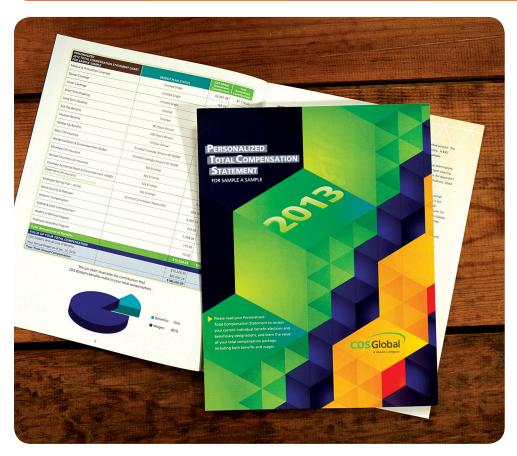# Unique 1:1 workflow opens doors to a host of in-depth variable data jobs.

CDS Global

Custom Workflow Solution

Best-of-the-Best Program Winner—Best Overall Solution

Xerox Premier Partners Global Network

CDS Global creates custom workflow to enable even the most complicated 1:1 applications.

When asked to create a highly personalized application for one of their customers, CDS Global delivered by creating a 1:1 workflow like no other. But they didn't stop there. Leveraging the vast amount of development that went into this solution, they honed and rolled out the workflow for new customers, applications … and revenue streams.

Challenge

CDS Global had recently produced an application for one of their clients that incorporated a vast array of variable data into one perfect-bound booklet. In doing so, they created a unique, intricate 1:1 workflow that saved significant time and money.

CDS Global knew there had to be a way to apply all of the development time, technological savvy, and hands-on experience that had gone into this workflow to other jobs and applications. The workflow that they had in place was good, but it was still rather specialized to that project. In order to move forward with more jobs, it needed to be streamlined and adapted.

Solution

Pageflex had been previously used to handle the workflow's variable data streams. CDS Global decided to branch out and incorporate GMC PrintNet which gave them even greater flexibility in creating a dynamic workflow that could be readily customized to the application at hand.

Once variable composition software is selected for a job and linked to the customer's database, it streams the variable information into a custom template which is then output as a PDF. The PDF is automatically sent to Xerox® Freeflow Process Manager® which includes Xerox® In-Line Cover Driven Workflow, Xerox Manifest Automation and FFxTools. Once there, the PDFs are imposed and prepped for perfect binding, barcoded

to allow for cover-to-bookblock matching and programmed with mixed media. This process allows CDS Global to produce books of varying page counts, dimensions and paper stock combinations without manual intervention.

The covers are then printed separately on the Xerox® iGen3® 110 Production Press which features Xerox® Manual+Book Factory to ensure the entire application will be printed, collated, and perfect bound seamlessly. The covers are dynamically matched with the interior pages through the bar code during final assembly:

> "The workflow we developed in no small way allowed us to showcase our full-variable print and finishing capabilities to new and current clients."
>
> —Joel Newcomb, Cross-Media Operations Manager, CDS Global

Results

With the solution in place, CDS Global first created a Retirement Plan Enrollment Guide for Securian Financial Group which incorporated both variable imagery and data based on the plan and recipient. The resulting piece helped Securian increase plan participation and save money on pre-printed materials.

CDS Global

For more than 40 years, CDS Global has been a leading provider of outsourced business solutions to multiple industries, delivering an array of innovative and flexible eCommerce, order management, fulfillment, payment processing and marketing services. Their comprehensive and integrated suite of solutions maximizes the value of data, effectively managing the interactions that CDS Global clients have with their customers and creating a positive impact on each organization's bottom line.

cds-global.com

At the same time, CDS Global was at work creating personalized total compensation catalogues for their own employees. The final product provided each employee with a comprehensive snapshot of their current benefit information and other compensation data. The new workflow significantly reduced the cost of gathering information and communicating individual benefits to each employee.

Most important, this new intricate 1:1 workflow allowed CDS Global to dramatically extend their variable data offering, showcasing even more great examples of their full-variable print and finishing capabilities to clients.