



Service Bureaus need Service

At a glance ...

In the next two years, businesses will create more content than has been created in ALL of human history – an amazing information explosion! And much of this content is related to business records. Because of the sheer volume of business and customer-related information, many businesses turn to a Service Bureau for help. Service Bureaus need a solution that addresses their data processing and distribution needs, needs that often change as their customer base and revenues grow.

OPTIMUS® Corporation provides a flexible solution – the OPTIMUS® family of products with special incentive pricing. With OptiAuthor OPTIMUS® works with each Service Bureau to share the risk and the reward of a growing business.

“Challenges abound ... multiple data formats, indexing, compression, encryption, and tight schedules!”



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Facing the Challenges

Service Bureaus receive large amounts of data every day – either electronic or paper (to be scanned) from wide variety of industries:

- **Education:** Student academic records, student tuition records
- **Finance:** Brokerage statements, bank statements
- **Health Care:** Patient records, bills
- **Insurance:** Customer policies, bills
- **Legal:** Case records, trial transcripts
- **Retail:** Invoices, customer bills
- **Telecommunications:** Customer requests and services, customer bills
- **Utilities:** Customer requests and services, customer bills. The data that Service Bureaus receive must be formatted into a usable format, indexed, encrypted, compressed, and distributed to end users. Service Bureaus are faced with a number of challenges as they receive customer data and process it.
- **Data formats.** Because Service Bureaus deal with such a wide variety of industries, they deal with a wide variety of data and data formats. Typical data that must be processed often includes 3211 line data, PDF, text files, and scanned image files.
- **Indexing.** If a Service Bureau needs to process data for distribution, that data must be in a format that is accessible by customer service reps or customers (if required). This means the Service Bureau needs a way to get that data on disc or on the Web for distribution ... and, the data must be easily searchable; otherwise, how would anyone ever find anything? Imagine a customer service rep talking to a customer on the phone, trying to bring up that record ... but having no way to search for it!
- **Compression.** Of course, when data is being archived, storing data in the minimum amount of space on selected media is very important. Data compression algorithms shrink down files so they take up less space and are faster to transfer. Businesses want their data as compact as possible, and they want to phase out paper archiving because the amount of space it takes.
- **Encryption.** Security is extremely important to Service Bureaus. They process data for many, many customers, and each customer's data is confidential and must be protected so that only the "right eyes see the right data." Encryption ensures that when data is distributed, it can only be viewed when the user knows the correct encryption key.
- **Schedules.** On top of all the other issues we just discussed, Service Bureaus have to deal with very tight deadlines ... dictated by their customers who have equally tight deadlines. Service Bureaus are sent information that must be processed, tested, and distributed by a specific date; otherwise, customers will not receive their bills, statements, explanations of benefits, etc. on time.

“The key to the OPTIMUS solution is its flexible licensing to serve the unique needs of Service Bureaus.”

OPTIMUS® to the Rescue!

OPTIMUS® provides a complete solution for Service Bureaus – the OPTIMUS® line of products: OptiAuthor® and OptiMaster. These products work together to take print stream and electronic data, index, compress, and encrypt it, and then write that data to disc or Web ... packaged with a user-friendly search application.

OptiAuthor®

- Indexes data for effective, on-demand search and retrieval.
- Safeguards documents with encryption or user login.
- Automates and monitors document processing so you don't have to.
- Reduces risk of losing documents.
- Designed for multi-job, high production environments.

OptiMaster

- Works hand-in-hand with OptiAuthor® and Rimage disc burning systems to produce thousands of error-free discs without manual monitoring.
- Prints custom disc labels, making sure each disc is labeled correctly.
- Creates thousands of mailing labels for individual discs to speed distribution to customers.

A Flexible Solution Shares Risk and Reward

The key to the OPTIMUS® solution is its flexible licensing to serve the unique needs of Service Bureaus. When a Service Bureau chooses to work with OPTIMUS®, it does not have to buy the software outright. Instead, the Service Bureau pays an initial setup fee, and then pays a monthly fee, similar to a “rental” fee. This rental fee is based on the number of documents the Service Bureau processes and the discs it produces. OPTIMUS® works with Service Bureaus to share the risk ... and the reward. Initially, when a Service Bureau is just starting out, the number of documents and discs may be relatively low ... and so is the monthly fee. As business increases and the number of documents processed and discs produced grows, the monthly fee increases, but at a rate less than your incoming revenue growth.