

## Customer case study

### EDF Energy



Real time postal service selection, sortation, reporting  
and management



# EDF Energy

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- EDF Energy is one of the UK's largest energy companies
- A wholly-owned subsidiary of the EDF Group
- One of the three largest energy companies in Europe
- EDF Energy generate around 6% of the UK's electricity
- Employ nearly 12,000 people
- Deliver electricity to 7.9 million customer homes and businesses through their public networks.



# Programme Orchard

- EDF Energy's business transformations programme and SAP rollout, known as Programme Orchard
- Utilises the StreamServe platform for client bill and letter creation
- A key objective of the EDF Letter production for the Orchard project was to re-create the mail preparation that was in place at two incumbent Print & Mail providers used by EDF Energy
- Included output file splitting and postal service preparation required for the following Royal Mail Retail postal services
  - First and Second class Cleanmail Advance
  - Second class Mailsort 120
  - Packetpost

*“One of the key reasons for choosing the 21Grams iSort™ Lite software was that the system not only delivered the functionality required to deliver this initial aspect of the Orchard Programme but gave EDF Energy access to a platform that enables us to create a roadmap for postage cost reduction across all Billing and Letter production at EDF Energy”, says Richard O’Brien, Operations Manager at EDF Energy.*



# Programme Orchard – postal preparation

- Postal preparation required for the project included:
  - All aspects of data preparation for letter template address bar-coding
  - Output file splitting (based upon insert groups, weight and postal service rules)
  - Bag & tag labels for operational handling
  - Line listings for postal billing and management reporting
- All available with the 21Grams iSort™ Lite postal management platform, providing
  - Real-time postal service selection
  - Electronic sortation and file splitting
  - Operational reporting and management

*“EDF Energy currently only uses Royal Mail for its postal services – having purchased iSort software means we can ensure that we get the lowest cost per mailing run available with all the Royal Mail postal services we use. Should Royal Mail introduce new postal services in the future we know that the iSort software will ensure we still have the lowest cost per mailing run .”, comments Richard.*



# Key advantages to EDF Energy

- Key advantages of the iSort™ Lite system make it unique in the world of postal management
- System is able to deliver real-time postal service selection at the mail piece level
- Allowing a mail piece to move between postal services
- Achieves the lowest overall cost for each mailing run
- All operational information relating to the postal services are captured within a database
  - Information used in production including volumes, optimal postal service selections
  - Savings generated against postal tariff benchmarks
  - Reporting is easily achievable through creation of custom reports and data feeds



*“ Being able to provide reliable real-time information about the postal services used in production is extremely important when we work with our third party print & mail partners – our iSort system provides all the necessary operational data as well as the postal manifests to assist EDF in managing the administration of our postal invoices.”, adds Richard O’Brien.*



# Governance & future roadmap

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- iSort™ software system delivers risk mitigation when either;
  - Changing from one postal carrier to another
  - Introducing an additional postal carrier
- iSort™ system handles all the necessary sortation and operational set-up changes without major impact to either the EDF infrastructure or budget
- Rollout for Programme Orchard Billing output
- Postal Savings evolution plan envisaged for the next 3 to 5 years using iSort as a key cornerstone to drive down cost
  - Transactional Communications
  - Operational Communications
  - Promotional Communications





10% saving per year generated for

**VOLKSWAGEN FINANCE**



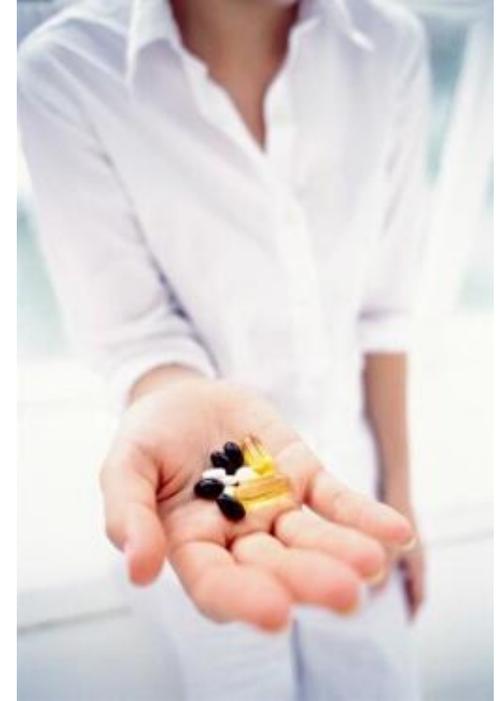
# Volkswagen Finance, Sweden

- Finance and leasing company Volkswagen Finance's decision to outsource their customer mailing runs has meant savings of more than a half million Swedish Kroner (SEK) per year - the transition required minimal effort from Volkswagen Finance to complete.
- In total, Volkswagen Finance sends out more than one million items every year based on approximately 80,000 contracts
- Before 21 Grams Volkswagen Finance's yearly cost for printing and postage was SEK 4 million
- With 21Grams those costs have been reduced dramatically
  - On postage alone, Volkswagen Finance saves approximately SEK 400,000 (GBP 34,800) a year
  - Savings of up to SEK 140,000 (GBP 12,250) per year are made on printing – this is accomplished by using one of 21 Gram's preferred print & mail partners
- All in all, this has meant savings of just over SEK 500,000 (GBP 43,500) a year, when postage and printing savings are both combined.



*“With 21 Grams, we have found a supplier that we can grow with fast, without our postal costs soaring,”* says Ulrik Persson, VW Finance (Sweden).





Significant savings in postage costs for an International

# PHARMACEUTICAL COMPANY



# International Pharmaceutical Company

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- Shared Service centre in Ireland
- Oracle ERP system generates output for both electronic and physical mail, total annual volumes of 1,200,000 items per annum
- Data sent to 21Grams / Logica print & mail partner in Sweden
- Document creation provided by Logica
- Output split between electronic and physical mail produced by Logica
- Electronic output passed into OB10 for distribution and viewing
- Physical mail data is prepared by iSort™ for optimisation, international destination sort, bag & tag and respective bar-coding for international distribution
- Logica print and envelope the international physical mail data
- 21Grams international postage delivers the mail piece throughout Europe
- Client invoice postage transaction cost reduced from €0,58 to €0,21

