

Itella processes 120 million

pages through StreamServe EDP

StreamServe is at the very heart of Itella's core business – Information Logistics. Anders Wiklund, System Architect at Itella, explains: "Receiving data from customers, producing and printing documents and distributing those by post or in electronic channels is what we do. StreamServe EDP gives us the flexibility we need to meet our customers' requirements and the capability to make sure we fulfill our service level agreements."

Itella, formerly known as Capella, has a long history in Sweden. Since 2001, Itella AB has been a subsidiary of the Itella Group, which is part of the Finland Post Group which employs a total of 1,500 people in eight countries.

StreamServe Enterprise Document Presentment (EDP) was chosen as a solution for Itella in the late nineties and has successively evolved into the backbone for Itella's business. The company offers services within printing and distribution, electronic communication, and storage and retrieval.

The development of electronic documents has opened a variety of possibilities for companies to communicate with customers and suppliers efficiently and quickly. However, paper has kept most of its importance and is still a vital part of business communication. Most likely, different data formats will continue to complement one another. This calls for comprehensive solutions that can combine electronic and paper-based business communication in one process.

- StreamServe is a communication router for Itella – receiving data from many customers in many formats, making sure documents go into production and come out the other end in the right format and with the right distribution channel, be it electronic or physical, says Anders Wiklund, System Architect at Itella.

- We process over 120 million pages a year through StreamServe EDP. The solution gives us the flexibility we need to meet our customers' requirements. A few large customers send print ready files that can go directly into production. For all the other customers, we handle several hundred different input formats, which is one of the reasons we need StreamServe. Our customers want to take data from their different ERP, CRM and other systems and send it to us, without having to think about what format it is in.

- Furthermore, StreamServe is absolutely vital for us in fulfilling our SLA's (service level agreements), Anders Wiklund continues. Time is a crucial factor. Imagine that a large batch of invoices is to go out by post and the end customer has a payment date to adhere to. If those documents go out late it will cause all kinds of problems. That is one of the reasons why we have a delivery plan with fixed dates that both

we and the customer need to follow. If we do not deliver according to the SLAs, there are significant consequences – not only is there a cost increase, we may also have to pay fines for not fulfilling the SLA.

- Another aspect of this is that even without the extra pressure of the service level agreements everything must work smoothly in order for us to be cost efficient – and profitable. Our printers need to be running. Comparable to any factory, it is really important to get the most out of the production resources. StreamServe EDP plays a large part in this process by making sure documents are ready for print, including layouts, OMR codes, inlays etc, and that they will be distributed using the right channels.

"The solution gives us the flexibility we need to meet our customers' requirements."

Itella also has a number of services within electronic communication – e-invoices and EDI transactions. For B2B, it is usually an end-to-end electronic flow, whereas for B2C some end customers might want an electronic invoice and some prefer paper.

- When an end customer registers for e-invoices at his bank, that information is forwarded from the bank to us. We keep an e-directory with information about who should receive e-invoices from a particular supplier, Anders Wiklund explains. When print files from a supplier are sent to production, there is a check against the e-directory so that only those recipients who have not requested e-invoice go to print and for the others an e-invoice is created instead. The e-invoice file is then sent to the bank. Without the StreamServe solution, which makes it possible to automate this process, it would be difficult to offer this service.