



IPC Print Services Finds a Technology Partner

Climbing out of a “black hole” with one software provider, the printer/mailer teams up with BCC’s Mail Manager Full Service and doesn’t look back

PC Print Services had been using the same software in its mailing and fulfillment operations for years, but over time it became clear that the software no longer meshed with the company’s strategic focus. “What we were getting for what we were paying had just gotten crazy,” says Kerry Still, Mail Technology Manager at IPC, and the provider’s suggested improvements “came with a price tag that was in the six-figure range.”

Making matters worse, the once-sufficient customer support IPC received was rapidly dwindling. “I couldn’t even get anyone to answer my requests. We felt like we’d fallen into a black hole.”

Eventually, IPC had no choice. “We needed a more economical solution that was more in tune with our unique needs, so we started looking for new vendors,” Still said.

BCC and IPC: A “Partner-Like” Relationship

Still and IPC were searching for a new provider just as BCC Software, a 30-year mailing solutions veteran, was preparing to launch its **Mail Manager Full Service™** product. Built on the core foundation of the respected Mail Manager™ software, BCC’s Full Service solution is a comprehensive mail-processing suite specifically configured for high-volume throughput.

At a Glance

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| Client | IPC Print Services |
| Headquarters | St. Joseph, MI |
| Specialization | Printing & Mailing Services (Flats) |
| BCC Solution Set | Mail Manager Full Service LSP Unlimited NCOALink License Professional Services (Limited On-Site Consulting) |

Mail Manager Full Service provides integrated support for Full Service Intelligent Mail®, along with advanced Mail.dat® generation and updating capabilities, total palletization and automation functionality, and more. A proprietary address matching engine ensures optimal match rates and processing speeds dramatically higher than the standard USPS® engine.

Still recalls early meetings with BCC sales representatives as a refreshing change. Their fast response was particularly impressive, he recalled, as was their commitment to meeting IPC’s needs via a tailored solutions set.

“It was very partner-like – they listened to our problems, and came up with what we needed,” he said. “And the cost savings for us was just huge.”

“It’s no small matter to jump ship – it’s not something you do on a whim. From our perspective, we’re hoping to be long-term BCC customers.”

— Kerry Still
IPC Print Services

Personal Assistance from Professional Services

IPC specializes in flat mail printing – publications, periodicals, catalogs and other forms of Standard Mail® – while typically outsourcing letter jobs to trusted third-party providers. After taking a guided tour of BCC's presorting and list-management functionality, it became clear to Still that a full-featured Mail Manager bundle – along with an upgrade to Mail Manager Full Service, as soon as the new package was available – could fulfill IPC's specific business demands.

The next step was making the switch – and an on-site member of BCC's Professional Services team was there to help.

While the core Mail Manager technology "is very intuitive software from a basic level," Still says, "the training gave us insight into capabilities that we hadn't had time to research on our own. The shortcuts, the streamlining, the process improvements that he showed us in just four days, saved us so much time. It really paid for itself."

With Mail Manager's reduced licensing fees

compared to their previous provider, IPC was able to move up from three network seats to five – reducing processing bottlenecks while still saving money.

Integrated access to NCOA^{Link}® processing – now mandatory for Standard Mail as well as First-Class™ jobs – represents one of many new benefits of the switch. "We absolutely have fallen in love with that, plus merge/purge, de-duping – the list goes on and on," he said. "We pay less, and we've improved our capabilities dramatically."

The Beginning of a Long-Term Partnership

With his company's operations now fully transitioned to BCC's Mail Manager Full Service, Still says he has no regrets about pursuing a new solution that was so clearly in the best interest of IPC Print Services.

"People need to be looking at BCC," he said. "I'm so thankful that it turned out the way it did. It's no small matter to jump ship – it's not something you do on a whim. From our perspective, we're hoping to be long-term BCC customers."



75 Josons Dr
Rochester, NY 14623-3494

For more information call (800) 453-3130,
e-mail info@bccsoftware.com
or visit www.bccsoftware.com