



Stabilimenti Tipografici Carlo Colombo S.p.a. is one of the most important printing firms in Rome. Its customers are major companies and public organisations. They include the Chamber of Deputies, for which the company prints the minutes of meetings every day [using Océ equipment]. Traditionally we always tried to be the first to adopt innovative solutions that enable us to excel in the market. With the new Océ systems we can offer increasingly fast and complete services to our customers without any reduction in printing quality. Those systems enable us to transfer production that we currently print in offset to digital printing.'

**Giovanni Battista Colombo**  
General Manager,  
Stabilimenti Tipografici  
Carlo Colombo S.p.a.  
Rome, Italy

## Software & Professional Services

**Market position** The Software & Professional Services business group brings together all of Océ's expertise in the area of output and document management. The group is a centre of expertise and comprises Océ specialists who, working closely together with the customer's specialists, analyse the customer's print output and document processes and formulate proposals for improvements. The systems, consisting of hardware and software, are designed and implemented by Océ's specialists and consultants. Océ structures these activities by applying its own working method, the Océ Solution Delivery Process. Over the years Océ has also built up in-depth experience of processes, systems and software solutions specifically geared to the needs of each customer sector. In all markets in which Océ operates, paper flows and digital document flows have become increasingly more integrated and more complex. These document processes and workflows need to be managed and controlled. Ever since the introduction of its first digital printers Océ has been developing software for the management of printing processes and printing systems. Océ's customers are seeking ways to add greater value to their documents and, at the same time, to reduce the costs of document production in their businesses. As part of its Professional Office Programme Océ supplies software and services that enable printing and document flows in businesses to be analysed. On the basis of the information from such analyses new printing configurations are proposed in combination with intelligent software which channels each print job to the equipment that is most suitable and most cost-effective for processing that job. In environments where high and very high volumes are printed Océ is able to ensure not only the very highest degree of efficiency but also to add extra functionality to transaction documents. In this way bank statements or gas or electricity invoices can be given added value as powerful marketing tools. These programs and others like them have been developed in recent years in close cooperation with Océ customers.

The entire range of DDS output management programs and applications is available under the Océ PRISMA brand name.

Océ harnesses its know-how and expertise to offer businesses and customers solutions in the form of configurations consisting of Océ equipment and software, third-party machines and complete implementation services. The business group advises its customers on the restructuring and improvement of their document management processes. The business group also provides support in cases where customers outsource their entire document and printing processes to the Océ Business Services business group.

**Developments in 2004** The Software & Professional Services business group has introduced software bundles that are focused on the specific needs of major customer groups. For corporate customers four bundles have been developed: PRISMA for Office, PRISMA for Printrooms, PRISMA for ERP [Enterprise Resource Planning] and PRISMA for Transaction. For the commercial market three bundles have been developed: PRISMA for Printshops, PRISMA for Printing-on-Demand and PRISMA for Mailers. Each PRISMA bundle amalgamates the most important applications and output management system functions for a specific customer segment within a single, compact and complete combination of programs. The bundles improve the customer's working processes and efficiency and this specifically tailored bundling of software simplifies its implementation process. Various research institutes have already ranked PRISMA software as being the best software that is available within the industry.