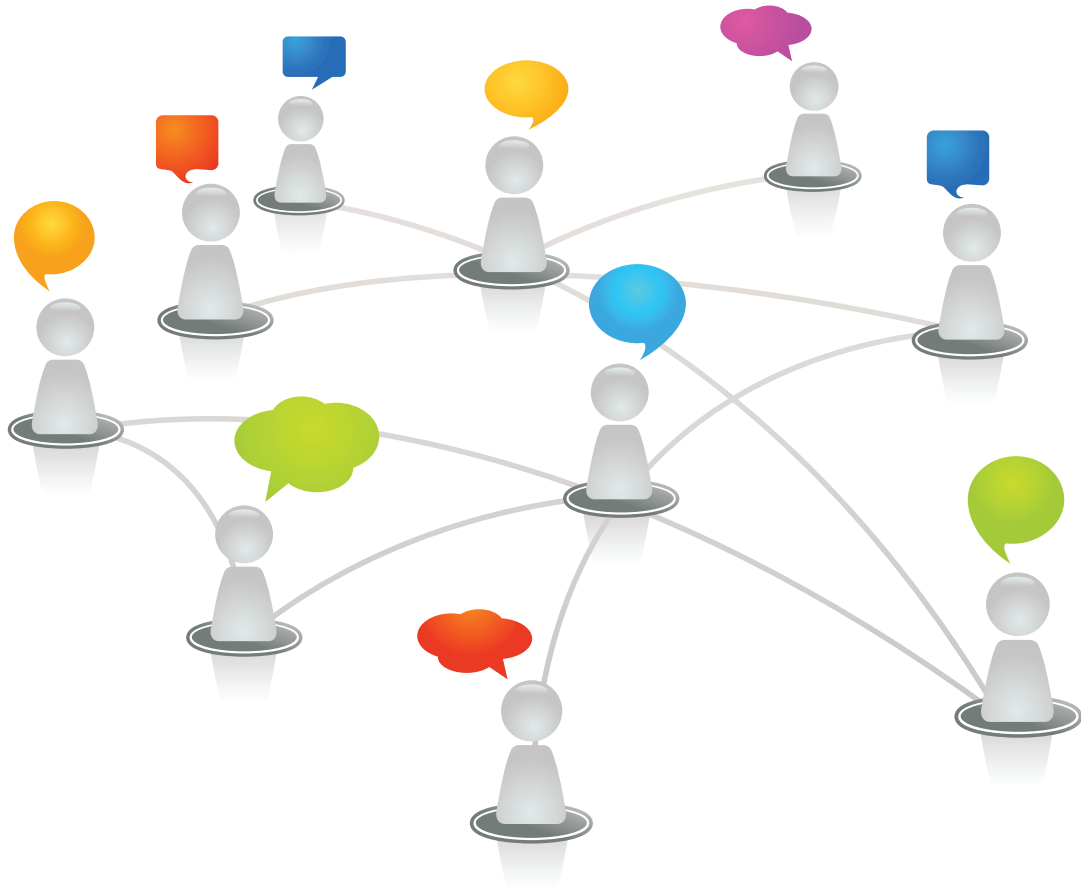


Critical  
Communications  
Solution Suite





## Is it critical?

How do you know you're working with documents that are critical communications? You are if you answer "yes" to any of these questions:

- Do they have to be perfect?
- Are they regulated?
- Are you required to track and report on them?
- Are they customized or highly targeted for the recipient?
- Do they contain personal or sensitive information?

To produce critical communications with precision and confidence, you need a special solution — one that gives you the ability to control, track and report on the production of each critical communication. Solutions from Ricoh® are designed to make sure that diverse critical communications flow effortlessly through your production system, giving you a reliable method of impressing your customers and satisfying compliance/reporting requirements.

### Make information work for you

With the Critical Communications solution suite, cost and complexity are no longer obstacles to automation. If you want, you can access and control our workflow software from your laptop. The web-based graphical user interface allows you to monitor and manage your shop from a single dashboard, from anywhere.

