

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

The Document Institute is the representative for *acadami* for 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 internationally endorsed, assessed and certified, training courses specifically focused on the creation, management, production, and delivery of high volume, transaction documents.

Brett Dashwood edp, Bill Spencer eda, and Peter Murrhy eda, are 3 of only 11 accredited instructors from 4 countries that are certified and able to deliver these courses globally.

Document Production Workflow

- **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 and quality assurance
 - 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