

# System Solutions for Business Communications

## Printing

Our customers enjoy the convenience of having their forms printed by the same company that prepares their mailings. Printing is completed in-house to ensure accuracy and consistency. Southwest Business Solutions manages and monitors your mailings from start to finish.

All of our printing is completed on-site by our parent organization—Standard Printing Company (SPC). SPC's product line includes continuous, cut-sheet and snap-out business forms. We have ten presses with four-color and sheeting capabilities. SPC specializes in security document printing. Our standard security bleed-through MICR, chemically reactive paper and fluorescing fibers in the paper.

## Custom Programming

Southwest Business Solutions designs business documents that are customized for you. We create documents that highlight the important messages you want your customers to receive. Individual notices and target-marketing messages are easily incorporated into your document design.

Custom programming allows you to:

- Create better flow of information
- Save valuable MIS time. Concentrate on high payoff activity.
- Reduce processing costs.
- Increase earnings



## Data Verification

Mistakes cost money! That's why Southwest Business Solutions strives for accuracy at every single stage of our mailing process. Your information is constantly updated and sent to you for review and verification. Your statements are sent on time to the right people at the correct address.

Data Verification will:

- Eliminate duplicate mailings.
- Report and correct non-Zip + 4 addresses to speed delivery.
- Lower production and postage costs.
- Speed cash flow.

## Data Archival

Southwest Business Solutions sends your records to you in an easy-to-store and retrieve format.

There is no need for you to allocate valuable space for record storage. Copies can be quickly accessed to respond to customer inquiries.

- The CD format we use contains the exact image of each piece mailed.
- Hard copies can be condensed, copied and sorted.
- Paper usage is reduced and you save valuable space.



## Laser Imaging

Your customers will receive documents that are easy to read and understand. Southwest Business Solutions will send documents that reflect your company's professional image and desire to communicate in a direct manner, thus eliminating the need to store paper, envelopes and forms.

Laser Imaging Will Help You:

- Minimize customer confusion
- Save paper and lower printing cost.
- Increase remittance processing accuracy.
- Reduce material and labor costs.

## Intelligent Inserting

Why take employees away from revenue-producing tasks to prepare your company's mailings? Southwest Business Solutions can individualize your mailings by inserting information or special offers into selected envelopes. This process is fast and cost-effective.

Intelligent Inserting:

- Gathers multiple pages (invoices & statement go into a single envelope).
- Turns mailings into a profit center.
- Allows micro-marketing to your customers.
- Lowers material and postage

## Postal Automation

Our constant interaction with the United States Postal Service enables us to stay on top of all postal regulations. The volume of mail we process qualifies us for reduced postage rates that are passed on to you, our customer.

Your Benefits of postal Automation Include:

- CASS-certified mail.
- Rapid delivery of pre-sorted mail.
- Non-Zip + 4 addresses are reported.
- Lowers postage costs.

