



Automated Information Systems

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LASER PRINTING & MAILING SERVICES

**GRADE REPORTS, REGISTRATION INFORMATION, CLASS SCHEDULES,
DEFAULT NOTICES, AND OTHER STUDENT COMMUNICATIONS**

PREPARED FOR:
ABC UNIVERSITY

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MARCH 24, 2003

Our strategy is to assist our clients in utilizing the newest technologies in efforts to streamline processes. This not only results in cost savings it allows you to reallocate resources toward your core competency. These goals are accomplished by providing comprehensive document services as a single source supplier. From design, printing, and management of traditionally printed materials to comprehensive document delivery and archiving services, we are positioned to deliver this value proposition to our clients as their business partner.

Our philosophy redefines traditional roles between supplier and customer by sharing resources, ideas, goals and objectives as “Document Consultants” rather than simply providing products and services for a fee. As “Document Consultants”, our only obligation is to our clients; contrary to a manufacturer that is obligated to fill their equipment whether or not it is the most efficient production method for a given project.

Unlike common standardized computer filled forms, electronic documentation generation allows economical production and distribution while retaining a professional image. Document redesign will not only improve document readability, it will potentially streamline secondary processes that are dependent on the usage of those documents. Data consolidation from multiple software packages and platforms into a customized target table allows documents that were previously printed in separate runs to now be printed concurrently in a single print stream, eliminating the costs associated with multiple small runs of each document type. **These and other techniques will improve efficiencies, reduce costs, and improve the overall image and readability of your student communications.**

As Document Consultants, we performed a thorough process review and analysis of all of the “Student Communications” that are sent out by the Registrar’s department. Some of the information below was obtained through short interviews with various personnel. Upon your review, we are confident that you will want to proceed with implementation.

CURRENT PROCESS

1. Currently, you print and mail various student communications: Immunization Letters, Registration Post Cards, Report Cards, Deficiency Post Cards, Incomplete Registration Post Cards, etc.
2. The message on each “Student Communications” is static, traditionally printed using printing presses. Because the dates and times on these communications change every trimester, each component has to be ordered every trimester. Traditional printing turnaround time is from 7 to 10 working days.
3. Your internal staff (occasionally requiring temporary personnel and overtime hours) performs all personalization/addressing, applying postage, and mailing.
4. Many times, the quality of the Grade Mailers is poor, making readability of these important documents even more difficult.

PROPOSED PROCESS

1. After reviewing the various communications from this one department, we are confident we can consolidate a minimum of 4 of your mailings down to 1 highbred, laser imaged, communication.
2. We will redesign all Student Communications, making them more professional looking and easier to read.
3. Entire documents will be imaged on demand on generic, preprinted letterhead and mailed in preprinted #10 standard window envelopes. This will not only eliminate the need for you to place various orders for preprint student communications but eliminate product obsolescence as the content of your Student Communications can be changed easily by simply modifying the electronic overlay, which is done by our programming staff.
4. All mailing addresses will be processed through postal preparation software, and bar codes will be appended so that we can obtain optimum postal discounts for you. We pass on 100% of those discounts to you.
5. Ordering larger quantities of generic letterhead and envelopes will help lower your product costs.
6. By outsourcing the creation and fulfillment of your "Student Communications" to us, you can now reallocate the time and resources that are spent at your location on these "Student Communications".
7. Our standard turnaround time is 24 hours so you can be assured of timely delivery. In addition, bar coded mail is processed and delivered slightly faster through the USPS.

COST ANALYSIS

Item	Quantity	Materials	Labor	Postage	Total
CURRENT					
Report Cards	3500	\$ 455.00	\$ 320.00	\$ 1,295.00	\$ 1,895.00
Schedule Verification	3500	\$ 20.00	\$ 500.00	\$ 1,295.00	\$ 1,640.00
Incomplete Registration	500	\$ 55.00	\$ 30.00	\$ 185.00	\$ 245.00
Registration Canceled	300	\$ 33.00	\$ 10.00	\$ 111.00	\$ 139.00
Total per Session	7,800	\$ 563.00	\$ 860.00	\$ 2,886.00	\$ 4,309.00
# Of Times per Year	4	4	4	4	4
TOTAL PER YEAR	31,200	\$ 2,252.00	\$ 3,440.00	\$ 11,544.00	\$ 17,236.00
PROPOSED					
Flat Setup Per Run	1		\$ 150.00	\$ 1,022.00	\$ 1,172.00
EP&M: Per Piece	3,500		\$.41 each		\$ 1,435.00
Total per Semester	3,500				\$ 2,607.00
# Of Semesters per Year	4				4
TOTAL PER YEAR	14,000				\$ 10,428.00
SAVINGS PER YEAR					\$ 6,808.00

IMPLEMENTATION

1. We can accept just about any data file format you can provide, linking multiple files together if necessary to create a single dynamic document.
2. Data can be placed on a secure FTP site whenever it is ready. An FTP site management program is always running to inform of when new files are available.
3. All we need from you is a record layout of each different file, approved letter/document content so that we can create electronic templates/overlays, and an outline of how you want your audit report which is faxed to your attention after every mailing informing you of project status and postage money used.
4. You will need to provide us with postage money up front, to be retained on account and used as needed for your various mailings.
5. We will need 4-6 weeks to program and test before we will be comfortable handling this project for you.

SUMMARY

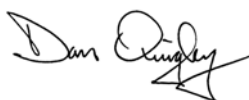
Our solution will result in a minimum of a \$6,808.00 savings per year to your specific campus. Extrapolated across the other 27 campuses, your organization could recognize a minimum of a \$190,624.00 savings. In addition, our "Student Communication Services" can easily be expanded to other departments, significantly increasing those savings.

Please let us know if you have any additional questions. We look forward to developing this mutually beneficial relationship.

Sincerely,



Mike Greene



Dan Quigley