CRAWFORD DOCUMENT RE-ENGINEERING

CRAWFORD TECHNOLOGIES

Canon

CANON SOLUTIONS AMERICA

OVERVIEW

Our reengineering solutions help modify documents post composition and prior to printing. With support for actions such as adding barcodes, adding or removing inserter marks, segmenting or combining jobs, adding inline color, and more, document reengineering enables a smooth migration from black and white or cut-sheet devices to production color inkjet presses, leverages the numerous capabilities of Canon presses, and maximizes throughput.

Normalization

Crawford document re-engineering converts an input format to the same output format in a process known as normalization. During this process files are optimized by re-organizing the internal document structure and de-duplicating resources such as fonts and graphics. This results in more efficient down-stream processing by Canon print engines.

Barcodes and Inserter Codes

Crawford supports over 20 industry standard barcodes including IMB, CODE39, MSI, UPCA, UPCE, UPC2, UPC5, EAN8, EAN5, EAN13, 2OF5, M2OF5, INTERLEAVED2OF5, CODABAR, CODE128, EAN2, POSTNET, RM4SCC, DATAMATRIX, PDF417 and USPS4S. OMR codes allow down-stream inserters and finishers to accurately fold and envelope mail pieces.

Object Handling

Individual objects such as text, images, barcodes and data can be added, edited/moved and removed from pages. Attributes such as color, font and size can also be changed. These features allow print files to be altered at a late stage in the production process to accommodate, for example, changes in the position of envelope windows, or to allow for changes in mail barcodes.

Page Handling

Crawford can selectively insert (or suppress) pages like slip sheets and document separators that represent, for example, standard terms or marketing material. Pages formatted for N-UP printing can be reformatted to 1-UP for cut Canon sheet fed printers. Paper sizes can be defined and paper trays mapped from the input to output.

Reengineering Essentials

- Barcodes and inserter codes based on industry standards
- Adding, editing and removing objects including text, images, barcodes and data
- Paper layout and size to accommodate cut sheet and web presses
- Document streaming based on weight or page count
- Mailing features to support IMB and unique IDs
- White space management late in the production process

Document Handling

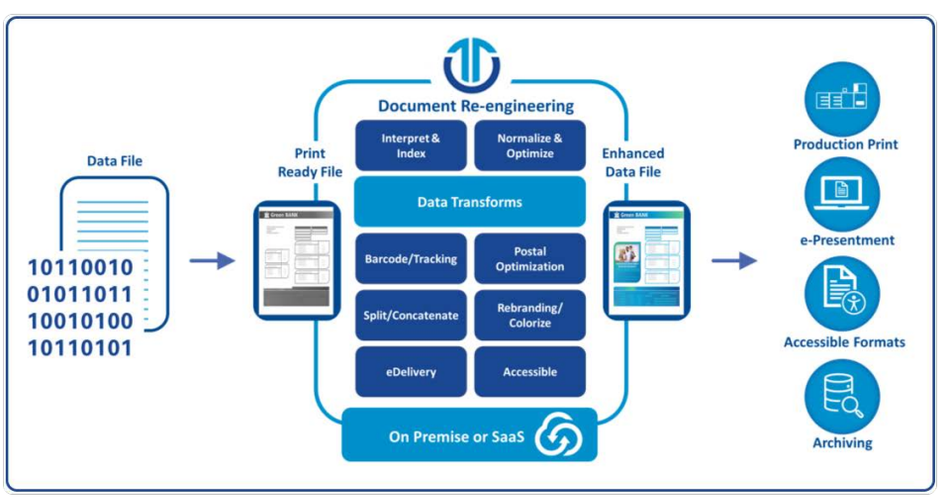
Once documents are identified in the batch either the length or calculated weight of documents can be used to stream similar items to print and enveloping processes. Document pages can also be reverse ordered to suit Canon production printers and down-stream finishing devices.

White Space Management

Crawford can identify how much white space is available on a page so that so called transpromotional messages can be added at a late stage in the production process. These messages might include relevant marketing communications or special offers that may only be specified immediately prior to printing.

Mailing

Crawford adds Intelligent Mail Barcodes (IMB) to documents which results in lower postal costs for USPS. Crawford also supports unique mailing IDs based on the IMB/ USPS specification that facilitates end-to-end tracking of mail pieces. These can be integrated with mail tracking and quality workflow systems like Ironsides.



CrawfordTech Solutions

Crawford Technologies develops software and solutions to help enterprises optimize and improve the secure and accessible delivery, storage and presentment of their customer communications.

With over 1,800 customers on six continents, CrawfordTech solutions and know-how enable the largest banks, insurers, healthcare providers, utilities and print services companies to use their existing technologies, documents and data in new ways. We help them navigate the challenges in leveraging legacy applications in the platforms and applications of the future.

CrawfordTech's products, services and domain expertise reside at the nexus of content, data, and output management and are essential components of our customers' digital transformation, output management and document accessibility strategies.

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