European Head Office
Emtex Ltd
Emtex House
Station Road
Kings Langley
WD4 8LH
United Kingdom

T: +44 (0) 1923 270 882
F: +44 (0) 1923 266 020
E: info@emtex.com

USA Head Office
Emtex Software Inc.
901 Yamato Road
Suite 120
Boca Raton
FL 33431
USA

T: +1 561 241 7229
F; +1 561 988 9561
E: info-usa@emtex.com

emtex
www.emtex.com

Our relationship

"From the outset it was clear that Emtex knew what they were talking about, and more importantly understood the business issues facing our organisation. The level of service, from sales to support has been highly professional and exceptional. The nature and size of Emtex means that they are consistently proactive and customer responsive, enabling us to influence future product developments. The fact that we have a number of joint customers including Cornhill Insurance, ITnet and Norwich Union, underlines our faith in recommending VIP as a first class solution."

A colourful future

The VIP solution follows a highly innovative yet realistic development plan, driven predominantly by customer and market demands, but still at the cutting edge of output management technology.

VDE (Virtual Document Enhance) by Emtex, is a perfect example of this responsiveness to the marketplace, offering a flexible printstream re-engineering solution which extends on the existing VIP functionality. CMCS have already invested in VDE, prior to

its official launch, as it simply offers yet another way of manipulating datastreams and improving document effectiveness.

"I can already see VDE as being a great asset to us at CMCS. The addition to print ready documents, of OMR marks to improve finishing control and barcodes to improve integrity control are both areas in which we hope to investigate the use of VDE." CMCS are also looking into the possibility of setting up a customer testing and development facility, where they can provide a service to colourise existing applications using VDE or to develop them in house prior to using VIP for LJPDS output.

"In Emtex we have found a first class business partner, who continues to fulfil our expectations. Their level of professionalism, business acumen and customer care is of a consistently high standard, instilling us with a greater confidence that we can deliver an unrivalled Disaster Recovery service to our customers. With VIP, we have an excellent output management solution that can support our business growth for many years."

CRITICAL MAIL CONTINUITY SERVICES LIMITED

Emtex VIP plays a vital role in CMCS Disaster Recovery

Critical Mail Continuity Services Ltd has become the UK's leading provider of Disaster Recovery services to organisations with critical mail-based communications. In achieving this accolade, the selection of an output management solution that reflected their own business issues, became in itself, critical.

CMCS selected Emtex's VIP output management solution, with a clear vision of how it would help deliver the DR service customers would need. The very nature of disaster recovery meant that Emtex had to deliver a solution which was highly flexible yet reliable, enabling CMCS to respond to the changing DR needs of customers at a moment's notice.

Delivering the DR service

Clearly, for any major organisation which depends on mail-based communications for any step in its business relationship with its customers, DR contingency for critical mail must be central to an organisations business continuity policy. The delay of a mission critical mailed document can spell disaster: the loss of a customer, a delay in payment, complaints or a regulatory breach are all likely consequences which can ultimately impact on profitability.

CMCS aims to become an extension of its customers mailing environment providing a seamless DR service, complete from analysis and planning through to testing and actual recovery.

Angus Stormonth Darling, Director and Co-founder of CMCS envisioned a DR service which exceeded customer expectations but which kept the true value of DR visible at all times.

Critical Mail production requirements

As a brand new business entity, CMCS needed an output management solution to drive the print production process of critical mail, from it's inception as a company. In essence this was the key service they would be selling, so they needed a solution around which the rest of organisations operations could be built and which would grow with the company.

Their prime requirement was a software solution which had the flexibility to receive and convert, multiple and disparate datastreams for output into a diverse print environment. For Darling this was a simple need, but essential in providing a DR service they could market effectively. "Critical to us, was the ease of taking in and converting datastreams. Our customers come from varied print and technical environments, so we needed an open output management solution that had the flexibility and breath of capability to account for this."

emtex

Choosing Emtex

The CMCS team's extensive experience within the critical mail handling industry proved invaluable to Angus and his colleagues, when it came to selecting an output management solution. The Directors of CMCS had followed the Emtex VIP solution as it progressed within the

major input and output datastreams including those most prevalent at CMCS such as AFPDS, Xerox LCDS/Metacode and postscript. "We needed a solution which could reconcile our Xerox and AFPDS datastreams inherently and at the same time give us centralised control

