



# Case Study

## Financial Publisher

A leading publisher of subscription based financial newsletters and magazines based in the US with offices around the world.

### The Business Issue

As part of the subscription solicitation process for each newsletter, a number of customised renewal letters needed to be sent to the client at various periods. Each renewal letter has four versions of increasing intensity to entice the reader to renew. In addition the subscription price for a newsletter needed to be variable in response to special promotions

The management of the subscriptions was based around printing black and white digital imagery onto pre-printed stationary. This involved the upkeep of hundreds of different pre-printed stocks, a method open to error and expensive to manage, especially as the print run for a particular newsletter could be less than 100.

### The Solution

DTP implemented a solution based around their proprietary [Jupiter™](#) platform which did away with the need for pre-printed stationary, creating instead digital templates that could be merged with the variable data for each renewal notice. To keep the costs down digital [highlight colour technology](#) was implemented which gave the best quality/price solution. For ease of implementation, DTP worked with the original format data files already in use. This file is transferred securely from the client to [Jupiter™](#). The file is then interrogated and merged with the relevant digital template based on client business rules. The merged print-ready file is then electronically dispatched to a Document Service Provider nearest the point of dissemination.

The flexibility of the system was demonstrated when the client decided to outsource their data handling to a third party, this necessitated a change in the input data format from Tab separated files to fixed width files. This was accommodated in Jupiter within a day.

The client saw their print costs drop dramatically by **80%** with increased flexibility to allow for a totally automated workflow and the ability to distribute their data globally for local print.