Transforming Document Workflows for a Print Provider

ABOUT THE COMPANY

The client is an established print services provider specialising in high-volume transactional and business communications. Serving sectors such as financial services, utilities, and government organisations, the company manages complex document workflows that require accuracy, compliance, and operational efficiency.
As demand for personalised and large-scale communications increased, the organisation recognised the need to modernise its document workflow infrastructure. Legacy systems and fragmented processes were limiting operational efficiency and making it difficult to scale services into new industries. The company partnered with BelWo to streamline its document workflow environment and implement a more structured, scalable architecture.

BUSINESS CHALLENGE

Over time, the client had adopted multiple tools and software platforms to manage different parts of their document production workflow. While these systems addressed individual operational requirements, they resulted in a fragmented ecosystem that created inefficiencies and operational complexity.

One of the primary challenges was the absence of a digital presorting capability within the print workflow. Without a structured presorting process, the organisation could not optimise mail preparation or fully benefit from postal efficiencies.

Another key issue was the management of workflow assets and document configurations. The organisation relied on GitHub repositories to store workflow files and document configurations. Although GitHub is widely used for software development, it introduced unnecessary complexity for operational teams responsible for managing document workflows. Non-technical users found it difficult to manage version histories, track updates, or collaborate effectively.

This setup created several operational limitations:

- Workflow files and document templates were stored across multiple environments

- Version control was difficult for operational teams to manage

- Routine workflow updates required developer involvement

- Data structures were inconsistent across systems

As a result, the organisation lacked a centralised workflow management structure, making it difficult to scale operations or enter industries that require more robust governance and traceability.

OUR SOLUTION

BelWo conducted a detailed workflow and infrastructure assessment to analyse the client's document production environment, identify operational bottlenecks, and design a scalable architecture aligned with future business goals.

Based on this assessment, we implemented a structured transformation centred around Quadient Inspire and the Interactive Communication Management (ICM) environment.

1. Implementation of Quadient Inspire

BelWo implemented Quadient Inspire to streamline document composition and workflow management. This provided a scalable platform capable of handling high-volume transactional communications while enabling greater control over document templates, data mapping, and output formats.

2. Migration to ICM for Workflow Management

To simplify version control and workflow governance, BelWo migrated workflow assets from GitHub into the ICM environment. ICM was configured as a centralised repository for managing critical workflow components, including:

- Workflow File Definitions (WFDs)
- Document templates and assets
- Version-controlled workflow configurations
- Data mapping structures

Unlike traditional code repositories, ICM provides a more intuitive interface designed specifically for communication management workflows. This enabled both technical and operational teams to collaborate more effectively.

3. Centralised Data Architecture

BelWo established a centralised data and workflow structure, ensuring that document assets, workflow configurations, and production logic were managed within a unified environment. This eliminated fragmentation and improved governance across the document lifecycle.

4. Knowledge Transfer and Operational Enablement

To ensure long-term sustainability, BelWo worked closely with the client's internal teams to transfer knowledge and standardise workflow management practices. Operational teams were equipped to manage version control and workflow updates without relying heavily on development teams.

BUSINESS BENEFITS

The transformation delivered measurable improvements across operational efficiency, governance, and business scalability.

Centralised Workflow Governance

The implementation of ICM created a structured and centralised environment for managing document workflows. Teams gained greater visibility into workflow assets, document versions, and configuration changes, improving governance and operational transparency.

Simplified Version Control

By moving away from GitHub and adopting ICM, workflow version control became significantly easier for operational teams to manage. This reduced the reliance on developers and accelerated workflow updates

Improved Operational Efficiency

The integration of Quadient Inspire streamlined document composition and production processes. Teams could manage high-volume communication workflows more efficiently while maintaining accuracy and compliance.

Enhanced Collaboration

With a unified workflow environment, production teams, IT teams, and operational managers could collaborate more effectively. Document changes, workflow updates, and configuration management became more transparent and controlled.

Stronger Data Architecture

The centralised data structure improved data consistency and traceability across workflows. This strengthened the organisation's ability to manage complex communication requirements and maintain compliance.

Entry into a New Industry Vertical

One of the most significant outcomes was the organisation's ability to expand into the telecommunications sector. The improved workflow governance, structured data management, and scalable communication platform enabled the company to meet the high-volume and compliance requirements of telecom communications.

Future-Ready Communication Infrastructure

The new architecture provides a scalable foundation for future growth, including support for multichannel communications, enhanced workflow automation, and additional industry expansion.

Through a structured workflow transformation and the implementation of Quadient Inspire and ICM, BelWo enabled the client to modernise its communication infrastructure, streamline operations, and unlock new business opportunities.

About Us

BelWo develops, deploys, and manages Customer Communications Management (CCM) solutions for enterprises and print service providers worldwide. As a solutions-focused partner with deep expertise in CCM, enterprises turn to us to support complex CCM initiatives that range from smaller-scale document applications to full-scale omnichannel digital experiences. Our mission is to help our clients meet strategic CCM goals, add value to every customer communication, reduce costs and improve the workflows of mission-critical CCM processes.

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