

**Case Study**

**Service Bureau Jansen  
optimizes print  
production, boosts  
productivity, and  
expands to digital  
communications**





## INDUSTRY

Marketing Services  
Commercial Printing

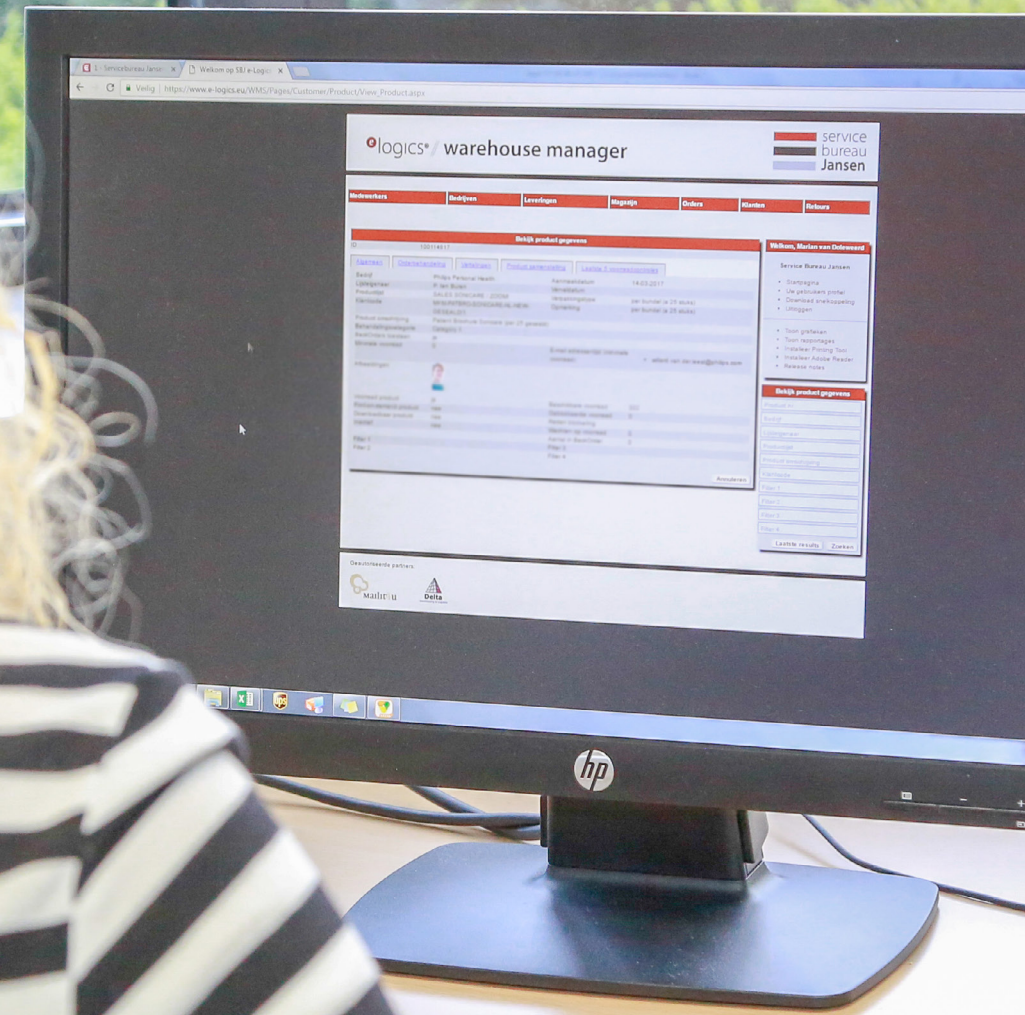
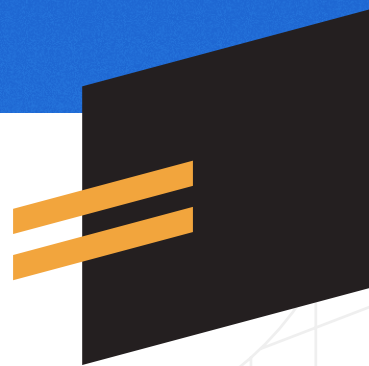
## COMPANY

