

Ironsides Technology



The Evolution of Print

Ironsides are experts at gathering data and creating insights with revolutionary production tracking analytics technology that provides you with real-time information to help you improve your business processes, reduce costs, improve margins, and manage risks more effectively.

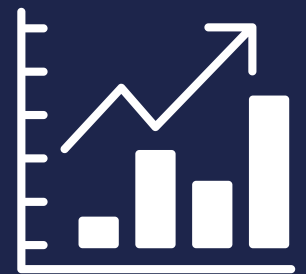


Table of Contents

03

Introduction

04

**Who is Ironsides
Technology?**

05

**Why Partner
with Ironsides?**

06

Our Solution

07

**Security and
Compliance**

08

**Vendor Agnostic
Data Consolidation
and Reporting**

09

**Product
Features**

10

**Product
Features**

11

**Reducing Cost
and Increasing
Profitability**

12

Case Study

13

**Customer
Highlights**

14

**Press
Releases**

15

**Video
Resources**

16

**Customer
Testimonials**

17

Contact Us

Introduction

As President and Founder of Ironsides Technology, I just wanted to personally thank you for your interest in our company. Our Co-Founder Sean and I have been a solution team in this industry since 1996. In 2007 we started Ironsides, to give you more flexibility and control over your operations with a new, open, and adaptable real time tracking, auto-alerting, and reporting system. From Honolulu to Helsinki and everywhere in between we provide document manufacturers with proven, robust systems which help you to manage the real risks inherent with new applications, reduce your operating costs, and to improve operating productivity.

Our systems have proven to provide exceptional real-world value as you work so hard to mitigate the labor and supply challenges of today by helping you to better manage and measure what you are doing, so you can continue to grow your revenue and margins. Due to the modular and scalability of our system, we are extremely efficient to install at a small level and then expand as you grow your business. Let's arrange a simple introductory call to see how we might help you to resolve your challenges with manual operations, automation, and real productivity improvement.



Thank you, again. We hope this E Book provides some real value to you and I'm personally happy to discuss any comments with you directly – please just call me at +1-508-962-1649

Bill

Bill Riley | President

Who is Ironsides Technology?

Ironsides was conceived and built in 2007 around a simple, singular premise: “do what is best for the customer”.

In 2007 as is now our industry was rapidly transforming with mergers, new applications, new technology, and ever-increasing customer expectations. We believed then as now, that customers would be better served with truly open, OEM-agnostic tracking and analytic systems. These Ironsides systems are not tied to any specific production equipment or platform, but rather are built to adapt to any Customer production environment – Ironsides is purpose-built to adapt to your environment. Production floors are in a state of constant change – with new technology coming in that needs to cooperate efficiently with existing platforms, and other platforms acquired via M&A. We saw the need for a truly open system that would adapt to multi-platform, multi-application, and multi-workflow shop floors – so in 2007 we built it.

Since 2007, we have installed throughout the US, UK, and Western EU to help clients to see their actual production in real time dashboards, so that they can more efficiently and effectively manage the risks of delayed jobs impacting SLA contract terms; manage the costs of late jobs mandating overtime; and managing to improve margins by using Ironsides analytics to improve their machine, operator, and job productivity. In today’s world where every sheet of paper and every hour of labor is ever more precious, it is imperative that document manufacturers leverage automated systems to improve their efficiency to maximize their material and production assets on hand. Ironsides provides a proven unique tool suite of automated real time systems purpose-built to provide real world solutions to these everyday challenges.

Why Partner with Ironsides?

Sean and I have been an engineering/ business team since 1996, when I started dragging Sean through production sites first, second, and third shifts so together we could experience the sometimes very harsh reality of document manufacturing. From these experiences we developed an acute awareness of what happens in your real world when things go bad; when production slows or stops and due dates and jobs and contracts and revenue and margins are put into absolute jeopardy. When we decided to create Ironsides in 2007 we committed to two basic business tenets:

1. Our software must be exceptionally robust: it must function as promised in any environment on any application (even on third shifts) – it had to be ‘beyond bulletproof’, hence the name Ironsides...

2. We had to be willing and able to fully support it everywhere we install; it is a true understatement to say that Sean and our support team are fanatically committed to customer support – that is our #1 feedback from our Clients, everywhere, from Day One. We tell our support team to never say NO to requests for help – and it’s the one request they practice to near perfection.

We want to Partner with you!

