



# StreamServe | Sustainability Program

Powered by StreamServe Persuasion

## Seven Ways to Increase Your Profitability While Helping the Planet

The focus on establishing sustainable business practices and reducing environmental footprints continues to intensify. Frequently, this is seen as a zero-sum effort where business suffers in order to take better care of the planet. But in fact, some of the same steps that help sustain the health of the planet also sustain and improve the health of the enterprise.

Document-based business communications is a case in point. Since 1997, StreamServe customers have improved profitability through reduced operational costs and increased revenue-generating capabilities, while at the same time significantly lowering their environmental impact.

Here are seven ways you (and your customers) can improve your profitability and environmental footprint with sustainable document-based communications:

### 1 Migrate from paper to electronic documents.

Electronic communication eliminates many direct and indirect costs and the environmental impact associated with paper-based communications. StreamServe enables you to smoothly and selectively migrate to electronic communications as, and where, it makes the most sense for you.

### 2 Reduce remaining paper-based costs.

Two-sided printing alone can cut carbon/energy impact and other costs by up to 50%. For customer correspondence, such as billing, replacing inserts with “onsert” marketing and other information printed directly on the bill cuts paper volume and associated production, handling and delivery costs. StreamServe enables these and numerous other ways to trim the cost of paper-based communications.



### 3 Streamline document-dependent 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.

The rising costs of equipment and energy underscore the value of minimizing IT infrastructure. Consider document storage as just one example. StreamServe optionally archives only the essential data associated with a document, and, from templates, reconstructs the full document on-the-fly, as needed. This substantially reduces the amount of storage needed: Fewer resources, lower energy costs, better environmental profile.

### 5 Personalize the motivation to change.

StreamServe uses a master template to individually assemble documents such as customer bills. This means that even at very high volumes, each bill can carry personally relevant offers or suggestions. So, for example, marketing campaigns to influence behavior—perhaps to encourage lower air-conditioning use, or suggestions to conserve water—can be automatically personalized based on the each customer’s usage history.



### 6 Capitalize on what you already have.

A basic environmental tenet is to get more use from, or extend the life of, resources that already exist. This includes business systems. StreamServe integrates with any business systems and applications, and requires no change to those systems because the document processing happens independently of them. As a result, it provides extensive new enterprise capabilities in a simplified environment that can be rapidly implemented. It also significantly reduces the support demand on IT.

### 7 Solidify your standing with your extended community.

Sustainability is in the public mind more than ever before. Companies that demonstrate the kinds of genuine results that StreamServe enables enjoy greater customer loyalty as well as respect among peers, regulatory bodies, and others in their extended community. Though not as easily measured, this goodwill is essential to the sustainability of the business.

## We Can Help You

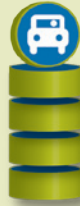
Based upon years of collected results from our customers and through consultation with industry analysts and experts focused on green IT, the StreamServe Sustainability Program offers research, best practices, and tools to help businesses determine the eco-savings they can achieve with StreamServe's business communications solutions.

### How much can really be saved?

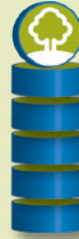
A StreamServe utility customer serving two million accounts converts 15% of its monthly bills to electronic delivery and replaces its monthly market inserts with on-bill messages. This results in paper-based savings of 235 metric tons of CO<sub>2</sub> annually, or the CO<sub>2</sub> equivalent of:



31 homes' average annual electricity consumption



43 passenger vehicles' average emissions



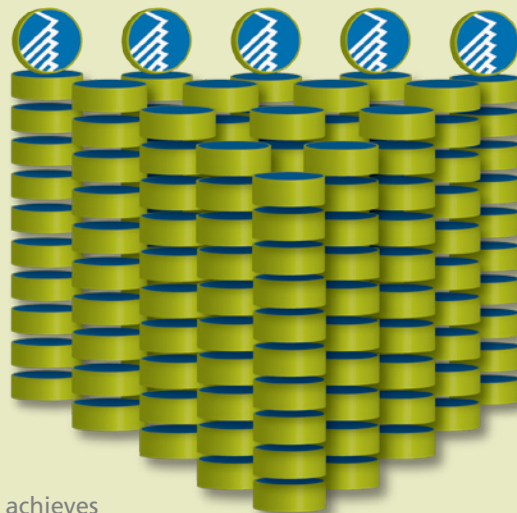
53 acres of evergreen forest sequestration



9800 home barbeque propane cylinders



27 thousand gallons of gasoline (or 100,000 liters of petrol)



20 million printed sheets of paper

In terms of return on investment, this utility customer achieves annual savings of up to \$1.6 million USD by delivering bills instantly via electronic means rather than having to print, sort and mail these in paper form.

Sources and assumptions: [www.edf.org/papercalculator](http://www.edf.org/papercalculator); Gas/petrol: [www.epa.gov/oms/climate/420f05001.htm](http://www.epa.gov/oms/climate/420f05001.htm); Kilowatt hour CO<sub>2</sub> equivalent: [www.americanforests.org](http://www.americanforests.org)

To learn more, or to schedule a consultation, please call your nearest StreamServe office or visit us on the web at [www.StreamServe.com/sustainability](http://www.StreamServe.com/sustainability).



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