

Cenveo Finds Success with a Full Service Upgrade

The major graphics communications company, seeking increased standardization and efficiency, moves to BCC Software's top-tier Mail Manager Full Service™

Headquartered in Stamford, CT, but with a large network of production, fulfillment and distribution facilities throughout the United States, Cenveo, Inc., is the third largest graphic communications company in North America. The corporation offers a broad portfolio of products and services including commercial printing, envelopes, labels, packaging, publishing and business documents.

Historically, Cenveo's operational structure had employed an array of postal software solutions from multiple technology providers, but not long ago they began to consider the advantages of standardization, particularly in their West Coast operations. With Cenveo's Seattle facility alone producing several million pieces of mail per month—and with repeat customers forming a large portion of their total business—opportunities to boost efficiency and economy were becoming increasingly attractive.

At the same time, it occurred to company decision-makers that Cenveo was beginning to outgrow the capabilities of the Mail Manager™ solution it had been using for years from longtime partner BCC Software. "Being a large company, we really pushed [Mail Manager] to its limits of what it can do," says Dion Wilhelm, Regional Director of Mailing and Fulfillment Services. They also noticed Mail Manager Full Service provided capabilities they could not get from another software provider. Sticking with BCC would be preferable—as long as an upgrade path could be found.

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Dion Wilhelm
Cenveo

That path led naturally to Mail Manager Full Service, BCC's top-tier package for high-volume mailers seeking the greatest performance and flexibility. Every Mail Manager Full Service installation includes virtually all of the optional functionality available for Mail Manager tier, along with additional exclusive features like enhanced automation and merge/purge capabilities. Its proprietary address-matching engine delivers increased match rates and faster processing speeds compared to the industry-standard USPS® engine. And perhaps most importantly for BCC customers seeking to upgrade, it is built on the same code platform as Mail Manager software, ensuring easy transitions for BCC-equipped mailers whose needs are growing along with their businesses.

BCC Success Story: Cenvéo

Cenvéo upgraded the Mail Manager package in Seattle to Mail Manager Full Service, and displaced the competitive software that was in use at their Portland, OR, facility with BCC's advanced offering.

Today, the company takes advantage of the powerful features built into Mail Manager Full Service—including some features that were simply lacking in other software, Wilhelm says. "The enhanced merge/purge module beats some of the other software that we were using to do the same process. We're getting better results, more detailed results, in a simpler workflow. Now we can stay inside one software suite and manage the whole process from start to finish. That saves time."

One of the primary drivers for moving to BCC's Mail Manager Full Service was the automated scripting and watch folder technology capabilities that are included with every Full Service installation. "Basically, we were reinventing the wheel each time [a] project came in," Wilhelm says, and the decision-makers at Cenvéo were able to see exactly how Mail Manager Full Service's operator-independent functionality could benefit them in the long term.

"Each time this large quarterly project would come through...it would be almost unmanageable, and the stress level was off the charts," Wilhelm adds.

By switching to Mail Manager Full Service and gaining enhanced unattended processing, Cenvéo's

workload has become more manageable and consistent, with less opportunity for costly and time-consuming human errors. Now, they are also able to take on more work, focus on new tasks, and better serve their customers, Wilhelm says: "We're really excited about the prospects that it brings to the table."

At a Glance

Company

Cenvéo, Inc.

Location

Stamford, CT

Specialization

Graphic Communications

Website

www.cenvéo.com

BCC Solutions Set

- Mail Manager Full Service™
- Track N Trace®
- NCOALink® FSP
- Mail Verifier Plus

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