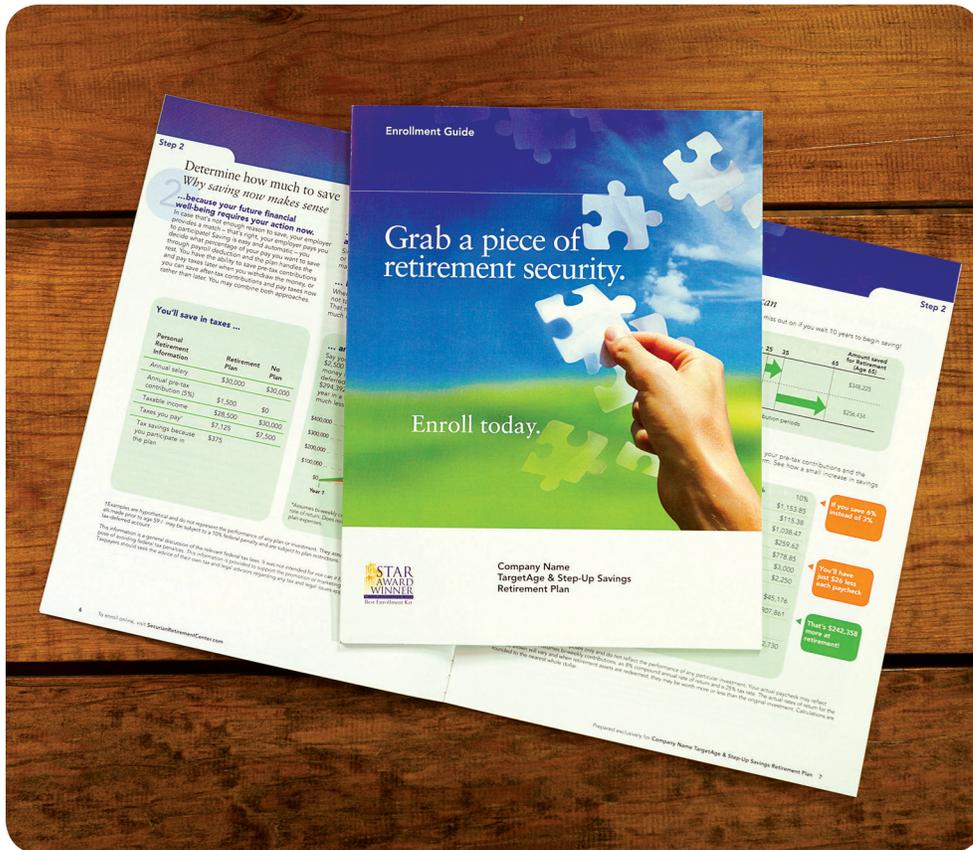


Unique personalization achieved through variable data printing.

CDS Global



Retirement Plan Enrollment Guide
 Best-of-the-Best Program Winner—TransPromo
 Xerox Premier Partners Global Network



CDS Global reduces costs and time through automated 1:1 production.

Securian Financial Group wanted to streamline the way they enrolled new clients. Using a powerful combination of variable data printing and digital production workflow solutions, CDS Global answered the call with a highly personalized enrollment guide that seamlessly integrated more than 1,000 data points.

Challenge

Securian Financial Group is one of America's largest providers of financial security in the form of insurance, retirement plans and investments. They were looking to improve the way they enrolled clients and wanted to make the process as efficient as possible. "We wanted to create a clear, concise medium for all the information prospects needed—and get it to them faster," explains Stephanie Scibora, Manager, Retirement Communications of Securian Retirement.

The enrollment guides they produced were already personalized, but creating them was a time-consuming process. "There had to be a better way," adds Scibora.

Securian had partnered with CDS Global for years and brought this challenge to their attention. This new process needed to deliver the high quality and full color Securian's clients expected, and simplify the creation and personalization of these enrollment guides from start to finish.

Solution

CDS Global purchased a Xerox® iGen3® 110 Press for their operation a few years prior and knew it could handle high-quality variable data printing. However, the level of variable data integration that Securian wanted required further investigation. Working with Xerox they developed the right combination of workflow and technology.

The application had two levels of variability: customized selection of funds and plans, plus unique corporate branding for the

client's company—accounting for more than 1,000 data points. With this goal in mind, Xerox recommended a combination of Xerox® Freeflow Process Manager®, including Xerox® Manifest Automation and FFxTools, Pageflex software, and Xerox® In-Line Cover Driven Workflow.

With these in place, a Securian associate builds a custom guide through a web-based storefront. Pageflex then outputs production PDFs, which are picked up by Freeflow Process Manager and routed properly. PDFs are then imposed and prepped for perfect binding, barcoded to allow cover-to-bookblock matching and programmed with mixed media instructions through FFxTools. Covers are then printed separately and matched with interior pages during final production.

"The combination of workflow and equipment Xerox gives us provides a capability that's unique to the print industry."

—Joel Newcomb, Cross-Media Operations Manager, CDS Global

Results

The new enrollment guides were well received by Securian and, more important, their clients. Participation in retirement plans increased and Securian was able to bring on new accounts quicker thanks to the time saved from design, personalization and

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.

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production. The process also saved Securian money on pre-printed materials. "The ability for CDS Global to create this document for us was fantastic," says Scibora.

This product also allowed CDS Global to showcase their full-variable perfect-bound book solution to new clients, including their extended variable data capabilities that dynamically use fund and plan information.