We have an excellent – arguably as good as exists in our industry – understanding the root cause of problems which impact your risks, reduce your margins, and increase your costs. And we have the proven success record of rolling up our sleeves to resolve these problems with hands-on analysis and application of proven practical systems from Ironsides. Our systems are built right now and will adapt efficiently to your shop right now. Typical installation time from PO to go live is under 60 days. Ironsides software is purpose-built to be modular and scalable.

Your strategic investment Ironsides is facilitated via progressive expansion built on proven performance – no all or nothing risks.

Ironsides software is 100% self-developed in house. This is the key to both continuous improvements and adaptability to your environment – we own the keys to every process which allows us to integrate and adapt so efficiently to your production world.

Don’t just take our word for it – we’re happy to provide references from your industry niche with whom you can speak confidentially about Ironsides. We are extremely fortunate to have a fantastically loyal and supportive clientele, who are willing to speak with you.

Our Solution



IRONSIDES TECHNOLOGY



IRONSIDES APT™ AUTOMATED PRODUCTION TRACKING

Get instant access to real-time data that allows you to make executive decisions that will grow your business and customer relationships. IronSides APT also improves productivity through highly detailed reporting that helps you better manage staff and machine throughput, reduce bottlenecks and eliminate errors. Most importantly, it ensures 100% distribution compliance, providing customers with assurance that all of their jobs down to the piece-level have been assembled correctly, accounted for and are fully compliant with all major rules and regulations.

Gather data and create insights with revolutionary production management technology.

Data Analytics

Make powerful business decisions with our command & control dashboard.

Productivity Management

Improve production productivity with highly detailed reports.

Open Architecture

Seamlessly integrating into any production hardware and software.

100% Compliance

Manage risk and fulfill SLA requirements with detailed reporting.

Security and Compliance

100% Compliance

Ironsides Nor'Star APT ensures 100% distribution compliance of your documents. Identify missing pieces, sequence issues, potential double-stuff, and empty address blocks in an automated fashion. This ensures all jobs are fully compliant with your customer contracts, industry rules and government regulations.

Eliminate Manual Intervention and Processes

Each time a document is handled by a human, the risk of error increases exponentially. Nor'Star APT allows you to institute a "touch n toss" process and automates your reprint process. This avoids manual intervention error, along with eliminating any manual effort that goes into count validation and QC of your documents.

Real-time Visibility

The Nor'Star APT dashboard provides real-time job and piece level visibility, ensuring that all jobs processing vs your internal service level agreements. Automatically track and manage key insights of every job and every piece to ensure that all work has been produced correctly.

Eliminate late jobs and production errors with our automated instant alerting system

Reliable Security

Nor'Star APT sits behind your firewall without introducing any outside asset to your internal security framework.

Reduce internal errors and human risk with automated data collection, providing absolute validation, for every piece at every device with barcode scanning.

We support all industry-specific requirements for paper handling reporting.

WHAT CAN IRONSIDES APT DO FOR YOU?

“The Ironsides team was outstanding during the entire process.

During the discovery phase their product was the clear winner and the products implementation and ongoing success has delivered on their promises.”

Increase Customer Retention:

Accuracy is vital! Printing, finishing and inserting errors can compromise SOX, HIPAA, PHI, and FISMA compliance regulations and make an organization appear undisciplined and careless.

Reduce Costs:

Ironsides APT works in a multi-vendor environment to track work in progress at the page, piece, and record level. APT will automatically detect errors in production and automate the reprint.

No Need to Purchase New Equipment:

Ironsides APT installs and integrates with your existing print, finishing and inserting systems. An organization can save hundreds of thousands and potentially millions of capital expense by utilizing existing investments.

Respond and React:

Ironsides APT collects information from the production floor and makes that available real-time for both service and operational staff. Employees are able to access information quicker to provide timely internal and external updates.

Increase Revenue:

Ironsides APT is a tool to make your company more competitive in the marketplace by guaranteeing 100% accuracy and creating new cross-sell opportunities into growing markets such as government and healthcare distributions.



Additional Benefits:

- Creates a dashboard to production and performance by providing all departments with job- and piece-level status information.
- Reduces client risk of penalties associated with late delivery by monitoring production performance in real time versus SLAs.
- Minimizes client Capex expenditures by allowing new, high integrity jobs to be processed on legacy finishing and inserting/mailling equipment.

“Ironsides APT was the only solution on the market that could give us the integration we needed across all of our kit. And the promised after-sales support has been fabulous.”

Vendor Agnostic Data Consolidation and Reporting

Vendor Agnostic
Data Consolidation
and Reporting

Any Vendor | Any Make | Any Model

We can automate your data collection using our industry leading connectors

How do we collect data?

