



Dennis Ladd
President and CEO
StreamServe

5 Easy Ways to Increase Your Profitability While Helping the Planet

StreamServe's Guide to Sustainable, Document-Based Communications

Frequently, business practices around sustainability and reducing environmental footprints are seen as zero-sum efforts, where the business must suffer in order to take better care of the planet. Contrary to this belief, some of the same steps that help sustain the planet's health also sustain and improve the enterprise's health.

One area in which both your company and the environment can save is your document-dependent communications (see **Figure 1**). StreamServe offers five easy ways to improve your profitability and environmental footprint with sustainable, document-based communications.

1. Migrate from Paper to Electronic

Electronic communication eliminates many direct and indirect costs, as well as the environmental impact associated with paper usage. StreamServe enables smooth and selective migration to electronic communications when and where it makes the most sense for your business.

2. Reduce Remaining Paper-Based Costs

Two-sided printing alone can cut carbon and energy impact and additional costs by up to 50%. For customer

correspondence, such as billing, replacing inserts with "onsert" information printed directly on the bill slashes paper volume and associated production, handling, and delivery costs. StreamServe Persuasion, an end-to-end enterprise communication suite, enables businesses to trim costs by reducing the amount of paper needed.

3. Streamline Document-Reliant Processes

Almost every document-dependent process offers numerous opportunities for greater efficiency and reduced resource demand. For example, compressing supply chain processes and volume document production through electronic stage-and-release and pre-processing conserves energy, improves accuracy, and cuts costs.

4. Reduce IT Infrastructure Demands

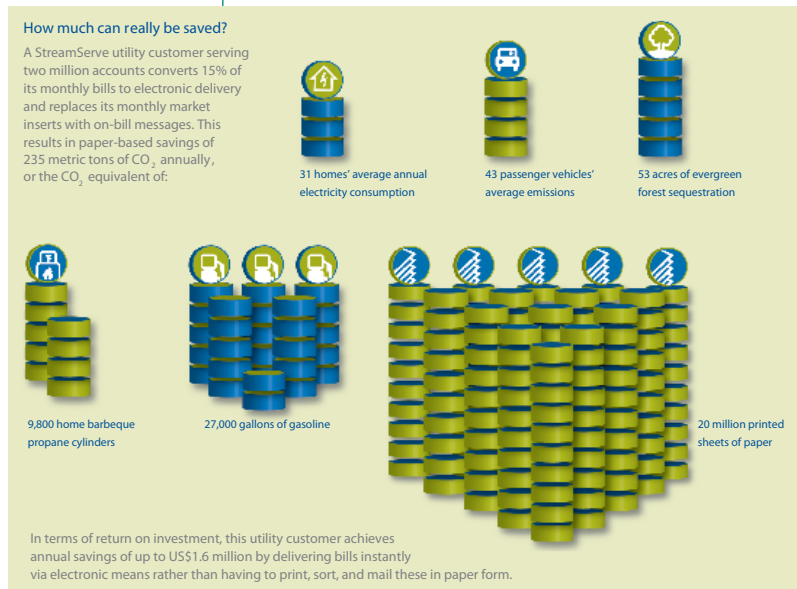
Rising equipment and energy costs underscore the value of minimizing your IT infrastructure. Document storage is one example: StreamServe Persuasion optionally archives the essential data associated with a document and reconstructs the full document from templates on the fly. This reduces the amount of storage needed, requiring fewer resources and lower energy costs.

5. Personalize the Motivation to Change

StreamServe Persuasion uses a master template to individually assemble documents, such as customer bills. Even at very high volumes, each bill can carry personally relevant offers or suggestions. For example, marketing campaigns to influence behavior — perhaps to encourage lower air conditioning use — can be automatically personalized based on each customer's usage history.

FIGURE 1 ▼

A StreamServe utility customer's document-based savings, put into an environmental perspective



Learn More

For more than 10 years, StreamServe has partnered with SAP to deliver integrated business communication solutions that improve profitability, while at the same time lowering the customer's environmental impact. To learn more, visit www.streamserve.com. ■