



## Company Profile:

In today's dynamic business arena announcements of company mergers and acquisitions have become quite common. What may not be so familiar, however, is what happens after the announcement is made. The need to merge business operations and computing platforms is critical for success. Of course, this must happen all while the new organization ensures superior service and customer continuity.

Global Document Solutions Corporation (GDS) is one example of a company that found the integration of multiple organizations a fairly seamless process. As a result, the company was able to charge ahead towards the goal of becoming a "one-stop shopping" solution for the document processing marketplace. What made the integration go smoothly? One factor was the use of an Open Systems processing platform already available to each partner from a common provider – Océ Printing Systems USA, Inc.

Today Global Document Solutions Corporation comprises several divisions joined with the specific intention of becoming a one-stop solution. Two pieces of the new GDS are Xerographic Reproduction Center (XRC) and American Direct Mail (ADM).

XRC brought copy center resources to the deal, while ADM contributed the traditional data center environment. The consolidated company serves financial, manufacturing, telecommunications and publishing markets.



left to right: Roger Gimbel, president of XRC, Ken Del Vecchio, president of American Direct Mail

Goal of One Stop Service Drives Merger –  
Open Systems Platform Enables Continued Growth



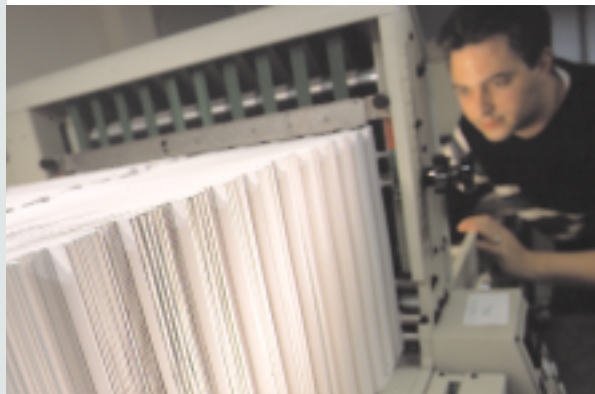
# Global Document Solutions

- *Open Systems Technology Enables Production of Statements and Books*
- *Océ Digital Devices Ensure Smooth Corporate Integration*
- *High-Speed Capability Offers Rapid Document Turnaround*

Océ digital equipment gave GDS the competitive options and in turn provided greater business opportunities for GDS.



The DemandStream 8080 DI and post processing equipment creates perfect book blocks for binding.



Before the merger, XRC was heavily focused in the On-Demand market, but realized that customers have further requirements for mailing, statements and other document-oriented services.

"We either had to build it ourselves or link with someone who added the services we lacked," said Roger Gimbel, Director of Worldwide Operations and Marketing for Global Document Solutions, and president of XRC. ADM did not have an On-Demand business and was likewise studying the gaps in their service offerings and reaching

a similar conclusion. "Merging versus building was a matter of economies, time and the ability to expand immediately. We accomplished it in three months rather than three years," declared Gimbel.

## More Resources Through One Source

"As a unified company, we can do more for customers who prefer to work with just one source. We can design statements, print and mail those documents, and store them for later printing and mailing or we can produce On-Demand work," said Gimbel. "When a customer has a need, we can take the project, print it and deliver it anywhere globally through our membership in the International Printers Network (IPN). We also have web-based offerings so customers can view images before they are printed."

The unified organization solves the problem of getting fast, quality results when there are hand offs, breaks and sometimes finger point-

ing across the process. "Our unified, one-stop approach removes problems that waste time and complicate projects," said Gimbel. "Now all accountability belongs to GDS."

The successfully merged operation demonstrates Océ suitability for both on-demand and production environments. Whether they could get the printing to integrate was never an issue. "Océ's Open Systems technology enabled us to seamlessly integrate the organizations," said Ken Del Vecchio, president of American Direct Mail (ADM) and partner of Global Document Solutions.

## Unified Positioning is Competitive Advantage

Global Document Solutions now offers all the services that might be needed in the course of handling documents. "As a unified company, we offer total solutions across the board, from design and pre-press through to print and finished product." Océ helps GDS participate in key areas such as statements and mailings, as well as publishing and Print-On-Demand. Other services offered by GDS include posters, photo retouching, graphics, traditional offset presses, hand and multi-pocket inserting, intelligent bar coding and programming.

GDS uses Océ equipment for both the statement side of the house and in the Print-On-Demand arena. ADM came into the deal with advanced Océ PageStream technology for statement production, which they used along with some other cut sheet systems. The PageStreams are connected to RSI slit and merge systems for the transactional documents. Even



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We turned to Océ because of the speed, flexibility, reliability and cost advantages it offers.

**Roger Gimbel, president of XRC and partner of Global Document Solutions,**

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from pre-merger days, XRC relied on the Océ DemandStream 8080 and some cut sheet machines for its on-demand and book publishing business.

### **Servers Drive Technology Integration**

“We needed to offer our customers more options and flexibility. The Océ digital equipment gave us the competitive options and in turn provided greater business opportunities for us. The merger is just one example of how the equipment enabled us to grow and expand,” said Ken Del Vecchio.