1 Digital Print

- Banner sheet scanning
- Direct integration to controller/DFE (Print)
- JMF/JDF/SNMP
- Log file transfer
- Counting devices (offset)

2 Insertion

- Camera installation
- Leveraging existing cameras
- Log/output file transfer (MRDF, KIK, ICD)
- Hand scanning mechanisms
- Analog counting devices

3 Bindrey/Finishing

- Banner sheet scan (job level)
- Camera installation
- Leveraging existing cameras
- Log/output file transfer
- Hand scanning mechanisms
- Analog counting devices (count based)

4 Hand Fullfillment

- Camera installation on conveyor system
- Hand scanning mechanisms

5 Sorting

- Direct camera feed
- Log file transfer

The screenshot shows the IRONSIDES TECHNOLOGY software interface. At the top, there are filters for 'ReceivingTime', 'Start Date/Time' (2021-10-01 23:17:44), and 'End Date/Time' (2022-06-17 23:17:44). The main section is titled 'Insertion Details by Device' and shows a table of production data for the time period 10/1/2021 23 -- 6/17/2022 23. The table has columns for Device, Job ID, Operator, Account, Expected Pieces, Processed Pieces, Processed Sheets, Expected Rate, Actual Rate, Rate %, Total Production Time, and Processed Time. A sidebar on the right shows a list of 'All Customers' and a 'DeviceName' filter with checkboxes for 'All Production Lines', 'BB700', 'BB800-1', 'BB800-2', and 'Manual Station 1'.

Device	Job ID	Operator	Account	Expected Pieces	Processed Pieces	Processed Sheets	Expected Rate	Actual Rate	Rate %	Total Production Time	Processed Time
BB800-2	A20009791	Todd	LHI	319	322	644	22000	9424	42.84	00:02:03	10/4/2021 4:00 PM
BB700	A20009792	Fred	CUH	328	331	662	22000	9532	43.33	00:02:05	10/4/2021 4:00 PM
BB800-2	A20009793	Sean	RIC	341	344	688	22000	9751	44.32	00:02:07	10/4/2021 4:00 PM
BB700	A20009797	Fred	RIC	280	282	564	22000	18458	83.90	00:00:55	10/11/2021 11:00 AM
BB700	A20009795	Roman	WCU	262	264	528	22000	8562	38.92	00:01:51	10/11/2021 11:00 AM

Product Features



Centralized Dashboard

- All tracking and reporting under one umbrella
- Real time visibility to work in process
- Web Based Unlimited users with appropriate access levels
- All Nor'Star functions accessible from one dashboard



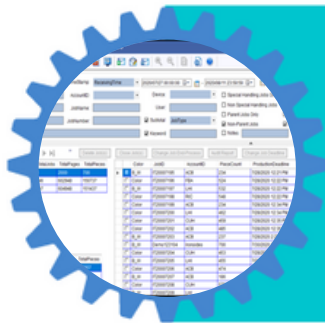
Device Monitor

- Real time operator and device activity
- Tracks completion % and operator productivity
- Displays key job attributes
- Ability to drill into piece level view
- Each user can customize view based on role



SLA Monitor

- Displays real time job status of all open jobs
- Displays estimated completion time
- Alerting for jobs in jeopardy and past due
- Updates in real time
- Can be viewed by customer, job type or workflow



Job Explorer: Custom Reporting

- Ability to search on in process and historical jobs
- Used by multiple levels of organization
- Report template saving and export capability
- Ability to see each timestamp within a job
- Easy to use; no IT knowledge required
- User determines properties of search and reporting



Reporting Suite

- Real time reporting measuring Work In Process, SLA and Productivity
- Over 185 reports
- Automated email distribution
- Measure productivity at job, operator, device, shift and facility level
- Metric and graphic presentation

Product Features



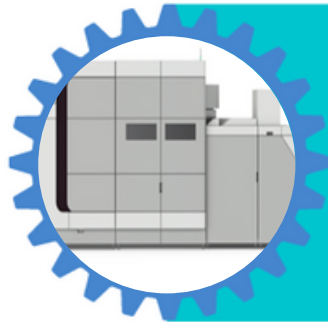
Open and Accessible Database

- All information stored in open SQL
- Event integration with 3rd party systems
- Access raw data for Adhoc reporting as needed
- Supports complex system integrations
- Provide external systems real time production activity (client portals)



