



# Disaster recovery— when it counts the most.



## Venture Encoding Services

### Challenges

As a company that serves the financial industry, Venture Encoding Services is well versed in the need for Business Continuity Planning—and needs the same level of vigilance from all of its business partners.

### Solution

With a detailed Business Continuity Plan in place, Pitney Bowes responded to a disaster with speed and efficiency, providing uninterrupted service to Venture and its clients.



**When a fire destroyed the Pitney Bowes Presort Services facility in Dallas, Venture Encoding Services found they could still meet their clients' needs with business-as-usual service.**

### Summary

Venture Encoding Services performs critical transaction mail services for some pretty demanding clients in the mortgage and installment loan industry. Venture's business is time-sensitive and exacting in quality and accuracy—attributes their clients have come to expect from one of the leading providers of paper and electronic document services.

Venture depends on Pitney Bowes Presort Services for mail preparation, presort and postal induction, and the organizations have worked together for many years. "It's a partnership between Pitney Bowes and our company," notes Jamie Potter, Venture's Director of Manufacturing and Distribution. "We feel like Pitney Bowes is just an extension of what we offer our clients," Potter explains.

A recent event further validated the strong bond between Venture and Pitney Bowes. A fire, which started in an adjacent warehouse, destroyed the plant where Pitney Bowes processes First-Class Mail® for customers in the Dallas vicinity. However, Pitney Bowes responded with speed and efficiency, enabling Venture to meet their client obligations without interruption.

"I was impressed by how quickly Pitney Bowes got organized and communicated to us," Potter notes. "They told me they were in the process of implementing their disaster recovery plan. They kept me in the loop communications-wise, and let me know how the recovery process was going to work. The same morning of the fire, presort trucks arrived at my facility. And within 24 hours Pitney Bowes was back on regular pick-up service."

## Results

When Venture Encoding first learned that a fire had spread to the Pitney Bowes Dallas presort facility, Potter immediately went down to the scene for a first-hand look. "I heard there was a serious fire," he recalls. "The presort facility is a 400,000 square foot building, which is huge."

Venture had customer statements and billing in process at the plant, and delays were not acceptable. After receiving assurances that colleagues who worked at the facility were safe, Potter met with the Pitney Bowes disaster recovery team to learn what steps were underway to secure the mail, process the mail, and return service to normal levels.

## Detailed plan provides for decisive action

As a company that services the financial industry, Venture is well versed in the need for Business Continuity Planning and expects the same level of vigilance from its vendors. "Pitney Bowes is one of our key vendors," Potter explains. "So it is important that we knew what they were going to do in the event of a disaster; and it was critical that they had a disaster recovery plan."

Pitney Bowes implemented a detailed Business Continuity Plan that had recently been updated and tested, and all key players both on-site and at corporate headquarters knew their roles and were able to take decisive action upon first notification of the fire.

Within three hours of the fire's onset all key customers, including Venture, were notified. High-levels of coordination and communication between Pitney Bowes staff on-site, in the local "war room", and back at Pitney Bowes corporate headquarters meant that all bases were covered and no problems were insurmountable.

## Stepping up to security concerns

Venture needed to know that the confidential information from its financial industry customers was secure. A perimeter was established quickly to secure client materials at the site of the disaster. Secure document destruction protocols were followed, according to plan. Venture received ongoing communications and updates from Pitney Bowes regarding these processes and, as a result, could confidently say their clients suffered no breaches of security.

## Alternative facility goes operational within hours

As Venture produces highly time-sensitive materials for its clients, getting service up and running was also a priority. In this instance, the national reach of the Pitney Bowes network provided a significant advantage. Another Pitney Bowes facility nearby that normally processed Standard Mail® was transformed within hours to become a world-class First-Class Mail® operation.

Given that presorting requires a significant IT infrastructure, the restoration plan had already been outlined in advance. Following the protocols of their Business Continuity Plan, Pitney Bowes had IT equipment pre-purchased, staged, imaged and ready to go. That was a critical element in Pitney Bowes's successful response to the fire.

## Disaster recovery in action

All Pitney Bowes Presort Services trucks ran pickups as scheduled the morning after the fire, and mail was trucked to nearby secondary facilities for processing. Within 48 hours all enhanced security protocols were in place at the new operations centers, and within two weeks, a new permanent site had been identified. As a result of the comprehensive Business Continuity Plan, there was no interruption of service to Venture; Pitney Bowes staff also worked with clients on insurance claims processing. Impressed with the disaster recovery efforts, Potter concluded, "I would recommend Pitney Bowes Presort Mail Services. You can always count on them when you need them most."

“I have confidence in Pitney Bowes’ disaster recovery plan. The same morning of the fire, presort trucks arrived at my facility. Within 24 hours Pitney Bowes was back on regular pick-up service.”

Jamie Potter  
Director of Manufacturing  
and Distribution  
Venture Encoding  
Services

Pitney Bowes  
World Headquarters  
1 Elmcroft Road  
Stamford, CT 06926-0700  
888 245 PBMS  
[www.pb.com/mailservices](http://www.pb.com/mailservices)

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