



## GMC Inspire Meets the Demands of SouthData's Automated Workflow

SouthData is a national, full-service document management provider specializing in electronic and paper-based billing, high quality variable printing, distribution and mail services, electronic and paper-based storage, document scanning and computer services. As a division of OSG Billing Services, SouthData offers a wide range of products and services for a variety of industries designed to help clients achieve more efficient billing methods and document management strategies.

Advanced technology has always been a driving force behind this company's continued growth and success. The company has steadily invested in in-house technical expertise and faster, more capable equipment to continuously improve its processes and speed its turnaround times and customer experience. High speed, automated printing and binding equipment are married with a complex network of computer systems to provide a highly productive manufacturing environment and an enhanced client website experience. Additionally, offering the latest in digital imaging systems and software meets the needs of its clients for fast and efficient scanning and retrieval.

The company's initial product was payment coupon books for homeowner associations and condominiums, which they still produce millions of every year. Over time, the company expanded its services to include billing statements, letters, newsletters and other customized documents for a variety of industries including healthcare, utilities, local government and collections. The proprietary software built to handle the company's automated workflow was not designed to be a seamless customer communication management (CCM) solution or deliver the ease of use needed that would allow customer service to handle the day-to-day document requirements. Working in a fast paced business environment, SouthData needed a CCM solution that could help it meet the demands of its changing workflow.

### Supporting business users and a highly automated workflow

"We looked at a number of customer communication management software products on the market and tested each of them," said Rich Gasser, vice president of software development for SouthData. "We had two main goals: to find a solution that offered an intuitive graphical user interface (GUI) for our business users with the flexibility to integrate easily with our proprietary automated workflow. Ease of use was extremely important for our non-technical onboarding team because we wanted to keep our technical team devoted to innovation and development, not day-to-day tasks such as setting up new documents."

As the team tested different software solutions, the litmus test was whether or not the customer service team was able to enter the appropriate data without the assistance of an experienced developer. When the SouthData team tested GMC Inspire, it found that the business users with little previous scripting experience could easily map data to the form using GMC Inspire's Designer. With GMC Designer, data conversion is built in so there's no need for extensive re-training to work with legacy document streams. "That was the tipping point for us. It was exactly what we were looking for," said Gasser.

GMC Inspire's ability to integrate into SouthData's infrastructure was another critical feature. "We have a very modular infrastructure design, with each module handling particular tasks," said Gasser. "GMC Inspire's end-to-end automation made it easy for us to connect the dots between all our processes and the GMC platform. It seamlessly supports the kind of efficiencies we build into everything we develop."

## **Gaining additional efficiencies through flexibility**

The flexibility of GMC Inspire has helped Gasser and his team modify workflows to gain even more efficiencies. "One of the great things about GMC Inspire is that you can approach an issue a number of different ways in the solution. Over time, we have been able to modify our workflow and reduce the number of templates so that business users in customer service do not have to think about downstream processes, such as postal processing or automation, when creating new document applications. Instead, our business users set up all their documents the same way in a familiar document composition environment. That lets them focus on the customer's needs, instead of the technical aspects of the workflow, which is in line with our mission to provide our customers with personal, timely service."

This new workflow was quickly put into use when one of the company's largest customers wanted to mail 450,000 pieces the day after the 4<sup>th</sup> of July holiday. With GMC Inspire, set up time for the mailing took 30 minutes and processing only took one hour with the new workflow. Without GMC Inspire and this enhanced workflow, the company estimates it would have taken 80 hours to prepare the job for printing.

Gasser and his team appreciate the support GMC's professional services team provides his organization. "Their engineers have been very helpful in tuning our hardware specifications and showing us the best approach to achieving better performance and efficiency in both our hardware environment and workflow processes. They are an excellent partner."

In the end, SouthData is most happy that GMC Inspire matches very closely the design and quality the company builds into the solutions it designs in-house. "We like to develop technology in house, but we knew developing a CCM solution as robust as GMC Inspire was not possible. Along with reducing our development cost we have found it to be the perfect match for our advanced proprietary workflows and a contributor to our mission as a company to always provide innovative technology, superior customer service and cutting-edge products to our clients."

## **Challenge**

As SouthData expanded its services to include billing statements, letters, newsletters and other customized documents for a variety of industries including healthcare, utilities, local government and collections, it needed a customer communications management solution to support its expanding product line, easily integrate into existing proprietary workflows and make it easy for business users to handle day-to-day requirements.

## **Solution**

GMC Inspire met SouthData's needs by allowing the company to empower business users to have more control over the documents with an easy user interface and offering the flexible integration that drives the efficiencies the company was seeking.

## **Results**

The company has modified its workflow and reduced the number of templates needed so that business users in customer service do not have to think about downstream processes, such as postal processing or automation, when setting up new documents. The benefits are:

- Extremely fast turnaround times
- Reduced development costs
- A solution that matches the company's innovative mission.