When regulations and document formats change — which they do frequently — no problem. You won't need to rip and replace at great expense because our software includes base functions and optional



features that can be configured, reconfigured and upgraded quickly. Ultimately, you have the freedom of choice to select features and functions that fit within your budget and allow you to grow over time. This continuum of functionality is affordable, easy to install and easy to use, either onsite or in the cloud.

## The Critical Communications Solution Suite

RICOH TotalFlow DocEnhancer	RICOH ProcessDirector Express	RICOH ProcessDirector
<p><b>RICOH TotalFlow DocEnhancer</b> is an Adobe® Acrobat® Pro plug-in-based solution that allows you to work with all types of print-ready PDF applications without involving a graphic designer or having to go back to the source application for changes.</p> <ul style="list-style-type: none"> <li>• Define changes visually, and display them, before creating new print-ready files.</li> <li>• Add capabilities that include postal enablement, document-level verification and cutsheet job ticketing.</li> </ul>	<p><b>RICOH ProcessDirector™ Express</b> is a PDF-based version of RICOH ProcessDirector that is ideal for midsize and large enterprises and print service providers that have PDF workflow requirements and use Ricoh, Kodak, Xerox and other PCL, PostScript and PDF output devices.</p> <ul style="list-style-type: none"> <li>• Customize the base solution with optional features that support document-level controls.</li> <li>• Upgrade to RICOH ProcessDirector when it's necessary to add capabilities for Advanced Function Presentation™ (AFP™)-based workflows.</li> </ul>	<p><b>RICOH ProcessDirector</b> is modular software that automates and manages processes related to printing for midsize and large enterprises and print service providers that use PCL, PostScript, PDF and/or Intelligent Printer Data Stream™ (IPDS™) output devices.</p> <ul style="list-style-type: none"> <li>• View and centrally control every job and document in your production environment.</li> <li>• Customize the base solution with more than 30 optional features.</li> <li>• Integrate recipients' information delivery preferences into your print production workflow.</li> </ul>

## The Critical Communications Solution Suite

	RICOH TotalFlow DocEnhancer	RICOH ProcessDirector Express	RICOH ProcessDirector
<b>Print Operations Priority Areas</b>	Simple Applications >>> Complex Applications		
<b>Enhanced Output Management</b> Improve production throughput and increase utilization of staff and equipment			
Control all jobs flowing through the system from a central point of control.		✓	✓
Implement a vendor-neutral, open solution, so all systems work together.	✓	✓	✓
View jobs in an embedded viewer right from the GUI to verify contents, identify pages to print or reprint and search for documents or jobs.		✓	✓
Retain jobs in the system to simplify and expedite reprinting.		✓	✓
Support both cutsheet and continuous feed output environments.	✓	✓	✓
Process both native PDF and Advanced Function Presentation™ (AFPTM) jobs accurately without the need for any transforms to intermediary formats.			✓
Process native PDF jobs accurately.	✓	✓	
Minimize security concerns with industry-standard password management and support for LDAP/Active Directory.		✓	✓
<b>Tracking and Compliance</b> Achieve output integrity and satisfy compliance and reporting requirements			
Track and verify individual documents throughout the production process using inexpensive barcode scanners.	✓	✓	✓
Produce simple verification reports.	✓		
Produce complex audit-ready reports related to jobs, documents and system users.		✓	✓
Break down large jobs into individual documents that can be further split, sorted and grouped to optimize the production process.		✓	✓
Operate a “touch-and-toss” facility with automatic document-level reprint capability.		✓	✓
Send jobs to an integrated archive, as a step in workflow, for long-term storage, retrieval, reprinting and electronic presentment. Research the production history of individual documents to respond to queries or audit requests.		✓	✓

