

# Pinnacle Data Systems

After an extensive search, Pinnacle Data Systems determined that the versatility, speed and demonstrated savings offered by Pitney Bowes technology could help them achieve continuous year-over-year growth.

## CASE STUDY



### SUMMARY

With redundant facilities in Atlanta and Birmingham, Pinnacle Data Systems provides complete end-to-end document management and transaction mail services to the insurance, utilities, telecommunications, financial services and business-to-business industries.

Known for service, Pinnacle has found ways to increase revenue each and every year since they expanded to mail preparation in 2001 – and today they produce 500 million pages a year. Their success is driven in no small part by a commitment to ongoing improvement. “In today’s economy, companies want to save money,” notes Robert Reddinger, President of Pinnacle Data Systems. “If you’re not getting more efficient every year, you simply won’t survive.”

Over the years, Pinnacle had acquired a fleet of 18 inserters, what Reddinger calls a ‘hodge podge’ of technology. To get to the next level, the Pinnacle team needed to find new ways to drive efficiencies throughout their plants, while stepping up to market demands for integrity, performance, color and variable print. After an extensive review, they chose Pitney Bowes.

“Our needs were changing—and we did not see what we were looking for from our prior technology providers. What Pitney Bowes offers fits our direction – and that’s what led us to invest in four new FPS™ Flexible Productivity Series inserting systems over the past 18 months.”

#### **One-platform versatility delivers significant savings**

Running at speeds up to 14,000 pieces per hour, each FPS™ system replaced two older machines, which provided for an instant 50% decrease in labor costs. With reduced operator training and a more versatile workforce, actual savings were much greater.

“Our four Pitney Bowes systems support different configurations and unique applications, but they are all driven by the same operating system, the same software and the same reporting,” Reddinger explains. “Previously, our operators were all specialists, which meant we ended up having more people than needed. Now anyone trained on one Pitney Bowes system can run any machine—and that greatly increases staff flexibility.”

### Challenge

Achieve the increased savings and efficiency necessary for extended growth.

### Solution

Four FPS™ Flexible Productivity Series inserters serve as the foundation for a high-volume, transaction mail operation that consistently meets and exceeds client demands.

## **New 'No Changeover' module increases uptime**

Pinnacle runs a variety of applications, which is why they became one of the first facilities in the country to install the new No Changeover module, which increases the versatility of their inserters by rotating and collating documents at top speed. Now they can quickly changeover from flat to folded and back as job schedules dictate, increasing productivity and throughput.

"Normally, changeovers could take an hour," Reddinger details. "We tested another vendor's 'fast change' and it took 25 minutes. With Pitney Bowes, you can go from a #10 to a flat application as fast as you can load paper. It is literally a no changeover."

## **Service after the sale makes a big impact**

What has impressed Pinnacle the most, however, has been the level of service they've received from the entire Pitney Bowes organization. "After our system was installed, we realized that to execute one job efficiently, we would need to move the barcode scanning device," Reddinger recalls. "Pitney Bowes came in and made it work... they engineered a special mounting bracket and solved our problem right away.

"Our company is known for service, and we expect nothing less than exceptional service from our vendors. To be honest, we previously had concerns whether Pitney Bowes would measure up—concerns, it turns out, that were totally unnecessary. They have performed so well they now service all of our inserters, even the non-Pitney Bowes systems."

***"No one can match the Pitney Bowes portfolio—they go far beyond inserters and can help us improve every aspect of mail. They know transaction mail, understand the service bureau business and have demonstrated an ability to quickly adapt to our changing needs."***

Robert Reddinger, President, Pinnacle Data Systems

## **RESULT**

After 18 months—and the installation of their fourth FPS™ system—Reddinger and his team are excited about their decision to build on their track record of success with Pitney Bowes.

"We had looked at four different vendors and flew across the country to visit sites and test equipment. In the end, the decision to go with Pitney Bowes came down to three key points. Number one is the price-performance ratio. No one could match the ROI that Pitney Bowes delivers. Second is their focus on innovation... we actually met with Pitney Bowes engineers and you could see their commitment to continuous improvement. And thirdly," Reddinger concludes, "no one can match the Pitney Bowes portfolio—they go far beyond inserters and can help us improve every aspect of mail. They were the only company that could provide meters, postage accounting, inserters, reporting software and a lot more.

"The results have been excellent. But I am even more excited about the future. The Pitney Bowes team knows transaction mail and they totally understand the service bureau business. Above all, they have demonstrated an ability to quickly adapt to our changing needs. Their one-platform versatility makes it easy for us to expand our offering and better serve our clients each and every day."

## **The Pitney Bowes advantage**

**Because Pitney Bowes technologies are driven by a common operating platform, operators trained on one system can run any machine—which increases the versatility, flexibility and productivity of the entire operation.**



Pitney Bowes  
Document Messaging Technologies  
37 Executive Drive  
Danbury, CT 06810-4148  
Main: 877-536-2736  
www.pb.com

©2009 Pitney Bowes Inc. All rights reserved.

Pitney Bowes, the Corporate logo, APS and Production Intelligence are trademarks owned by Pitney Bowes. All other trademarks are the property of their respective owners.