



Case Study



Daily Operations at CCI Sped Up

Contemporary Communications, Inc. (CCI) provides a full compliment of direct mail services to local, national and international clients. Specializing in personalized direct mail marketing, advanced fulfillment operations and other direct mail campaigns, CCI is highly dependent on its printing infrastructure – in terms of both its reliability and its ability to help employees meet tight deadlines.

When CCI recently decided to replace two aging Xerox printers, CCI's owner and management team researched several options and spoke with other end users to find the right solution for the company's extremely high volume production printing needs.

Ultimately, CCI selected three DDP 70 printers from Ricoh Printing Systems of America, Inc. (RPSA) that were configured with PostScript and PCL to accommodate a variety of input files. The DDP 70 is a very reliable print engine that delivers performance and reliability with an easy-to-use interface and professional, publishing-quality finishing. It features an engine that supports peak-printing volumes of up to 600,000 pages per month – an amount CCI required in order to fully meet its needs.

CCI uses a complex production process that utilizes software packages that work with the DDP 70 printers and drivers. These packages provide sophisticated job construction and pre-printed form replacement.

To reduce pre-printed form inventory costs and achieve an updated presentation, CCI introduced electronic versions of many paper forms. CCI uses software from PrintSoft to provide document creation, which allows the inclusion of variable text, pictures, graphics, barcodes and merged data. Dynamic documents that use conditional logic are created where the entire layout varies with the input, producing documents designed for each individual recipient.

To manage the complex production process high volume production print jobs across their enterprise, CCI uses the EasySpooler software. EasySpooler controls print jobs that contain long reports, use many different forms and are distributed over complex network environments. CCI then combines the personalized print data from PrintSoft with a very wide variety of paper stock and paper sizes to create highly personalized output for direct mail solutions.

Since its initial purchase, CCI has found that they have been able to print over twice the rated duty cycle without a single technical glitch. By using the Ricoh DDP 70 printers, CCI can now offer its customers the newest direct mail technology with the added flexibility of being able to handle all of its orders on-site – no matter how complex.

To learn about CCI, visit www.mailcci.com

Industry:

Direct Mail

RPSA Solution Set:

Hardware:

3 Ricoh DDP 70e Printers
with PostScript®

High Capacity Feeder

Standard Finisher

**Ricoh Printing Systems
America, Inc.**

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