical paper handling processes, paper wrecks, mis-feeds, static and human error can occur at any time, resulting in missing, duplicate or out of sequence pages, which must be corrected before the documents can leave the production facility.

With new data privacy laws becoming progressively tighter and SLAs becoming shorter, Opus Trust knew that to fully mitigate the risks associated with production errors and data breaches, they had to continuously evolve and develop their internal system. They could no longer rely on paper trails following jobs, requiring the operator to manually record job statuses, progress and to check and manage job integrity.

So in 2016, Opus Trust embarked on its Auto JCS (Automatic Job Control System) project to fully centralise and automate document & mail production control throughout their operation. The new system was also key to achieving the very best postal rates for their clients through ensuring 100% mail reconciliation for every job.

"We knew that automated item tracking, data collection and reporting was going to be a minimum requirement", Said Rob Alonso, Acting CEO at Opus Trust. "It was essential that we could accurately account for every page, document and mail piece, to the highest levels of precision, throughout the entire production process from composition, printing, finishing, and inserting to final dispatch."

The Opus Trust Project Team, set to work on planning, designing and developing their new Job Control System to satisfy both their current and future business needs.

CHALLENGES

Opus Trust prides itself on selecting the best in class technology, from a variety of vendors, for their printers, inserters and finishing equipment.

Interfacing Auto JCS with a myriad of devices to get up-to-date information on jobs would be impractical, and for some devices, impossible. "Being vendor agnostic brings us obvious benefits, but has its challenges too" commented Alonso. "To track items and collect real-time production data across all our workflows, we needed to deploy camera reconciliation technology on all of our enclosing and finishing lines to ensure Auto JCS would get timely, consistent and reliable data at all times."

Also when processing transactional mail on high speed inserters, damaged mail-pieces are an unavoidable part of the process. Automating the process of identifying the damaged mail pieces and initiating their reprint was major a requirement.

As Alonso explains, "Most of our clients have to adhere to strict regulatory deadlines for dispatching their mails, or face significant penalties. Therefore our production processes had to be very efficient, streamlined and able to recover quickly from any stoppages. We had to minimise any human touchpoints in the process as these could be expensive, time consuming and were one of the major causes of privacy breaches."

Only by placing a barcode on every item and using a camera to scan these codes, allowed Opus Trust to collect the information it needed to enable Auto JCS to fully manage job integrity, immediately flag up sequencing errors and automatically identify any damaged mail-pieces for subsequent reprinting.



CUSTOMER PROFILE

- Opus Trust Marketing is one of UK's leading providers of highly sensitive and regulated transactional mail and e-delivery communication services
- Clients include leading energy, financial services, telecoms, travel, leisure, construction and the public sector
- Based in Leicester UK, their 8,000 sqm. factory outputs 1.3M communications every day.

BUSINESS CHALLENGES

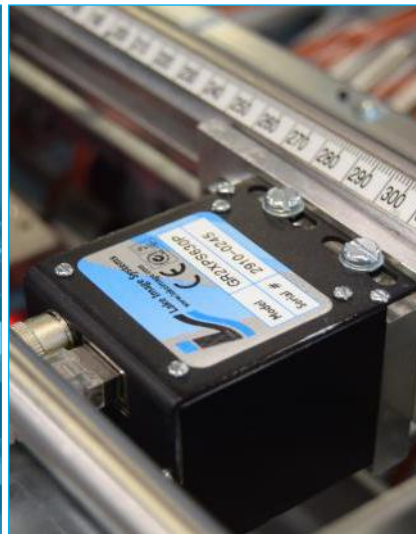
- To collect accurate real-time job and item level data to feed into Opus Trust's new developed ADF system - Auto JCS
- Being a diverse and multi-vendor equipment environment meant getting consistent, real-time production data through a close integration with each device was impractical
- Reading a barcode through the envelope window was a key requirement to accurately generate the e-Manifest file for Royal Mail
- Opus Trust concluded that reconciliation camera technology on all of its inserters was required.

SOLUTION SUMMARY

- Implemented DISCOVERY Multiscan incorporating GigERead 6 areascan cameras on 9 devices, including on the three new Pitney Bowes Epic Inserter systems
- DISCOVERY Multiscan reads all barcodes (incl. Mailmark™) from each item and feeds this data, in real-time to Auto JCS
- This data enables Auto JCS to accurately reconcile every job with the highest level of confidence.
- If discrepancies or errors are detected, Auto JCS immediately alerted operators to take corrective action and if required, generated a reprint request for the mailpiece in error
- Reading a barcode through the envelope window on exit provided the most reliable data to reconcile mail with 100% accuracy.



