



# Ironsides Technology

February Newsletter

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## [The Power - and Magic - of numbers...](#)

They say you can use numbers to make any point you want - so why not use them to point to a little magic in your own organization! Your ability to systematically collect production statistics positions you to address all kinds of opportunities, and create good results. For example, Mark Fallon in his excellent "Berkshire Strategy" newsletter series continually notes the importance of accurately keeping score, and communicating real results as a foundation for great operations team building.

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This proactive approach was also cited by a recent Wall Street Journal article as a critical driver of employee work satisfaction. The WSJ notes that regular 'scorecards' provide meaning and value for employees who otherwise labor without gratification and consequently, with diminished value of work. In today's print-mail operation center, improving employee morale is directly linked to improving operations productivity and better client service. And, this critical dynamic is a key evaluator of management ability - and compensation!

Automated productivity packages offered by Ironsides Technology build the statistics that quantify and qualify operator and team performance. Leading managers use these metrics to communicate with and motivate their associates because the results are so immediate and positive - and any organization can

easily do it.

On the Business Intelligence side, systematic and automatic production statistics create Gartner's "KPI" - Key Performance Indicators. These KPI's are the foundation of any process improvement system. Along with many others, Guy Broadhurst of OCE, notes in his article, "You can't improve what you can't measure..." that systematic performance and productivity tracking is vital to establishing technology ROI.

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And Bryan Baker of Xerox goes further to say in his whitepaper, that for strategic projects "The right metrics and regular reporting build confidence and trust and help sustain the relationship."

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Numbers from your own production statistics can point to magic within your team and within your process. Ironsides APT provides this information automatically; in real time; on any print-finish-mail device that you currently use or plan to purchase. As the famous painter Leo Da Vinci said, "perfection is in the details" and Ironsides APT can help you in your quest for communication perfection.

## USPS Mandates and the Economic Stimulus Act of 2008

The USPS has mandated some changes/upgrades that must be implemented by every mailer within 2008. Namely, converting from Postnet to Intelligent Bar Codes; and, converting from analog to digital postage meters. For a very interesting permanent solution for postage meters - arguably the weakest link in the inserting process and its Achilles Heel - visit Brian Doyle's webinar at InfoPrint Solutions Company. Brian brings refreshing and creative solutions to some long standing mailing challenges.

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The Economic Stimulus Act of 2008 presents fantastic incentives in 2008 to make these necessary investments. The Act applies to both hardware and software investments, and can save you more than 25% of your purchase costs, by way of tax deductions. In fact, you can bundle process improvement tools like Ironsides APT into the overall investment and qualify for these 25%+ savings. What a great way to jump start an ROI on any project that will deliver Business Intelligence and Hipaa and SOX Regulatory Compliance audits for years!

The ACT is most effective for hardware and software

investments totalling up to \$800,000. And it's positive impact in tax deductions is even more dramatic on lower dollar investments. Consider your production needs for the next 24 months, and see what might be feasible for purchase within 2008.

You must make Intelligent bar code and meter changes that can involve hardware and software purchases. And with the advantages offered by this 2008 Act, you ought to look at automated systems like Ironsides APT.

Ironsides APT will meet your HIPPA, SOX and privacy reporting regulations and protect your clients' privacy, and your organization.

### On Demand/Xplor Expo

The On Demand/Xplor Expo is being held in the new Boston Convention Center from Mar 3-6.

[www.ondemandexpo.com](http://www.ondemandexpo.com)

Admittance to the Exhibit Hall is free with pre-registration. There is an abundance of tutorial and educational sessions including over 14 courses and 100 classes from XPLORE.

<http://www.xplor.org/xdu2008>.

You also can have the opportunity to meet with many of the experts cited in this newsletter, along with their industry peers. And of course we invite you to personally review Ironsides APT. Discover for yourself how economical and universally applicable our robust productivity technology can be for your organization. We are co-exhibiting with InfoPrint ADF in stand #647, and please contact us directly to schedule a meeting or technology review.