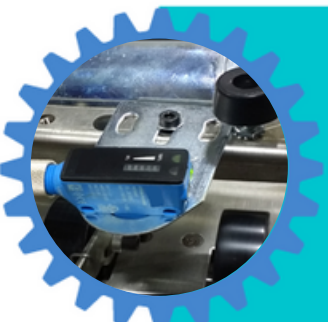
Install and Leverage Existing Cameras

- Install cameras on any device for piece level tracking
- Leverage existing camera technology
- Create consistency and centralization
- Spread jobs across multiple devices
- Network equipment and create synergy
- Multi pocket camera installation for component validation



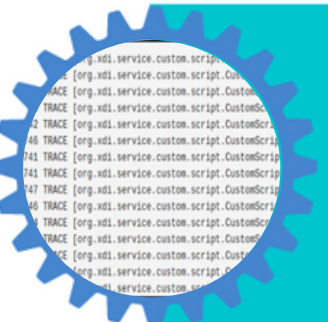
Print Tracking

- Zero operator intervention
- JMF, JDF, SNMP protocols
- Established connectors developed for industry leading controllers and RIPS
- Ability to tracking real time print progress
- Measure machine and operator efficiency



Sensor Based Tracking

- Tracks real time production activity where cameras and barcodes are not required
- Easily installed on any device
- Jobs can be spread across multiple devices
- Real time productivity measurements for non intelligent equipment



Indirect Log File Digestion

- Receive output files from existing tracking systems
- Capable of ingesting multiple file formats
- MRDF, KIK and other delta files can be ingested from existing on machine tracking systems
- Creates centralization of all operational activity in instances where machines have proprietary tracking systems

Reducing Cost and Increasing Profitability in Multiple Sections of Your Business

Reducing Cost and Increasing Profitability in Multiple Sections of Your Business

Operations

- Create Synergy between equipment and departments
- Instant access to everything on the production floor
- Elimination of manual processes and data collection
- End to End audit trail of document lifecycle
- SLA and Contractual adherence
- Non-Disruptive to the existing production process

IT

- Eliminate technical debt of homegrown systems
- Enables IT resources to focus on revenue generation
- Provides one system to gather all key production data
- Leveraging existing documentation
/index/composition/workflow tools already in place
- Easily integrates with 3rd party systems, client facing portals and corporate reporting tools

Business Management

- Ensure operations producing at established standards
- Labor, overtime, and purchasing decisions
- Leveraging existing equipment cost avoidance
- Protect your customer contracts through compliance
- Support work from home environment
- Avoid unnecessary costs due to mistakes, reproduction and missed SLA's



IRONSIDES TECHNOLOGY

A nonprofit mutual insurance company located in the midwest, serves more than 6 million people with 152 hospitals and more than 33,000 doctors. With over 8,000 employees and offering the largest network of doctors and hospitals in Michigan, this health insurer designs, sells and manages health benefit plans for individuals, families and Michigan-based employers.

The insurer's plans include: traditional, PPO, HMO, Medicare, Medicaid, wellness, dental and vision, state and international plans, as well as plans with health spending accounts.

Case Study Insurance

Ironsides APT™:
Closing the Loop on Quality Control



“The ability to instantly locate pages for reprinting when a page is damaged has saved us the equivalent of one full-time employee.”

Challenge

The company was seeking an integrated suite of solutions that would enable page-level tracking of all jobs through its expansive print and mail center. This included a more efficient, closed-loop reprint process for damaged pieces that ensures HIPAA (Health Insurance Portability and Accountability Act of 1996) and PHI (Patient Health Information) regulatory compliance. One PHI breach in the print and mail operation that processes about 24 million envelopes (75 million pages) annually could cost the company millions of dollars.

Solution

The health insurer worked with a third party professional services organization to assemble a multivendor solution that included Ironsides APT™, Solimar Systems and BCC Mail Manager. The Ironsides APT dashboard is used to track and report at the page level using barcodes for complete closed-loop quality control and an efficient reprint process.

Results

Ironsides APT enables complete reporting down to the piece level, ensuring full HIPAA and PHI compliance. Ironsides real-time data analytics also makes it easy to determine the cause of any HIPAA and/or PHI breach that may occur to quickly identify and address human or mechanical error. The Ironsides system also created a trackable reprint process which effectively eliminated one full-time position from the department.

Customer Highlight



DNI, Corp excels at helping businesses of all sizes inform, activate, engage, and mobilize existing and future customers in the quest to grow their business. They partner with businesses across multiple industries that demand the highest quality compliance and efficiency in the delivery of their Targeted Marketing Solutions through to their Critical Customer Communications to their potential and existing core customers so they can focus on their core business.