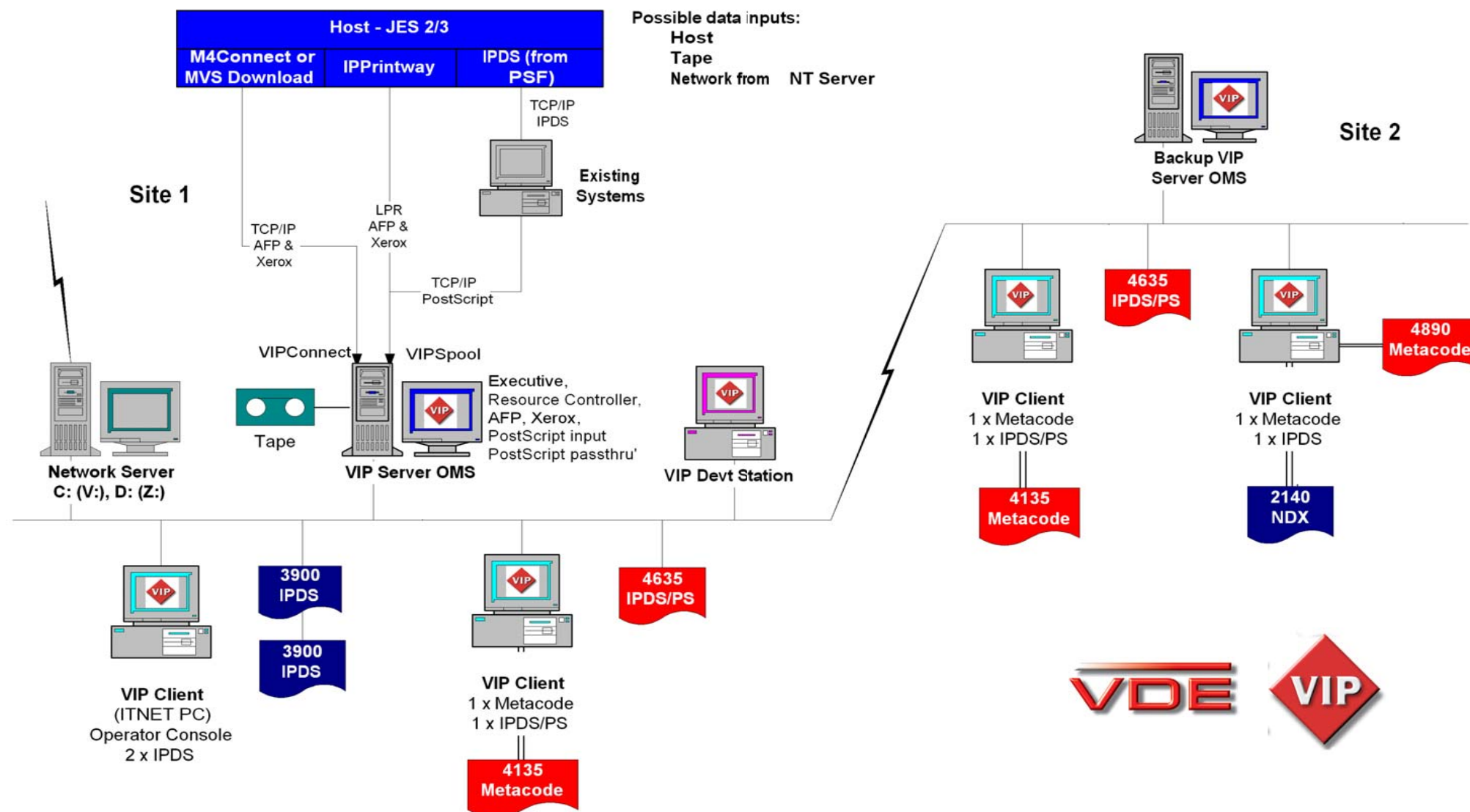clear choice ahead of competitive products."

VIP in action

VIP was initially installed in a simple configuration, growing to a more sophisticated client server configuration as the business and

maximising the use of our print assets to achieve optimum print volumes. We regularly print over three million bill images through 10 printers in 48 hours."

In addition to the everyday management of high volume printing,

VIP Configuration for CMCS

marketplace, and together with strong recommendations from industry giants Xerox, knew it was for serious consideration.

The superior architecture of VIP (Virtual Intelligent Presentation) means that it is a vendor independent system supporting all

of the print process. VIP's track record in transform situations was impeccable, and the modular yet scalable structure built around a single point of control was ideal for us. The superior flexibility of VIP simply seemed to mirror the level of flexibility we needed to be able to offer our customers, making it a

output requirements expanded, in order to allow even greater flexibility. VIP is now driving both Xerox and IBM printers; cut sheet, continuous duplex, roll feed etc.

"From the outset VIP provided a very stable yet flexible print operation,

one area of functionality which proved particularly invaluable to CMCS was VIP's Re-print capability. The VIP Indexed Reprint module enables the easy reprinting of documents within a print job to any printer (without re-processing the job), providing yet another fail-safe against any errors in the print run.

emtex