CASE STUDY



SOLUTION

Opus Trust was well aware of the variety of machine vision cameras available on the market, and that selecting the right technology would have a direct impact on the success of the project. "What we needed was a vendor that could provide the right camera technology, but more importantly had the deep industry expertise and tools to read a variety of codes accurately at production speeds," said Richard Hooper, Head of Operations at Opus Trust. "Having previously worked with Lake Image Systems, I was aware of their excellent technology and reputation in our sector, and so they were an obvious choice for us."

Lake Image Systems quickly reviewed Opus Trust's requirements, and proposed and implemented its DISCOVERY Multiscan solution on 9 devices, including the three new Epic inserters. Each system incorporated their latest GigERead6 area scan camera technology to exit scan barcodes (including Royal Mail's Mailmark™ barcode) from documents and mail-pieces, at speeds exceeding 20,000 items per hour. DISCOVERY Multiscan's software tools then read and decoded each code, and through a simple integration, fed Auto JCS with real-time production data, to enable it to reconcile accurately all mail-pieces. If any errors or discrepancies were found, Auto JCS would alert the operator to take corrective action and initiate a reprint request to ensure 100% mail-piece integrity was being maintained.

At the end of a job, the reconciled data is used to create the most accurate Mailmark™ e-manifest file for submission, as well as enabling Auto JCS to provide up to date throughput and productivity management reports.

IMPACT

Today, DISCOVERY Multiscan powered by its camera technology, has become an integral component of Opus Trust's Auto JCS system.

Working in partnership with Lake Image has enabled Opus Trust to automate the process of collecting real-time data, essential for ensuring end-to-end integrity in their mail production workflows.

"These cameras are our eyes. They work tirelessly day and night to read every single page, document and mail-piece that we generate," commented Alonso. "Our systems are highly dependent on these cameras in order to automatically track, process and check our work with absolute accuracy - essential for meeting our data privacy obligations and our tight SLAs."

Furthermore, the Lake Image solution has helped Opus Trust to fully automate existing labour-intensive and error-prone processes. "Camera reconciliation technology has given us accurate, real-time item level data which we can use to fully automate our mail production processes. A good example of this is our automated reprint process. This has improved our throughputs, reduced operational costs and more importantly has allowed us to provide a high quality mailing service that is fast, safe and secure," said Hooper.

This solution has allowed Opus Trust to turn a challenging automation project into a viable, secure and profitable service. As the regulations around data privacy gets tighter, this investment has solidified Opus Trust's position as a leading provider of highly regulated print and mail services in the UK.

BUSINESS BENEFITS

- Automating the collection of accurate, real-time production data has enabled faster, error free production, whilst reducing costs
- Camera technology has enabled full automated reprinting, decreasing costs, throughputs and mitigated privacy breach risks
- DISCOVERY Multiscan provides Opus Trust with the ideal platform for acquiring more complex, profitable outsourcing business
- Opus Trust has strengthened its position as a leading outsourcer for highly regulated, privacy sensitive applications.

"THESE CAMERAS ARE OUR EYES. THEY WORK TIRELESSLY DAY AND NIGHT TO READ EVERY SINGLE PAGE, DOCUMENT AND MAIL-PIECE THAT WE GENERATE. OUR SYSTEMS ARE HIGHLY DEPENDANT ON THESE CAMERAS IN ORDER TO AUTOMATICALLY TRACK, PROCESS AND CHECK OUR WORK WITH ABSOLUTE ACCURACY - ESSENTIAL FOR MEETING OUR DATA PRIVACY OBLIGATIONS AND OUR TIGHT SLAS."

Rob Alonso, Acting CEO
Opus Trust Marketing



LAKE IMAGE

Lake Image Systems Ltd
The Forum Icknield Way Tring
Hertfordshire HP23 4JX England
T: +44 (0)1442 892700
F: +44 (0)1442 892792
E: sales@lakeimage.com



Lake Image Systems Inc
205 Summit Point Drive Suite 2
Henrietta NY 14467 USA
T: 001 585 321 3630
F: 001 585 321 3788
E: salesna@lakeimage.com

Lake Image Systems France
165 Avenue du Prado
13272 MARSEILLE
CEDEX 08 FRANCE
T: +33 (0)4 91 17 90 62
F: +33 (0)4 91 17 90 63
E: euLIS@lakeimage.com

Lake Image Systems Asia
33 Ubi Avenue 3 #03-07,
The Vertex, Tower B
SINGAPORE 408868
T: +65 6509 0192
E: LISasia@lakeimage.com

All product names, logos, and brands
are property of their respective owners.

Copyright ©2021 Lake Image Systems.
All rights reserved.