“Beyond that of the printers, the Océ print servers, with their ability to accommodate all datastreams, allow us to go in several directions with applications,” said Gimbel. “We can take files and print them in any form. Our Océ Squadron print server enables us to drive any of our systems, be it the Océ printers or the others in our print environment.”

GDS represents the mixed print environments so typical of today’s evolving marketplace. “Working with Océ enables us to better accommodate the data of different processing environments,” Gimbel said. “They help us keep the process fluid. We can do a production run of statements and immediately follow with a book production run,” said Gimbel. “The Océ ability to accommodate PostScript, PCL, AFP, MetaCode and traditional IPDS

data streams has helped us in today’s evolving market.”

“The Open Systems platform gives us a competitive advantage. With two Océ machines available, one can back up the other regardless if we have a statement job or a book to produce. Back-up equipment is very important in terms of our ability to load balance jobs, especially for monthly statements,” Gimbel said. “We try to run at 60% capacity, allowing for peaks, and the high-performance Océ systems let us maintain a flexible level of work.

We have to offer whatever any customer requires, so we need systems that accommodate a broad range of paper, too. Océ systems give the flexibility we need, and that is a great advantage to us,” said Gimbel. “We can put jobs on the 300 dpi PageStream and the 600 dpi DemandStream, so we have the

added choice of output resolution in our operating environment. With Océ variable data printers, we also have more options in the print-on-demand arena for 1:1 marketing services.”

### **In-Out-Correctly-On Time**

Ken Del Vecchio summarizes GDS customer goals as “In - Out - Correctly - On Time.” For Del Vecchio, that’s what the business boils down to, and Océ helps meet those expectations consistently. “Océ provides us with speed and economy,” said Del Vecchio. “We can produce three to four times the volume possible on some cut sheet devices. Océ enables us to be more productive and turn around jobs more quickly,” he continued.

So far, results of the corporate and technology consolidation have been excellent. The GDS sales organization can now cross sell more mailing

## **JIT Book Publishing at GDS**

Even before the merger, XRC was always very focused on book publishing, and GDS continues to develop competitive services to capture more of this lucrative business. “In the book publishing arena, we are primarily producing technical manuals and text books,” explained Roger Gimbel of GDS. “When we used to get original books, there were many steps in the reproduction process. We moved to a digital platform because we could receive files remotely from customers and get work out the door more quickly than we were able to with the offset presses that we used.

Now that we’re so heavily involved in book publishing, we use DocuTechs in conjunction with DemandStreams. We turned to Océ because of the speed, flexibility, reliability and cost advantages it offers. The Océ digital DemandStream systems helped us eliminate many steps and become more productive,” Gimbel says.

### **Flexible From All Angles**

“To stay competitive in book manufacturing, we need to produce whatever size book the customer requests,” he explained. “We turned to the print provider who could give us the greatest flexibility in providing variable book sizes from 6”x9” on up, and that has been Océ. We also needed a system that could accommodate different formats. As part of the International Printers Network, we distribute files and print them anywhere around the world, and flexible format capability is essential at that level.”

From manuals and product guides, XRC is now focused on further developing Just In Time (JIT) output of one-off books. “This is a growing opportunity, and with Océ we can do just one book at time and still be cost effective and of good quality,” said Gimbel.

Technology remains a critical focus in GDS book publishing plans. Gimbel and GDS Operations Manager John Slaney are working together to develop JIT book publishing as one of the company’s premier business strategies. The fast Océ DemandStream remains at the core as GDS takes this profitable service to the next level.

**Working with Océ enables GDS to better accommodate the data of different processing environments.**





The synergy continues as GDS and Océ and other pioneers continue to explore new worlds of documents.



**XRC relied on the Océ DemandStream 8080 and some cut sheet machines for its on-demand and book publishing business.**

and On-Demand business. "Digital technology lets us sell more completely to customers, and simplify the number of contacts and relationships to manage," said Donna Melli, sales director for XRC.

"Océ enabled us to attract new business," said Gimbel. "Because we turn around jobs faster and do it more cost effectively, we are able to be more competitive. Our long-term plans are to incorporate the continually emerging technology from Océ as we provide statement production via the Internet," said Gimbel.

"Océ is one of the components that contributed to our ability to expand, grow and merge the organization that is today's Global

Document Solutions," said Del Vecchio. The synergy continues as GDS and Océ and other pioneers continue to explore new worlds of documents.

#### **Finding Synergy in Integrated Document Services**

Being a pioneer is not new to Roger Gimbel. In fact, when he received a Pioneer Award this year, it echoed an honor his father received some 35 year before. The Pioneer Award is given by On-Demand leaders and industry analysts for contributions to the digital printing marketplace.

In 1965, Roger's father was recognized for his involvement in the development of the Rapid Printing market. Now decades

later, Roger has a similar presence in today's evolving digital printing market.

Illustrating the spirit of pioneering and partnerships, Océ's vice president of On-Demand Print and Publishing, Tim Moylan was also honored with a Pioneer Award for his work in the development of the print-on-demand market. The synergy of Océ and GDS continues, and each has found synergy in moving document capabilities forward in a dynamic and evolving marketplace.

For more information, call 1-800-24-print, or refer to the website, [www.global-document.com](http://www.global-document.com).



## **Océ Printing Systems USA, Inc.**

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**Océ: Printing for Professionals.**