



Advance Your Reputation and Streamline Your Critical Business Communications



In today's overcrowded market, where you and your competitors are all vying for the same business, differentiating your brand and cutting through the clutter that inundates your customers daily is a challenge. Creating and delivering

critical communications in a consistent, dynamic and relevant way is key to your success.

Standard Register is your single source, with comprehensive **Critical Communications Solutions** for creating, producing, processing, printing, mailing, electronically transmitting and/or fulfillment of any type of printed or electronic document. While these documents are operationally necessary for your business, they are also an opportunity to leverage your brand with every customer touch point.



Our consultants — experts in document outsourcing with a clear understanding of the issues you face — will work with you to help you identify the best solution for your business, combining our industry-leading technology, professional services and extensive supply chain to:

- Provide **targeted, effective messaging** to customers
- Ensure **accuracy and quality** in messaging while focusing on regulatory compliance
- **Streamline operations** while lowering overall print/mail costs
- **Integrate e-delivery** to communicate with your customers in any way they prefer
- Ensure the **security** of hosting and storing of confidential customer information

Dynamic and Personal Customer Messages

Standard Register's composition and design services produce dynamic, personalized, visually impactful documents that can be presented via print, the Web, email and more. You can turn ordinary transactional items into highly interactive and efficient customer service, communication and retention tools ... tools that not only mean more to your customer, but maintain the integrity of your brand and ensure a consistent image throughout the market.



You can cut through the mass of information and promotions with communications customized for specific customer groups or target markets, and leverage database intelligence to fully personalize promotions, proposals and reports. Plus, by giving online access to the same document that your customer or prospect has in hand, call centers can more effectively engage a customer, reduce the number of and time on calls and handle more customers with less staff.

Accuracy, Quality and Regulatory Compliance

As data is the main driver of any efficient workflow process, Standard Register incorporates best practices and proven technologies to not only accept, parse and process a variety of data formats, but also transform and compose them into printed or electronic documents. We turn complicated workflows into automated and repeatable systems that ensure accurate results every time.



As the demand for data-driven documents grows, Standard Register can help you maintain the confidentiality of your data and the accuracy of your mailings. To ensure package integrity, our Automated Document Factory verifies that each inserted mail piece corresponds to the print file you supply, and also employs 2D bar coding and optical scanners that literally read data from every page within a package to ensure quality, integrity and security before entering the mail (print or electronic) stream.

Not only does the right message get to the right person in the right medium, but you can trust Standard Register's experience and sophisticated fulfillment and print resources to effectively manage and respond to ever-changing federal, state and local regulatory requirements, making sure the most current, compliant messaging is readily available.

Streamlined Print and Mail Capabilities



You don't need dedicated resources or expensive equipment to fulfill your transactional print and mail needs. With our national network of best-in-class 24/5 SAS 70* compliant print and mail fulfillment centers, we provide the security, automation and processes required to get your message delivered, no matter what part of the country your customer is located in. Not only do our duplex printing capabilities save paper and reduce postage, but as mailing costs skyrocket, our USPS experts help identify postage savings and decrease UAA and return mail. The result? Shortened mail delivery and processing times with reduced associated expenses.

E-Delivery Services



Technology innovations are transforming the way companies communicate with their customers. By combining Standard Register's print and mail capabilities with electronic distribution of your critical communications, you can ensure your relevance to your market — engaging your customers in the way they prefer. More companies are moving toward electronic distribution of their communications as a way to:

- Meet customers' growing preference for electronic receipt
- Broaden marketing capabilities and enhance customer service quality
- Reduce costs by eliminating print and postage expenses and reducing storage and distribution fees
- Maintain commitments to environmental responsibility and company-wide green initiatives

Standard Register's technology, resources and secure environment support:

- Document conversion from print to PDF
- Online document presentment
- Email, fax, SMS and other electronic delivery
- Comprehensive document indexing, archival and retrieval — including automated CD-ROM/DVD production and archiving services

Whether you're just beginning to connect electronically with customers or are reinventing your business in the digital age, Standard Register provides the practical experience and technological know-how to help you cross the threshold to interactive communications — smoothly, economically and confidently.

Physical and Digital Security

When outsourcing critical communications, you need assurance that your information is safe. Standard Register employs layered security protections and protocols you expect from a trusted partner handling and storing your confidential data, while ensuring your information is available, reliable and fundamentally secure every hour of every day.



With our years of expertise and as a document security leader, Standard Register follows effective internal controls, the highest security standards and the tightest quality procedures for data protection in motion and at rest. We protect your critical communications by:

- Securing data through SAS 70 Type II* (Statement on Auditing Standards) certification, the industry-standard audit
- Equipping facilities with inventory access controls, restricted production areas and 24/7 surveillance of the entire facility
- Supporting your needs for business continuity with total redundancy throughout our nationwide network of production facilities and a documented business continuity plan

By partnering with you to develop an integrated solution for all your critical communications, we can help increase their effectiveness, reduce costs and improve security and accuracy, giving you a measurable return on investment. We'll work with you not only to define results-driven solutions today, but continue tailoring solutions that will keep up with your constantly changing business requirements into the future.

Contact Standard Register today to get started.

*Transitioning to SSAE 16 in June 2011



standardregister.com



600 Albany Street
Dayton, OH 45417
1-800-755-6405