

SEFAS



ENHANCING CUSTOMER COMMUNICATIONS: TRANSFORMING LEGACY PRINT STREAMS TO DIGITAL

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THE FINANCE INDUSTRY RELIES HEAVILY ON HIGH VOLUME, PERSONALISED DOCUMENT OUTPUT FOR STATEMENTS, BILLS, REGULATORY NOTICES AND OTHER CUSTOMER COMMUNICATIONS.

MANY ORGANISATIONS STILL GENERATE THESE DOCUMENTS USING LEGACY PRINT STREAMS SUCH AS AFP (ADVANCED FUNCTION PRESENTATION), PS (POSTSCRIPT), DJDE (DYNAMIC JOB DESCRIPTOR ENTRY) AND PCL (PRINTER COMMAND LANGUAGE).

TRANSFORMING THESE FILES INTO DIGITAL OUTPUT FORMATS - SUCH AS PDF, HTML5, OR XML - OFFERS SIGNIFICANT OPERATIONAL, COMPLIANCE AND CUSTOMER EXPERIENCE BENEFITS, BUT ALSO PRESENTS TECHNICAL AND ORGANIZATIONAL BARRIERS.

IN THIS PAPER SEFAS EXPLORES THE ADVANTAGES AND CHALLENGES FINANCIAL ORGANIZATIONS MAY ENCOUNTER WHEN TRANSFORMING LEGACY PRINT STREAMS TO DIGITAL.



BENEFITS OF TRANSFORMING LEGACY PRINT STREAMS TO DIGITAL OUTPUT

Enhanced Efficiency and Flexibility

Modern conversion tools enable seamless transformation of legacy print streams into industry standard digital formats (PDF, HTML5, XML), streamlining document production and reducing manual intervention.

Digital outputs allow for both batch and on-demand document generation, supporting evolving business needs and customer expectations.

Cost Reduction

Consolidating workflows and reducing reliance on legacy hardware and print infrastructure lowers operational costs.

Digital storage is more space and cost efficient than maintaining physical archives or legacy print files.

Improved Customer Experience

Digital documents can be delivered instantly via email, web portals, or mobile apps, improving customer satisfaction and engagement.

Personalised, interactive formats (such as HTML5 or interactive PDFs) enhance clarity and accessibility for end users.

Regulatory Compliance and Archiving

Digital formats such as PDF support long term archiving and facilitate compliance with financial regulations regarding document retention and auditability.

Enhanced indexing and search capabilities make it easier to retrieve documents for audits or customer inquiries.

Business Continuity and Disaster Recovery

Digital transformation simplifies resource management and disaster recovery planning, as files can be centrally managed and backed up more efficiently.

Integration and Interoperability

Digital outputs can be easily integrated with modern enterprise content management (ECM) systems and business applications, supporting automation and analytics initiatives.

BARRIERS TO TRANSFORMATION

Technical Complexity

Legacy print streams may contain complex formatting, proprietary fonts, or embedded resources that are difficult to accurately convert without loss of fidelity.

Migrating large archives requires careful assessment of existing data types, structures, and dependencies to avoid data loss or corruption.

Compatibility Issues

Not all digital output formats support the full range of features present in legacy files (e.g., some features may not be supported in PDF or HTML5).

Ensuring that converted documents retain their original appearance, especially for regulatory or legal documents, can be challenging.

Resource and Skill Constraints

Finance organisations may lack in house expertise or resources to manage large scale conversions, especially when dealing with proprietary or obsolete formats.

Training staff and updating workflows to accommodate new digital processes can require significant time and investment.

Change Management and Organizational Resistance

Transitioning from established legacy systems to new digital workflows may encounter resistance from stakeholders accustomed to existing processes.

Ensuring buy in across departments, especially where compliance and risk management are involved, can be a significant hurdle.

Security and Data Integrity

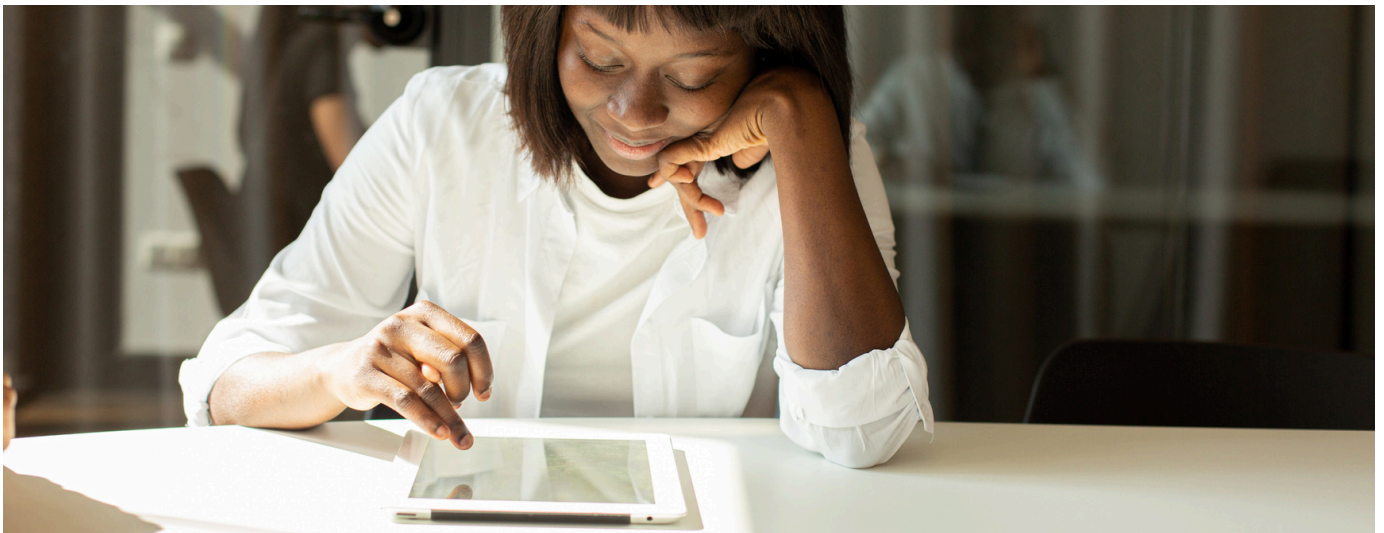
Digital transformation introduces new security considerations, such as protecting sensitive financial data during and after conversion.

Maintaining data integrity and ensuring robust audit trails are critical for compliance and trust.

HOW WE CAN HELP: ACHIEVING DIGITAL EXCELLENCE WITH SEFAS'S LEGACY PRINT STREAM TRANSFORMATION SOLUTIONS

Transforming AFP, PS, DJDE, and PCL files to digital output formats offers substantial benefits for the finance industry, including operational efficiency, cost savings, improved customer experience and enhanced compliance.

However, technical, organizational and security barriers must be carefully managed. A strategic, phased approach-supported by robust conversion tools and change management practices-can help finance organizations realize the full value of digital transformation while minimizing risk.



ABOUT SEFAS

Sefas, a Messagepoint company, helps organisations produce personalised, omni-channel customer communications that enhance customer experiences. From document composition to production management and digital delivery, SEFAS solutions enable organisations manage customer communications across print and digital channels. Visit us at www.sefas.com to learn more.

Messagepoint is a leading provider of customer communications management software. Only Messagepoint harnesses AI-powered Content Intelligence to automate and simplify the process of migrating, optimizing, authoring and managing complex customer communications for non-technical (business) users. Customers rely on its award-winning platform to consistently deliver exceptional, highly personalized customer communications across all platforms and channels. For more information, visit www.messagepoint.com.