

The Document Systems Industry **Education Sessions** offered by **The Document Institute**

Pages 1-2 **General and customisable education modules**
■ Topics for 45min, 90min, half- day, full-day, and multi-day workshops

Pages 3-4 **Internationally endorsed education modules offered by
The Document Institute**

- **The Electronic Document Systems industry**
 - The way we were is why we are
 - The market yesterday, today, and tomorrow
- **Printing systems**
 - Technology overview
 - Vendors
- **Mail/print house overview**
 - The market
 - The new breed of print service provider
 - Business process and document composition workflow
- **Data & Character sets**
 - Single-byte
 - Double-byte
 - Multi-byte
 - Bi-directional
 - Unicode
- **Data governance**
- **Postal and logistics**
 - Business considerations
 - Postage and saving money on the inevitable
- **Digital mail delivery**
- **Page Description Languages (PDLs)**
 - PCC driven line data
 - LCDS, Metacode
 - PCL
 - IPDS, AFPDS
 - IJPDS
 - PS, PDF, VPS, PPML, VDX, VIPP, JLYT
- **Typography**
 - Width, Baseline, Positioning (leading, tracking), Parts of a character



- **Colour and Colour Management**
 - RGB, CMYK, tuning for stock/speed
- **Machine readable symbologies**
 - Barcodes (linear + 2-dimensional)
 - OMR, MICR, OCR
- **Document creation around the world**
 - Geography and vertical markets in the USA
 - Specific country considerations
- **“Around” the document creation process**
 - Other printers (MICR, Security ink/foil, Highlight colour)
 - Roll unwinder/rewinder
 - Stacker
 - Inspection systems
 - Burster
 - Mail/inserting machines
 - Audit, Postal, and Mail processing Reporting
- **Industry overview & trends**
 - Outsource vs. in house
 - Then vs. now
 - “Core business” vs. “Security and control”
 - Transpromotional techniques
 - What some people say it is and what it really is
 - Hybrid Mail
 - The definitions, the reasons, the opportunity
 - Impact of electronic delivery and the new evolution of software solutions
 - Communicating with a document without knowing it’s a document
 - Impact of ECM, CRM, BPM, BPO, and other TLAs
 - Key stakeholders
- **Expanding services beyond print**
 - Multi-channel communication
 - Web to Print (W2P)
 - Content brokering
 - QR Code
 - PURLs, pURLs, and QURLs
 - Individualised content
- **Industry terms, acronyms, and jargon**
- **Vendor specific**
 - Workflow
 - Document composition
 - Printing system hardware
 - Mailing system hardware
- **Think Tanks and Workshops**
 - To assist with technology decisions
 - To assist with the development of strategic business directions



Internationally endorsed education modules offered by **The Document Institute**

The Document Institute works with and represents *acadami* in Australia and New Zealand, and is also able to offer these courses in the greater Asia Pacific region.

In conjunction with **The Document Institute**, *acadami* develop assessed and certified, training courses specifically focused on the creation, management, production, and delivery of high volume documents, that are endorsed by **Xplor International**.



Brett Dashwood edp, Bill Spencer eda, and Peter Murrhy eda, are 3 of only 11 accredited instructors globally, certified and able to deliver these courses.

Document Production Workflow

- **Document Types & Uses**
 - What Makes a Great Transaction Document?
- **Typography**
- **Document Design**
- **Understanding Colour**
- **Data**
 - Classifications of data
 - Different data structures
 - Data extraction and normalisation
- **Document Objects**
 - Text, Fonts, Images, Graphics, and more
- **Composition**
 - Composing data and document objects into documents ready for the recipient
 - Conditional processing
 - Emitting different presentation streams
 - Interfacing with inserting and postal preparation systems
- **Presentation Streams**
 - The major print and electronic streams
 - Manipulation and Transformation
 - Print (and Printer) Management
 - Archiving & Electronic Presentation
- **Steganography and Document Metadata**
- **Laser and Ink Jet Printing Technology**
- **Operational Environment**
 - Production printers and inserters require special environments



- **Paper Specifications**
 - High volume production paper types
 - Electrophotographic and ink jet paper
 - Conditioning paper for production
- **Inserting Technologies**
 - Sub-components of a production inserter
 - Use of barcodes to manage the process
- **Postal Preparation and Requirements**
 - Sorting, barcoding, and more

Document Systems Life Cycle

- **Introduction to Life Cycle**
- **Business Phase**
 - Requirements gathering
 - Technical & Business analysis
 - Architecture
- **Construction Phase**
 - Specifications
 - Development
 - Test, Quality Assurance, and Launch
- **Lean Production Phase**
 - Maintenance
 - Continuing Improvement
 - Decommissioning
- **Stakeholder management**

Document Production Best Practices

- Nobody develops a process that is a poor practice, however over time things change and what was once best practice could now be a very poor practice. This 1-day course includes best, acceptable, and poor practices in:
 - Document design and colour practices
 - Data extraction and formats
 - Object and Message Management
 - Document composition
 - Print streams, manipulation, and transforms
 - Presentation management
 - Archiving, viewing and electronic delivery
 - Laser and Ink Jet Print technologies
 - Inserting technologies
 - Postal practices and standards
 - Service levels