

A Window of Opportunity

By Michael Sherman

Automatic Data Processing (ADP) has become the definitive leader in shareholder communications. The Investor Communication Services (ICS) group of the payroll giant processes more than 90% of all regulatory investor communications mailings in North America. Now entering its 11th year in the shareholder communications business, ADP ICS, located in Edgewood, New York, is enjoying tremendous growth. The company processes and distributes financial and legal documents designated for millions of shareholders worldwide, representing over 12,000 public corporations, more than 4,000 mutual funds and 850 banks and brokers. Today, ICS distributes approximately 500 million mailings annually.

Shareholder communications is an essential element in successfully operating a public company. Investors expect the timely distribution of information: annual and quarterly reports, proxy statements and dividend checks. For ADP, the legal penalties of missing even one investor with any of these important documents makes accuracy a critical component of its communications process.

Naturally, for such a vital process, ADP ICS continually seeks opportunities to improve its methods, provide additional value to shareholders and bring about processing efficiencies. One recent example is ADP's implementation of See Thru Paper — a unique, windowed self-mailer designed for single-side laser printing.

once took four to six weeks. ADP's StreetLink product is now used for any important distribution that needs to be in the hands of a shareholder fast, efficiently and at a low cost.

Over the last four years, the number of ADP's StreetLink quarterly reports processed increased from five million to more than 35 million. Given this significant increase, ADP ICS realized that continued growth required further optimization of the processing and delivery of its quarterly report printing and finishing operations.

A self-mailer, ADP's StreetLink quarterly report featured a glued-in glassine window patch that created an uneven document surface. The uneven surface frequently caused both cut-sheet and roll product laser printer jams and print runs below normal speeds. Also, the quarterly reports stacked un-evenly due to a buildup of the glassine patches.

Joseph Vicari, director of Product Development for ADP ICS, needed a solution to streamline StreetLink's processing efficiencies and delivery speed. He approached business forms and document management company, Standard Register. After extensive discussions, and with a thorough understanding of ADP's problem, Standard Register Account Representative Ken Silverstein proposed using a self-mailer featuring a transparent paper window, an idea Standard Register had previously conceived but had not yet developed.

ADP and Standard Register partnered for a full year, developing and testing what today is known as See Thru Paper. Standard Register has invested substantially in this proprietary self-mailer through construction of a state-of-the-art press within its corporate-based Dayton, Ohio plant.

THE RIGHT TECHNOLOGY AT THE RIGHT TIME

See Thru Paper, is a windowed form designed for single-side laser printing, folding and mailing via a variety of document mailing systems. It is available in standard and legal size, as blank stock or a customized, preprinted form. Unlike glassine



CONTINUED SUCCESS REQUIRES CONTINUOUS IMPROVEMENT

In 1994, recognizing dissatisfaction with the high cost of color glossy quarterly production and the mailing of obsolete information due to long production timeliness, ADP designed and developed StreetLink. It is the defacto alternative for producing and distributing quarterly earnings reports to shareholders. An ADP process that is completed within 72 hours of proof approval now replaces what



Innovation at ADP takes processing efficiency to new levels

*Left to right: Joseph Vicari,
James B. Burke, Mary Ann Butera
and Ken Silverstein*

window patches, See Thru Paper is a printable surface upon which special mirrored printer fonts are readable when viewed from the outside of the folded document. Using crushed, transparent fibers, the translucent address window is an inherent part of the document and eliminates the need for traditional die-cut, glassine patch envelopes. See Thru Paper reduces laser printer jams and material handling effort, and thereby increases turnaround time and productivity.

ADP and its customers benefit from the enhanced productivity and document handling efficiency. "The results have exceeded our expectations," Vicari says with a smile. "Finishing is at least 30% faster with See Thru Paper, and laser printing speed has increased by 60%! And, the paper needed for the new system takes 50% less space, saving material handling and storage costs." The elimination of glue lines around the former glassine patch also established a larger print surface.

"By significantly enhancing our operations and productivity, See Thru Paper has become an important modernizing mechanism for ADP and thus our customers," adds Vicari. Standard Register is pleased that its innovation is having a significant impact. As a result of the success at ADP, many publicly traded corporations now use See Thru Paper to communicate quarterly with shareholders. And, ADP Investor Communication Services guarantees delivery within 72 hours after proof approval, in part, thanks to the faster processing with See Thru Paper.

ADP Investor Communication Services Group Senior Vice President of Sales and Marketing, Mary Ann Butera explains, "Standard Register's commitment to make this process work helps us meet our commitment to our clients for quality products and fast turnaround. See Thru Paper significantly improved our processing and reduced downtime caused by document jams. It's truly a breakthrough in technology and the mailing process every business should consider."

THE IMPACT

See Thru Paper is making an impact on the document management and printing industry. And, Standard Register is among the first to use and benefit from the technology. "When used for our shareholder mailings alone we save thousands of dollars annually," says Bob Cestelli, Standard Register associate vice president, Investor Relations. Standard Register features its name and corporate logo on each quarterly statement. The large volume of preprinted stock is then set aside for use throughout the year. "ADP laser prints Standard Register's quarterly shareholder letter with recipient address in just one print pass," Cestelli explains. "The statements inform our shareholders and showcase a truly clever product."

From the beginning, Silverstein anticipated that See Thru Paper would have a tremendous impact on the market and eventually replace all glassine patch self-mailers. "Businesses can easily enhance efficiency and reap tremendous cost savings by using See Thru Paper with their mailing systems," says Silverstein. And, ADP agrees. "We're maximizing productivity and minimizing material handling," concludes Butera. Thanks in part to the See Thru Paper, ADP Investor Communication Service group is poised to enjoy another tremendous year of growth and added efficiency. ADP intends to introduce the product to even more of its customers — customers that demand high-quality products and guaranteed delivery times.

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