## The Critical Communications Solution Suite

	RICOH TotalFlow DocEnhancer	RICOH ProcessDirector Express	RICOH ProcessDirector
<b>Print Operations Priority Areas</b> (continued)	Simple Applications >>> Complex Applications		
<b>Workflow Automation</b>			
Eliminate human errors, automate manual tasks and simplify onboarding of new work			
Automate workflows to replace or eliminate manual tasks and automate processes to remove touch points and eliminate sources of errors.		✓	✓
Build workflows visually using standard or customized steps and drag-and-drop icons; branch conditional workflows based on business rules.		✓	✓
Manage deadlines and service level agreements by setting job checkpoint times and the durations for each step in a workflow.		✓	✓
Index fully composed (print-ready) PDF files using an Adobe plug-in, enabling true document-level control of the job, logic-based workflow decisions, automated reprinting and more.	✓	✓	✓
Edit fully composed PDF files using an Adobe plug-in, providing capabilities such as masking content, adding new text, building dynamic barcodes and swapping images.	✓	✓	✓
Maintain finishing and media controls, or dynamically change them at print time, when jobs are sent to multivendor cutsheet devices (Ricoh, Xerox and Kodak).		✓	✓
View a job's current location in the workflow; see which workflow branches were followed; and see the expected path for remaining steps in the workflow.		✓	✓
Comply with last-minute requests to stop certain communications from being sent without changing the source application.		✓	✓
<b>Postal Optimization</b>			
Streamline mail handling, reduce undeliverable mail and qualify for postal discounts			
Streamline print and mail processes by automating manual and repetitive tasks, which reduces costs of printing and inserting, achieves the best possible postage rates, reduces the amount of returned mail and more.		✓	✓
Presort mail electronically before printing by identifying and manipulating address information.		✓	✓
Identify and extract address information from mailing jobs (can be fully composed files) so you can send it to third-party postal software for address cleansing, address suppression and sorting.	✓	✓	✓
Interface with third-party postal optimization software products; associate fully composed documents with the workflow, pull out address information and put back the correct information automatically.		✓	✓

## The Critical Communications Solution Suite

	RICOH TotalFlow DocEnhancer	RICOH ProcessDirector Express	RICOH ProcessDirector
<b>Print Operations Priority Areas</b> (continued)	Simple Applications >>> Complex Applications		
<b>Multi-Channel Delivery</b> Manage recipient preferences and personalized multi-channel communications directly from a unified production print workflow			
Integrate a preference management function with workflow, which enables you to distribute individual documents in the channel of choice without changing source applications.		✓	✓
Present PDFs quickly and easily using the web services API, enabling web applications to easily and quickly search the secure archive for AFP and PDF jobs.		✓	✓
Accept jobs with hundreds or thousands of documents and break them into individual PDF documents that you can email with personalized subject lines and body content.		✓	✓
Capture email addresses directly from the documents within a job or collect them from an external source.		✓	✓
Send high volumes of email with no spam concerns because you can deliver PDFs directly from the workflow software or through your SMTP email provider.		✓	✓

### Turn *what if* into *don't worry*

Making sure jobs are complete and accurate is a big responsibility. You may rely primarily on people or on a combination of manual and automated processes. Either way, your business is at risk for errors and non-compliance. One mistake in your document workflow can result in the loss of an important client or financial penalties or both. Our solutions remove uncertainty because they can produce audit-ready reports for compliance and other purposes, such as confirmation lists of damaged, reprinted and mailed pieces for personalized marketing campaigns.

#### Try it free for 60 days

Request free trial software and see how much time and money you can save.

### Grow your business confidently

You run a high-speed, high-volume operation already, but to grow, you need to be able to move jobs through your shop a lot faster and make room for additional work. With a Critical Communications solution, you can execute your growth plan:

- Manipulate and index PDF jobs on the shop floor using the Adobe® plug-in tool so you don't have to return jobs to the customer or change source applications.
- Reduce job set-up time by automating page-level exceptions, media selection and finishing operations.
- Build simple or complex conditional workflows in minutes using drag-and-drop icons.
- Make better use of existing software, systems and output devices by integrating them with our vendor-neutral software.