**Service Bureau Jansen (SBJ)**  
Eindhoven, Netherlands  
[www.servicebureau.nl](http://www.servicebureau.nl)

Service Bureau Jansen (SBJ) is a distinguished and innovative marketing, print service, and sales agency that helps growing freelancers, entrepreneurs, and international organizations achieve their optimal business communications goals. Over six decades, SBJ has expanded to include customers such as Whirlpool, Unilever, Kinderpostzegels, BMW, Rabobank, Valeo Services, and Staples.

**Service Bureau Jansen (SBJ)** uses Objectif Lune's **OL<sup>®</sup> Connect** technology to eliminate manual tasks and enable digital transformation.

OL<sup>®</sup> Connect provides SBJ with a flexible solution that interacts with various systems, streamlines workflow processes, and allows the delivery of personalized and multi-channel communications.





# How do you solve integration challenges and automate operations?

## **Service Bureau Jansen (SBJ) was challenged with inefficient processes and rigid systems.**

To provide innovative print and marketing services, SBJ routinely processed and exchanged a significant amount of data with third parties, such as logistics service providers and client systems. The company struggled to collect and centralize documents and data within these systems, and tedious, error-prone manual tasks were bottlenecking customer delivery times. The business needed an adaptable system to optimize data management and print production, reduce operational costs, eliminate manual tasks, and provide flexibility to offer multi-channel communications. The company was also poised to upgrade from paper to digital while maintaining current systems.

## **OL® Connect empowers speed, automation and accuracy to business processes.**

SBJ seamlessly integrated OL Connect with their business systems to enhance data management and print production, automate processes, and support digital transformation. With OL Connect, the business has a simple solution to receive data from various clients, systems, and sources. They can easily manage workflow processes to save time, reduce errors, and gain cost-saving efficiency. The service bureau's print devices can operate at full speed, and they can present their clients with digital output options.

*"With OL® Connect, recall actions can be arranged within one day, as part of the marketing services for our clients, which ensures optimum customer experience."*

**– Bart Jansen**

Managing Director  
Service Bureau Jansen (SBJ)  
Netherlands





# OL<sup>®</sup> Connect improved productivity and enhanced digital transformation efforts.

## SBJ improves print production and expands to digital outputs.

SBJ utilizes OL Connect's powerful features to enable fully automated document creation and print routines that scale easily across multiple servers. Optimized print and automated post-processing procedures allow them to expand printing speeds, process more jobs simultaneously, and reduce errors and time spent for manual tasks.

The company's customers expected access to digital alternatives to print such as responsive emails, web portals, e-signature capabilities, text messages, and other forms of digital output. Objectif Lune provided SBJ with a standardized solution that works with their existing systems to help them meet the digital requirements of their clients. OL Connect's modern web technology also

enabled the service bureau to capitalize on the future of commercial printing with the ability to deliver both print and digital communications. Now with OL Connect, they can easily integrate with third-party systems and applications to exchange data, provide job status, campaign progress, and archive documents into Document Management (DMS) and Enterprise Content Management (ECM) systems.

## The results

- Integrations with existing equipment and systems eliminated the need for additional infrastructure investments.
- Operators can easily extract data and automatically input information from virtually any source or system.
- Staff can bring production-ready, unstructured one-off, and recurring print and mail jobs into a centralized, automated environment.
- Enhanced production with the ability to print via optimized print streams and ensure a smooth and effective workflow.
- Simplified job handling results in a reduction in manual labor and lower operational expenses.
- Accelerated project turnaround times provide an improved customer experience.
- Digital communication offerings increase revenue.