

CASE STUDY

About Transformations, Inc.

Since 1988, Transformations, Inc has been an innovative developer and provider of business solutions for manufacturing and distribution centers throughout the country. Its software development efforts evolved over the years into include warehouse management systems, inventory control, and enterprise resource planning. Transformations' extensive manufacturing knowledge was used to create Uluro, an all-encompassing solution for service providers and mailers challenged by the complexities of high-volume production and distribution of bills, invoices and other customer communications. Uluro allows for an application to be set up once and then initiated and deployed repeatedly without the need for manual intervention. It is a true front-to-finish suite of solutions all integrated into a single, fully automated document production system allowing service providers to streamline and reduce the costs of complex print and mail processes, enabling recipients to choose how they receive their correspondence, and helping deliver highly personalized mail across physical and electronic media. <http://www.transfrm.com>

About Bluegrass Mailing Services

For over 35 years BlueGrass Mailing has provided complete services for everything related to Direct Mail Marketing, Billing Services, and Fulfillment. Each of the services we offer is designed to maximize value, cost effectiveness, and Return On Investment (ROI). We do everything under one roof so customers have access to all our experts from planning and design all the way through to delivery and tracking. We can schedule to pick up customers' printed material, process it for mailing and distribute it at the lowest postage rates. We work closely with the United States Postal Service to stay current with all mailing procedures, discounts and regulations. In addition, we invest in the latest technology and mail processing equipment, variable digital color printing, high-speed ink-jet printing, state-of-the-art production laser printers, continuous forms printers, verification systems, and Optical Character Readers (OCR). BlueGrass also stays current with computing trends, using the latest, most efficient software, to provide customers with the maximum ROI. <http://bgmailing.com>



Bluegrass Mailing Services Finds a Thoroughbred Champion in Uluro.



Transforming Technology Into Solutions

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Bluegrass Mailing Service Delivers Streamlined Service with Uluro Software

CASE STUDY Bluegrass Mailing Services Lexington, KY



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For many years, every municipal bill the residents of Lexington, Kentucky received was processed by a private water company. When that firm decided printing and mailing was no longer a fit with their core business, the city went looking for a new provider. A local print-and-mail services provider, Bluegrass Mailing Services, looked like it could do everything they needed and more.

But Bluegrass found it was competing for the contract with several large companies around the country. The city’s plan was for the water company to continue handling its own bills while Bluegrass would produce those for sewage, landfill, water treatment, and more. Mailing volume would be moderate, about 120,000 monthly, spread out over the entire month with 5,000 to 10,000 pieces in any given day. Some data would come from the water company and the rest from the city. Bills would be comprised of both electronic and paper bills, and the ability for residents to make payments electronically was essential.

Varied Requirements

“We’d been doing direct mail, fulfillment and fundraising for a long time, but were still relatively new to the transactional side of the business,” relates Bluegrass president and founder



Bill Nichols. Although his company had previously partnered with another firm for the e-bill presentation and payment side of transactional jobs, Nichols recognized the work with the city would require complete control from data receipt through printing, mailing, e-delivery, and e-payment. “The different

types of bills the city required vary significantly in quantity and frequency. We needed an advantage that would give us total control all these variables and provide seamless automation along with e-billing and e-payment. We wanted to simplify the entire process and provide the responsiveness the city needed.”

Nichols thought the advantage might be Uluro, a fully automated document production system Bluegrass had recently acquired and was integrating into transactional jobs for other customers. Uluro allows applications to be set up once, initiated, and deployed repeatedly without additional manual intervention. Subsequent changes to documents can be made quickly, then viewed and approved online. Recipients can choose how they receive their correspondence, helping deliver highly personalized mail across both physical and electronic media.

After a demonstration that showed how Uluro’s capabilities matched Lexington’s needs and the bid was

accepted, Bluegrass was awarded the contract. Then the real work started.

“There’s a function in Uluro called Mapper that lets us specify all the characteristics of a job. Once that is set up the job is ready to run automatically.” explains **Tom Patterson**, IT Director. “We were using it for some other jobs, learning how to get the most out of it when we started to set up the jobs for the city. Uluro’s product and technical support teams jumped in to augment the training we’d already received and helped our team set up and test the different jobs for the city.”



The contract went live in late summer of 2012 and continues to evolve. “One of the greatest advantages with Uluro is how responsive we can be to customer requirements.” continues Patterson. “When a change is requested, we can often have it ready for approval and sometimes ready to go into production the same day. That kind of turnaround just wasn’t possible with the previous mix of software or when we had to rely on a partner. Uluro gives us the control we want and the proactive response the city needs.”

With Uluro, Lexington has been able to continue using the pre-printed color shells the city uses for its bills but can now create completely unique documents based on the data received. The layout of text on the pages varies depending on the type of bill. Two data streams drive the letters, billing information and addresses, all of it managed using Uluro.

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