They are also uniquely set-up to support the entire life cycle of the “customer engagement” for their clients. From marketing to prospective clients through fulfillment of highly personalized, targeted kits, marketing/promotional packaging and target marketing mail campaigns all the way through to ongoing communication after they become clients for their customers with any Critical Customer Communications needs or requirements including statements, bills and notices. Reaching their customers across multiple channels utilizing print and mail as well as electronic distribution.

In the summer of 2020; DNI Corp selected Ironsides Technology and the Automated Production Tracking (APT) product to create a uniform and standard piece level tracking and auditing solution across their insertion and hand fulfillment platform. In addition to leveraging APT’s value in ensuring document integrity; DNI Corp also uses the dashboard solution to capture real time visibility into their operation – consistently measuring and monitoring jobs, employees, and machines versus established production standards.

2021 has also been a busy year for DNI Corp with the strategic acquisition of Mailer’s Choice, the oldest and largest privately held direct mail and fulfillment business in Middle Tennessee, along with appointing Robert Cook to role of President. To hear more about DNI’s experience with the Ironsides Technology partnership, please click the below link for a video testimonial from Robert Cook.





Press Releases

CENVEO

Cenveo Selects Ironsides APT Software for Document Compliance Across Print and Fulfillment Operations (piworld.com)

DMM

DMM Selects Ironsides APT for Document Integrity Across Fulfillment Operations Mailing Systems Technology

TRANSFORMATIONS PARTNERSHIPS

Ironsides Technology and Transformations Inc. Announce Strategic Partnership to Provide Real-time Document Production Data to the Uluro CCM Platform (printingnews.com)

HATTERAS

Hatteras Implements Ironsides Nor'Star APT Solution (piworld.com)

INKJET SUMMIT INTERVIEW

TJ Forsythe Describes Ironsides Technology Software for Automated Document Tracking and Accountability (piworld.com)

CLICK-TO-READ

Video Resources

Customer Testimonial Videos

Learn all about Ironsides Technology directly from our customers

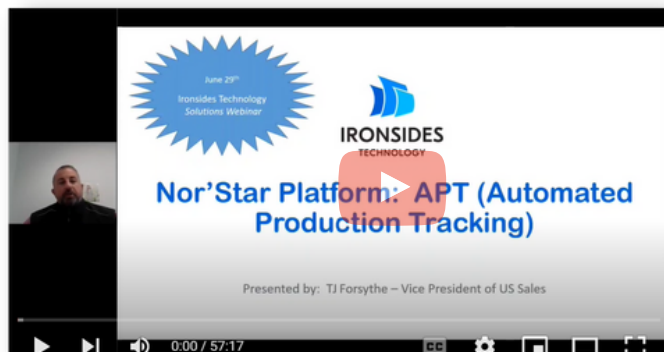


Solution Videos

Learn all about our products and solutions



IRONSIDES TECHNOLOGY LIVE WEBINAR



Customer Testimonials

"APT tracking Analytics helped us to right size shop from three down to two shifts (we expect APT to help to win new work to re-fill 3rd shift)"

We will lower costs by automatically identifying production errors and issuing reprints, presenting its mail directly to the USPS for optimal discounts, and ensuring address updates are processed at the last moment, reducing returned mail and further customer service intervention

This has translated to significantly improved productivity, better client reporting, and a plethora of cost savings. "The easiest to quantify," the General Manager says, "is an estimated savings of \$200,000 per year by not having to add staff as we increase our workload"

APT is remarkably easy to deploy; we were tracking our printers on APT Dashboard with piece level views in literally 20 minutes. It took less than one week to connect and test all our devices. The second week was dedicated to classroom and on floor training, and training of the supervisors and management. We were amazed at how quickly it all came together.

The richness of the Ironsides data gives us the information to run our business more profitably

"We have about 30 different vendors that provide hardware, software, service, or materials for our production workflow. Ironsides Technology is at the top of the list when it comes to flexibility and responsiveness"

Ironsides APT was the only solution on the market that could give us the integration we needed across all of our kit. And the promised after-sales support has been fabulous

Our partnership with Ironsides is a key factor in our ability to grow the business, bring new clients on board, and improve our overall operational excellence.

We needed a partner who understood what we were doing, would work on our terms and adapt to our growth, and maintain consistency over the duration of the relationship. Ironsides has done exactly that

Contact Us

Contact Us



IRONSIDES
TECHNOLOGY



Bill Riley
President



bill.riley@ironsidestech.com



TJ Forsythe
VP of Sales



tj.forsythe@ironsidestech.com



<https://ironsidestech.com/>

