



Case
Study

From Outsourced to In-House: How a Print Service Provider Took Control of Its Vote-by-Mail Production



About the Company

Our client is a US print service provider that has been printing ballots for over a century. A lot of them. They work with state and local election offices and run everything out of a secure, modern production facility. Beyond printing, they handle data management and processing, mailing, tracking and reporting, so election teams get an accurate, transparent and secure process end to end.

They support elections across several states and handle two very different kinds of ballots:

- **Poll-site ballots:** Printed in bulk and delivered to polling stations.
- **Vote-by-Mail ballots:** Printed and matched to an individual voter, folded into an outer envelope with the voter's address and postage barcode, and sent along with a return envelope so the voter can mail the ballot back to the county.

Business Challenge

Vote-by-Mail is where things get complicated. Each ballot is matched to a voter and has to go out with the right envelopes, addresses and barcodes, at high volume, on a fixed deadline. For this print service provider, it was the everyday reality of election season.

Every Vote-by-Mail piece must be exactly right. Each voter gets the correct ballot for their county. Each envelope needs a unique Intelligent Mail Barcode (IMb) for the trip out, and another for the trip back. The mailing address and the permanent address can be different places, and the rules change from county to county.

And for years, the company handled this by sending its inputs and business rules to a third-party vendor, then waiting for the finished output to come back.

This model created several challenges for the business:

- **Dependence on an outside vendor** for work at the heart of its business
- **No single view** of where each mail piece was once it left the building
- **A punishing clock:** input files arrive in the evening, and output has to be ready for the printing floor by 5 AM
- **Capacity limits** during the busiest weeks of the election

The company wanted to make it faster but also own the process going forward.

Solution We Provided

We built the company a platform that brings the whole Vote-by-Mail workflow under one roof, in their hands.

■ Upload, click, produce

The team uploads the voter files, ballots, envelope specs, and artwork through a simple web interface. The application applies each county's business rules automatically and produces print-ready PDF output plus the machine-readable files the print and mailing floor needs. No emailing files back and forth.

■ Barcodes generated on the fly

The application connects to BCC as each record is processed and generates the Intelligent Mail Barcode in real time for both the outbound and return envelopes, so no manual barcoding step is needed.

■ One connected system

On the backend, the solution connects a .NET web application, a SQL database, Quadient Inspire Content Manager (for document composition), and the BCC Software (the link to USPS) into one seamless flow, from voter data to finished mail piece.

■ A tracking dashboard that answers "where is it?"

Once mail is dropped at the post office, scan data flows into a single dashboard that is refreshed daily. The team can see where outbound ballots are, and where return ballots are on their way back to the county, without chasing anyone for updates.

Benefits

- **71% faster processing** after moving from on-premise servers to the cloud
- **Self-reliance:** the applications now sit in the company's own environment, so it no longer has to depend on an external vendor for election output
- **Scalability on demand:** when volumes spike, the company can scale up cloud capacity in about an hour, instead of being limited by fixed server hardware changes.
- **End-to-end visibility:** of outbound and return mail pieces in one dashboard
- **Continued support when it matters most:** with the company's team size shrinking since last year, BelWo supports day-to-day production runs, including the high-volume run-up to the November 3 midterm elections



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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