## Change reprints into a “hands off” task

When operators have to sort damaged or missing pieces and order reprints, they aren't engaged in a profitable task. Our software applies a unique barcode to each piece and tracks each piece throughout the production process — print and mail or books. If the software detects an error during reconciliation, it automatically creates a reprint order. Just “touch-and-toss” damaged pieces and go on to your next task.

## Simplify compliance reporting

Regulations apply to the critical communications of many industries. When you cannot track and report on jobs in an auditable manner, you may be missing out on a lot of profitable work. A Critical Communications solution provides piece-level tracking and control using inexpensive barcode readers, which you may already have in place. It provides interim and final reconciliation reports that prove jobs are accurate and complete.

## Rank this investment as one of your best

You know you've spent money wisely when you can measure your return on investment (ROI) in terms of one job, one month or one new customer, or when you avoid a costly, unexpected business interruption. Let a Critical Communications solution boost your bottom line:

- Qualify for the highest postal discounts thanks to cleansed addresses and electronic presorting; save the postage spent on undeliverable mail as well as the time spent handling it.
- Reduce print and mail costs with multi-channel delivery capabilities.
- Respond quickly to requests from lines of business to change communication content.
- Reconfigure the system easily when regulations and document formats change.
- Lower cost by integrating recipients' delivery preferences with output channels like electronic presentment and email.

## Aim high and hit your integrity goal

You may already work with regulated documents, personalized marketing materials and other critical communications, or you want to expand your business into these areas. In either case, it is essential

## Unlock print-ready PDF files

Many PDF files are delivered fully composed. You don't have the metadata, can't manipulate the content or add printing and finishing instructions. When changes are requested, you have to send the files back to the customer or a graphic designer, which is time consuming and disrupts your schedule. Our Acrobat plug-in changes all that. Save time, keep jobs flowing and capture postal savings because you can work with the files on the shop floor and take actions like these:

- Index the contents of a PDF.
- Add, hide, update, fix and extract content.
- Work with the metadata to create lists and reports.
- Insert production control barcodes and marketing-driven QR codes.
- Identify the page boundaries of each document within a large PDF file, even if those documents vary in length.
- Enable document-level controls, by defining edits and instructions based on triggers on the page. Let the software apply the changes, like barcoding, edits or the addition of media/finishing instructions, to all of the other individual documents in the file.
- Determine the optimal postal sorting and reorder the PDF files (with additional third-party software).

for you to select a solution that can deliver the level of integrity, cost control and efficiency you desire. Using one of our reliable and affordable Critical Communications solutions can help you feel 100 percent confident about the documents you send out the door.

## For more information

To learn more about the Critical Communications solution suite, visit [www.rioh-usa.com/critical](http://www.rioh-usa.com/critical) or contact your Ricoh production print specialist, who also can tell you how to download free, trial software for the products in the suite.



## Critical Communications by Industry

	Banking	Telco	Insurance	Medical/ Pharma- ceutical	Investment/ Brokerage	Government	Medical Providers	Commercial Printers
Statements/Invoices/billing	✓	✓	✓	✓	✓	✓	✓	✓
Transactional emails	✓	✓	✓	✓	✓	✓	✓	✓
Checks	✓				✓	✓		✓
Regulatory letters	✓	✓	✓		✓	✓		✓
New account letters	✓				✓			✓
Direct mail/ marketing communications	✓	✓		✓	✓			✓
Welcome letters and packages		✓						✓
Annual renewal policy statements			✓					✓
Explanations of benefit			✓					✓
Documents presented online	✓	✓	✓	✓	✓	✓	✓	✓
Prescriptions							✓	✓
Medical/patient communications/care instructions				✓			✓	✓
Packaging				✓				✓
Trade confirmations					✓			✓
Property tax letters						✓		✓
Enrollment kits							✓	✓

**RICOH**  
imagine. change.

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